



## The effect of online customer shopping experience on online impulsive buying mediated by attitudinal loyalty at E-commerce

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### ABSTRACT

The purpose of this study was to determine the effect of online customer's shopping experience on online impulsive buying mediated by attitudinal loyalty on the Tokopedia e-commerce platform in Padang City. The population in this research are people in Padang City aged at least 18 years who have made purchases and have experience using the Tokopedia application. Data collection was carried out by distributing online questionnaires via G-Form and data was processed using SmartPLS software. The findings of this research show that (1) Interactivity has a positive but not significant effect on attitudinal loyalty, (2) Informativeness has a positive and significant effect on attitudinal loyalty, (3) Visual engagement has a positive and significant effect on attitudinal loyalty, (4) Navigation and search case does not have a positive and significant effect on attitudinal loyalty (5) Trust has a positive and significant effect on attitudinal loyalty, (6) Convenience has a positive but not significant effect on attitudinal loyalty, (7) Enjoyment has a positive and significant effect on attitudinal loyalty, (8) Attitudinal loyalty positive and significant effect on online impulsive buying, (9) Interactivity has a positive but not significant effect on online impulsive buying through attitudinal loyalty, (10) Informativeness has a positive and significant effect on online impulsive buying through attitudinal loyalty, (11) Visual engagement has a positive and significant effect on online impulsive buying significant effect on online impulsive buying through attitudinal loyalty, (12) Navigation and search case does not have a positive and significant effect on online impulsive buying through attitudinal loyalty, (13) Trust has a positive and significant effect on online impulsive buying through attitudinal loyalty, (14) Convenience has an effect positive but not significant on online impulsive buying through attitudinal loyalty, (15) Enjoyment has a positive and significant effect on online impulsive buying through attitudinal loyalty.

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## INTRODUCTION

The development of the business world has resulted in high competition to meet consumer needs. Internet shopping is becoming popular all over the world (Le et al., 2018). Selling goods online has many benefits, one of which is that it is more efficient and easier to buy goods or services. Consumers can shop more efficiently whenever and wherever they want. Consumers no longer need to visit shopping centers, they just need to use their smartphones to shop at various e-commerce stores and

transfer money to the seller. while according to Pappas et al., (2016) said that with the rapid growth of the internet, there are many opportunities for online business activists to increase sales, create and retain customers.

Based on the Katadata (2021) report, 74.5% of consumers shop online more than they shop offline. During the Covid-19 pandemic, a large number of consumers were unable to carry out their daily activities, resulting in a significant increase in switching to online shopping. The pandemic made 17.5% of offline consumers start trying to shop online. The sales platforms used by consumers to shop are marketplaces, social media and websites. Consumers choosing to shop online exclusively increased from 11% before pandemic to 25.5% in early 2021. In the 2021/2022 Indonesian online shopping behavior report, iPrice revealed that Indonesian shoppers tend to access E-commerce platform via mobile application.

According to iPrice (2022), one of the E-commerce applications in Indonesia will be visited more frequently in 2021, namely Tokopedia. The average monthly old visitor to Tokopedia for the first-fourth quarter of 2021 reached 149.6 million. According to a Databoks (2021), Tokopedia became the most visited e-commerce site in Indonesia in 2021. The average monthly visitors to the Tokopedia page in the first-fourth quarter of 2021 was recorded at 149.6 million. The merger carried out by Tokopedia with the online transportation company Gojek in early 2021 is considered to have had a positive impact on increasing its site traffic.

Technological developments, especially in the field of E-commerce leading to impulse buying, also known as unexpected buying. Meanwhile, according to Chan et al (2017) online impulsive buying is an online purchase that occurs suddenly without any prior intention to do so. Impulse buying is an emotional decision or impulse. This occurs when customers read offer catalogues, watch television, accessing the internet, entering a shop, and etc.

Online impulsive buying behavior is caused by the existence of online consumer shopping experience factors. The shopping experience that consumers experience when shopping will of course influence subsequent purchases. The customer shopping experience is an ever-changing idea influenced by company offerings and environmental changes, changes in consumption power, and interactions between brands and consumers. A pleasant shopping experience brought about by the feelings, sensations, feelings, actions and relationships that buyers have can encourage them to carry out shopping impulses, and vice versa (Sari, 2021).

The online shopping experience has a strong positive impact on the brand. Customers who feel satisfied after using a product will create trust in the product and then customers are willing to recommend the brand to others. So attitudinal loyalty plays a very positive role in online impulsive buying (Anshu et al., 2022).

## LITERATURE REVIEW

### **Online Impulsive Buying**

According to Stern (1962) defines when customers suddenly feel like buying something online without thinking twice, this is called impulsive buying online. Online impulse purchases are categorized into four types: pure impulse buying, reminder impulse buying, suggestion impulse buying and planned impulse buying (Fasyni et al., 2021).

### **Attitudinal Loyalty**

According to Choi & Kim (2020)attitudinal loyalty is a psychological mechanism that encourages customers to support a brand and pay attitudinal prices premium for him. Meanwhile, according to Dick and Basu (1994), the stronger the attitude towards a brand, the greater the possibility of customers coping habits and potential additional behaviors. Cuesta-Valiño et al (2021) also argue that attitudinal loyalty is a customer's strong commitment to repurchase goods or services they like periodically in the future without being affected by the influence of competitive marketing and situational factors.

### **Online Customer's Shopping Experience**

Barbu et al (2021) defines customer experience is an ever-changing idea that is influenced by company offerings and environmental changes, changes in consumption power, and interactions between brands and consumers. Meanwhile, according to Urdea & Constantin (2021) OCSE combines the company's physical performance with all the senses that interact at all touch points brand. This can involve effective consumer experiences. Sensory, and intellectual as well as their behavior (Bhattacharya et al., 2019).

### **Interactivity has a positive effect on attitudinal loyalty**

The cognitive aspect of attitudinal loyalty will be influenced by the customer's positive interaction experience as it forms a relationship with the E-commerce platform. Every time a customer interacts with a virtual contact on an E-commerce platform. Therefore, if an E-commerce platform considers customer preferences while designing web pages, customers will have a positive image about the platform. Additionally, customer interactions can also impact the affective aspects of attitudinal loyalty by increasing consumers' emotional ties to the platform (Bleier et al., 2019).

H1: Interactivity has a positive effect on attitudinal loyalty

### **Informativeness has a positive effect on attitudinal loyalty**

According to Liu & Shrum, (2009) customers will have a positive attitude if the E-commerce platform provides them with sufficient and easily accessible information so they can make purchasing decisions. This positive concept will encourage long-term relationships between users and the platform. This research is in line with Gulfranz et al., (2022) which states that informativeness has a positive effect on attitudinal loyalty.

H2: Informativeness has a positive effect on attitudinal loyalty

### **Visual engagement has a positive effect on attitudinal loyalty**

According to Cachero-Martínez & Vázquez-Casielles, (2021), apart from informativeness, attitudinal loyalty can also be influenced by visual involvement. Visual engagement is seen through the overall design, content and graphic appearance of a website which can influence the affective aspects of customer attitudinal loyalty. If the visual appearance matches the customer's expectations and preferences, then positive emotions and associations will be established between them. The results of this research show that visual engagement has a positive effect on E-commerce consumer loyalty. Likewise, the research results of (Pandey & Chawla, 2018) stated that visual involvement has an effect on attitudinal loyalty.

H3: Visual engagement has a positive effect on attitudinal loyalty

### **Navigation and search cases have a positive effect on attitudinal loyalty**

Customers are usually not happy with complicated E-commerce platforms. If they have to spend more time looking for the information they need, they may feel emotionally drained. It is likely that this will influence their attitude towards E-commerce platforms for future relationships. This states that ease of navigation and search has a positive impact on customer attitude loyalty (Pandey & Chawla, 2018). Website navigation and searchability refers to the features and tools present on a website that make searching, purchasing and completing orders faster easier.

H4: Navigation and search cases have a positive effect on attitudinal loyalty

### **Trust has a positive effect on attitudinal loyalty**

According to Chan et al., (2017), consumers consider online shopping easy, fast and cheap, because E-commerce platforms are easier to use and they believe they can utilize their limited time and resources to buy products whenever and wherever they want. , consumers are expected to have a higher loyalty attitude. Ultimately, if searches on E-commerce platform web pages directly provide pleasure and enjoyment to customers, they tend to have positive attitudes through affective channels (Faqih, 2016).

H5: Trust has a positive effect on attitudinal loyalty

**Convenience has a positive effect on attitudinal loyalty**

Customer attitudes are influenced by comfort when completing the purchasing process on the E-commerce platform. They can search for products easily, compare features and prices across platforms, and complete transactions in a short time if they feel comfortable (Klaus, 2013). Research by Pandey & Chawla, (2018) proves that convenience has a positive effect on the loyalty of men and women when shopping on E-commerce, likewise research Eryiğit & Fan, (2021) proves the positive influence of comfort on loyalty.

H6: Convenience has a positive effect on attitudinal loyalty

**Enjoyment has a positive effect on attitudinal loyalty**

According to Srinivasan, (2015) argues that online shopping offers hedonic benefits because it allows customers to avoid the physical and emotional hassles associated with shopping online. This increases customer loyalty by allowing quick access to a wide range of clothing with less time and effort. Meanwhile, according to Scarpi et al., (2014) shopping via the internet can eliminate physical and emotional difficulties when shopping online. Fun-driven shopping earns higher loyalty from consumers.

H7: Enjoyment has a positive effect on attitudinal loyalty

**Attitudinal loyalty has a positive effect on online impulsive buying**

According to Wu et al., (2020), impulse buying is "a purchase that is not planned, is the result of exposure to a stimulus, and is decided on the spot". Behavior is motivated by an unexpected, strong, and persistent desire to buy something. Online impulse buying can be described as a sudden purchase made online without any prior intention. Online impulse buying occurs when buyers do not consider enough information about the product, potential consequences and evaluation of alternatives.

H8: Attitudinal loyalty has a positive effect on online impulsive buying

**Interactivity has a positive effect on online impulsive buying through attitudinal loyalty**

According to Srivastava & Kaul, (2016) argue that OCSE can indirectly influence customers' impulse purchases online through the mediation of customer attitudinal loyalty. Then OCSE significantly influences customer affection, two cornerstones of customer attitudes that influence online impulse buying. By utilizing this statement, researchers argue that customer attitudinal loyalty mediates the relationship between functional and psychological dimensions of OCSE and online impulse buying.

H9: Interactivity has a positive effect on online impulsive buying through attitudinal loyalty

**Informativeness has a positive effect on online impulsive buying through attitudinal loyalty**

According to Liu & Shrum, (2009) by changing customers' attitudes and cognitive processing of information, informativeness provides customer experience value in an objective and results-oriented way. It also helps customers make pending decisions. Customer satisfaction and customer loyalty on the internet have been clearly driven by the accuracy of product, price, and promotional information on websites. Informativeness influences customers by increasing their confidence and ensuring that they have access to all the information they need to make decisions.

H10: Informativeness has a positive effect on online impulsive buying through attitudinal loyalty

**Engagement has a positive effect on online impulsive buying through attitudinal loyalty**

According to research by Gulfraz et al., (2022) visual involvement can also influence impulse buying. Visual involvement shows a positive relationship to students' tendency to buy something impulsively on the internet. Visual engagement, reflected in the design, content and overall appearance of a website, can influence important aspects of customer attitudinal loyalty. If the appearance of the website meets customer expectations and preferences, positive emotions and bonds are fostered. Previous research found that visual engagement impacts affective aspects of OCSE (Kuppelwieser & Klaus, 2021).

H11: Engagement has a positive effect on online impulsive buying through attitudinal loyalty

**Navigation and search cases have a positive effect on online impulsive buying through attitudinal loyalty**

Customers feel more comfortable when gathering the information they need and make purchasing decisions easier with easy navigation and information search on E-commerce platforms. Customers who consider online shopping time-consuming and expensive tend to have a negative attitude towards E-commerce platforms that offer information in a complicated way (Klaus, 2013). According to Kuppelwieser & Klaus, (2021) ease of navigation and search influences the cognitive aspects of customer tendencies.

H12: Navigation and search cases have a positive effect on online impulsive buying through attitudinal loyalty

**Trust has a positive effect on online impulsive buying through attitudinal loyalty**

According to Pandey & Chawla, (2018) stated that in the psychological dimension, the trust component mitigates the negative impact of lack of personal contact, physical distance, and anonymity of online shopping. Trust reduces the level of uncertainty that is usually present when purchasing something online. Lalu Klaus, (2013) stated that during the purchasing process, trust in the online environment is very important. If a customer's purchasing experience is positive, it adds hedonic value and influences impulse buying behavior.

H13: Trust has a positive effect on online impulsive buying through attitudinal loyalty

**Convenience has a positive effect on online impulsive buying through attitudinal loyalty**

According to Chan et al (2017) argue that customer attitudes are also influenced by comfort in completing the purchasing process on the E-commerce platform. Convenience allows customers to easily search for products, compare features and prices across platforms, and complete transactions in no time. Online shopping is considered cheaper, easier and less time consuming. With this attitude loyalty makes customers feel good, increases their interaction time with the E-commerce platform and makes them feel comfortable when shopping online and encourages impulse purchases.

H14: Convenience has a positive effect on online impulsive buying through attitudinal loyalty

**Enjoyment has a positive effect on online impulsive buying through attitudinal loyalty**

According to De Keyser et al., (2020) customers tend to have a positive attitude because searching on E-commerce platform web pages directly gives them satisfaction and enjoyment. Positive attitudes towards E-commerce platforms are driven by positive emotional excitement and the ability to remove physical and emotional barriers during the shopping process.

H15: Enjoyment has a positive effect on online impulsive buying through attitudinal loyalty

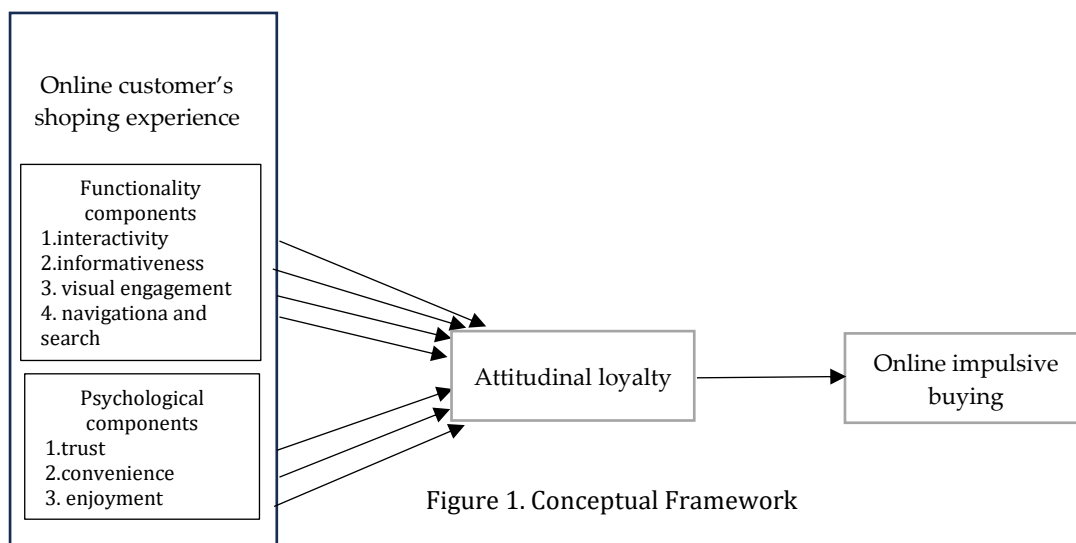


Figure 1. Conceptual Framework

**METHOD**

The method used in this research is a quantitative method with hypothesis testing. This test will provide an overview of the relationship between certain variables to measure the significance of the variables that have that relationship. This quantitative method is used to determine the relationship between the influence of Online Customers Shopping Experience on Online Impulsive Buying mediated by Attitudinal Loyalty on the Tokopedia E-Commerce platform in the city of Padang. This research was conducted in the city of Padang, West Sumatra in 2023. In this research, the population is users of the Tokopedia application in the city of Padang. The sampling technique used in this research was a non-probability sampling method with a purposive sampling technique. Based on calculations, the number of samples in this research was 350 people. The data collection technique uses a questionnaire with a Likert scale and the data analysis technique uses SmartPLS 3.

The sample was selected using purposive sampling, which is choosing a systematic random sample so that the selected sample can later represent the population with certain considerations or conditions that aim to make the data obtained later more representative. These considerations are:

1. Ever / currently using the Tokopedia application
2. Make purchases through the Tokopedia application impulsively
3. Padang City people have the Tokopedia application
4. Padang City people who have experience shopping through the Tokopedia application

**Table 1. Operational Variable**

Variable	Operational Definition	Indicator
Online impulsive buying (Y)	Online impulsive buying is an online purchase that occurs suddenly without any prior intention to do so.	a) Buying things spontaneously b) Sometimes unable to resist the urge to buy something online c) Sometimes feel guilty after buying something online d) Easily tempted when seeing products online to transact e) Sometimes buying things online just because they like to buy something, not because they need it.
Attitudinal Loyalty (Z)	Attitude loyalty is a strong customer commitment to repurchase goods or services that they like regularly in the future without being influenced by the influence of competitive marketing and situational factors.	a) Customers prefer their favourite shopping sites b) Customers continue to make purchases on their favourite sites c) Customers recommend their favourite shopping sites to others.
Interactivity (X1)	Virtual interaction on E-commerce platforms to exchange relevant information.	a) Needs are responded well when shopping online b) Getting purchase recommendations that suit your needs when shopping online c) When shopping online, get online advertisements and promotions that are tailored to your needs d) Online shopping makes it possible to see other customers' product recommendations e) The online shopping portal feels like talking personally as a customer
Informativeness (X2)	Website informativeness refers to relevant, detailed, and accurate information about product features, prices, policies, and more.	a) Ample information on product features and quality b) Accurate product information c) Detailed product information d) Enough information until the transaction is complete

Visual engagement (X3)	Visual engagement refers to the attractive design of the E-commerce platform environment that provides a positive online experience. In addition, proper use of colors on the website can attract greater attention from consumers.	<ul style="list-style-type: none"> <li>a) Viewing online products from different angles while shopping</li> <li>b) E-commerce screen design such as colors, boxes</li> <li>c) Professionally designed and well-displayed E-commerce visuals</li> </ul>
Navigation and search case (X4)	Ease of searching for products, availability of relevant information, valuable personalized advice and navigability across different products.	<ul style="list-style-type: none"> <li>a) Getting good navigation facilities to search for content information</li> <li>b) Finding the user menus clearly categorized and well laid out on the screen</li> <li>c) Finding the organization and sequence of the website understandable and easy to use</li> </ul>
Trust (X5)	Trust is key to reducing the perception of risk and uncertainty.	<ul style="list-style-type: none"> <li>a) Online shopping can be trusted, there is no certainty online</li> <li>b) Can rely on online shopping to keep the promises they make</li> <li>c) Online shopping is reliable</li> <li>d) Online shopping is a trustworthy experience</li> </ul>
Convenience (X6)	The ability to access something without hassle.	<ul style="list-style-type: none"> <li>a) Online shopping is convenient</li> <li>b) Can shop online anytime</li> <li>c) Can do online shopping anywhere</li> <li>d) Online shopping can complete shopping quickly</li> </ul>
Enjoyment (X7)	This enjoyment refers to the affective aspect of web design. The enjoyment customers may feel during the online purchase journey can evoke emotions and influence online shopping behavior.	<ul style="list-style-type: none"> <li>a) Happy to buy things on the internet</li> <li>b) Online purchases are a fun way to shop</li> <li>c) Enjoy browsing the internet</li> </ul>

Source: Processed primary data (2024)

## RESULT AND DISCUSSION

### Characteristics of Respondents

The main data has been collected by researchers through questionnaires distributed via G-form to 350 Tokopedia application users in the city of Padang.

**Table 2. Characteristic of Respondent**

No	Characteristics	Choice	Total	
			F	%
1	Gender	Man	47	20
		Woman	188	80
2	Age	< 18 years	0	0
		18 - 25 years	202	86
		26 – 30 years	13	5.53
		31 – 40 years	16	6.8
		41 – 50 years	3	1.27
		51 – 60 years	1	0.4
3	Job	> 60 years	0	0
		Student	0	0

No	Characteristics	Choice	Total	
			F	%
		College student	171	72.8
		Private employee	32	13.6
		Civil servants	5	2.12
		Self-employed	10	4.25
		Not yet working	7	3
		Other	10	4.25
4	Income	< Rp. 1.500.000	146	62.12
		Rp. 1.500.000 – Rp. 3.000.000	49	20.85
		Rp. 3.000.000 – Rp. 5.000.000	20	8.51
		Rp. 5.000.000 – Rp. 10.000.000	18	7.65
		> Rp. 10.000.000	2	0.85
5	Time spent online the internet every day	< 2 hours	61	25.95%
		2 – 4 hours	64	27.23%
		4 – 8 hours	71	30.21%
		>8 hours	39	16.6%
6	How often consumers shop at Tokopedia	Never	0	0
		1 - 3 times	116	49.4
		4 – 7 times	66	28.1
		>8 times	53	22.5
		<b>Total</b>	<b>350</b>	<b>100</b>

Source: Processed primary data (2024)

### Validity Test

This validity test is carried out to prove that all variables are different from each other. opinion from Hair et al., (2017) a measurement can be declared valid if it meets the criteria, namely the AVE value is equal to or more than 0.5. The following are the average variation extract (AVE) values:

**Table 3. Average Variance Extract**

	Average Variance Extracted (AVE)
Interactivity	0.865
Informativeness	0.691
Visual engagement	0.737
Navigation and search case	0.721
Trust	0.702
Convenience	0.716
Enjoyment	0.756
Attitudinal loyalty	0.865
Online impulsive buying	0.705

Source: Processed primary data (2024)

Based on table 2, it can be seen that AVE value for each variable has met the required rule of thumb, namely the AVE value > 0.50. So, this research can be declared valid.

### Reliability Test

Reliability test is a sign of stability and consistency of measuring instruments against concepts and helps assess the certainty of a measurement. Variables are said to be reliable if the Cronbach alpha value is > 0.6, the results of the reliability test can be seen in Table 3:



**Table 4. Cronbach's Alpha and Composite Reliability**

	Composite Reliability	Cronbach's Alpha
Interactivity	0.907	0.872
Informativeness	0.899	0.851
Visual engagement	0.894	0.821
Navigation and search case	0.912	0.871
Trust	0.904	0.858
Convenience	0.910	0.868
Enjoyment	0.903	0.837
Attitudinal loyalty	0.928	0.845
Online impulsive buying	0.923	0.895

Source: Processed primary data (2024)

Based on Table 3, it can be seen that the output value of Cronbach alpha and composite reliability for each variable is > 0.6. This is in accordance with the rule of thumb where the Cronbach alpha and composite reliability values for each variable must be greater than 0.6, meaning that the data in Table 3 can be declared reliable.

**Hypothesis Test**

The significance of the estimated parameters provides very useful information about the relationship between the research variables. The basis used in testing the hypothesis is the value contained in the path coefficient output. Used in testing the hypothesis is the value contained in the path coefficient output. Hypothesis testing can be done based on the level of significance and the value of the path coefficient between latent variables. For significance guidelines on p value with a value below 0.05 or t statistics > 1.96. The table of path coefficient between variables is as follows:

**Table 5. Path Coefficient**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STD EV )	P Values	Hypothesis
AT -> OI	0.743	0.744	0.032	22.889	0.000	Accepted
CO -> AT	0.038	0.035	0.077	0.502	0.616	Not accepted
EN -> AT	0.229	0.224	0.063	3.634	0.000	Accepted
INF -> AT	0.248	0.247	0.084	2.943	0.003	Accepted
INT -> AT	0.018	0.018	0.100	0.176	0.860	Not accepted
NA -> AT	-0.038	-0.027	0.067	0.572	0.567	Not accepted
TR -> AT	0.272	0.274	0.078	2.276	0.023	Accepted
VI -> AT	0.178	0.174	0.078	2.276	0.023	Accepted

Source: Processed primary data (2024)

Based on table 4, it is known that H6, H1, H4 are declared unacceptable as hypotheses for this research because the P value is > 0.50. Meanwhile, other hypotheses can be accepted because they produce values that have a positive and significant effect.

**The effect interactivity on attitudinal loyalty**

Based on the results of the analysis that has been carried out, it is found that the interactivity variable has a positive but not significant influence on attitudinal loyalty. This means that interactivity does not always significantly influence attitudinal loyalty. This research is inversely proportional to research by Bleier et al (2019) which states that interactivity significantly influences attitudinal loyalty from E-commerce platforms. Customer interaction has an impact on the attitudinal loyalty aspect by increasing customers' emotional attachment to the platform and is inversely proportional to research by Gulfraz et al., (2022) which states that interactivity significantly influences attitudinal loyalty from E-commerce platforms.

### **The effect informativeness on attitudinal loyalty**

Based on the results of the analysis, the informativeness variable has a positive and significant influence on attitudinal loyalty. This is in line with research by Pandey & Chawla, (2018) which proves that informativeness has a positive and significant effect on the loyalty attitude of Tokopedia e-commerce customers in Padang. This finding means that Tokopedia's informativeness is supported by detailed information and trust in the information provided by the Tokopedia e-commerce platform can form customer loyalty towards Tokopedia.

### **The effect visual engagement on attitudinal loyalty**

Based on the research results, it shows that visual engagement has a positive and significant influence on attitudinal loyalty. This is in line with research by Cachero-Martínez & Vázquez-Casielles, (2021) which states that visual engagement has a positive and significant effect on the attitudinal loyalty of e-commerce customers. Visual engagement shows that the presence of attractive visual images influences consumer loyalty towards Tokopedia. Characteristics, such as the color scheme, quality and power of the website are very important to attract the attention of customers and keep them interested in the website.

### **The effect navigation and search case on attitudinal loyalty**

Based on the results of the analysis, it was found that the navigation and search case did not have a positive and significant influence on attitudinal loyalty. This research is in line with research by Klaus, (2013) that customers may consider online shopping expensive and time consuming because the website is easy to access. Customers tend to be negative towards e-commerce platforms that provide complicated data and they may feel emotionally drained if they have to spend more time searching for the necessary information, it is likely that this will have a negative impact on their attitude towards e-commerce platforms for future relationships.

### **The effect trust on attitudinal loyalty**

Based on the results of the analysis, it was found that trust has a positive and significant influence on attitudinal loyalty. This is in line with Gulfranz et al., (2022) which shows that users who have strong trust in the Tokopedia e-commerce platform tend to have a positive attitude. Customer loyalty to the Tokopedia e-commerce platform can be influenced by the trust aspect of the psychological dimension of OCSE. Customers tend to have a positive attitude towards the Tokopedia e-commerce platform if they trust the platform's reliability to provide the promised value.

### **The effect convenience on attitudinal loyalty**

Based on the results of the analysis carried out, it was found that convenience has a positive but not significant influence on attitudinal loyalty. This is in line with research by Sutanto & Keni, (2021) which found that convenience does not have a significant influence on attitudinal loyalty. Based on the results of the analysis, it has been found that enjoyment has a positive and significant influence on attitudinal loyalty. This is in line with research from Faqih, (2016) which found the same results that there was a positive and significant influence between enjoyment and attitudinal loyalty.

### **The effect attitudinal loyalty on online impulsive buying**

Based on the results of the analysis, it has been found that attitudinal loyalty has a positive and significant influence on online impulsive buying. This is in line with research by Srivastava & Kaul, (2016) which revealed that the functional and psychological components of OCSE indirectly influence online impulse buying which is mediated by customer attitudinal loyalty.

### **The effect interactivity on impulsive buying is mediated by attitudinal loyalty**

Based on the results of the analysis, it has been found that interactivity has a positive but not significant influence on online impulsive buying through attitudinal loyalty as a mediating variable. This is in

contrast to research by Mollen & Wilson, (2010) showing that when a greater level of interactivity of e-commerce platforms enriches existing customer trust and influences the interaction experience and also provides evidence that attitudinal loyalty leads to a high likelihood of impulse purchases.

**The effect informativeness on impulsive buying is mediated by attitudinal loyalty**

Based on the results of the analysis, it was found that informativeness has a positive and significant influence on online impulsive buying through attitudinal loyalty as a mediating variable. This is in line with research by Wu et al., (2020), that informativeness in Tokopedia e-commerce influences online impulse purchases through attitudinal loyalty as a mediating variable.

**The effect visual engagement on impulsive buying is mediated by attitudinal loyalty**

Based on the results of the analysis carried out, it was found that visual engagement has a positive and significant influence on online impulsive buying through attitudinal loyalty. This is in line with research by Zhao et al., (2022) which states that visual engagement has a significant effect on online impulsive buying and is mediated by attitudinal loyalty as a mediating variable. This finding means that Tokopedia e-commerce is designed professionally and presented well and through the desire of customers in Padang City to buy something online on Tokopedia e-commerce, thus influencing purchases at any time. As visual engagement increases, online impulsive buying will also increase, so attitudinal loyalty will also be good.

**The effect navigation and search case on impulsive buying is mediated by attitudinal loyalty**

Based on the results of the analysis carried out, it was found that the navigation and search case did not have a positive and significant influence on online impulsive buying through attitudinal loyalty. This result shows that the hypothesis is rejected. This is in contrast to research by Chan et al., (2017) that ease of navigation makes customers feel more comfortable when gathering the information they need and makes purchasing decisions easier. Customers may find online shopping expensive and time-consuming because the website is easy to access. Customers tend to be negative towards E-commerce platforms that provide complicated data.

**The effect trust on impulsive buying is mediated by attitudinal loyalty**

Based on the results of the analysis carried out, it was found that trust has a positive and significant influence on online impulsive buying through attitudinal loyalty as a mediating variable. This is in line with research from Ha & Stoel, (2012) which states that trust has a significant effect on online impulsive buying through attitudinal loyalty as a mediating variable. Emphasizing that attitudinal loyalty can mediate the relationship between psychological dimension components and online impulse buying.

**The effect convenience on impulsive buying is mediated by attitudinal loyalty**

Based on the results of the analysis carried out, it was found that convenience has a positive but not significant influence on online impulsive buying through attitudinal loyalty. This is in line with research by Dharta et al., (2021) which states that there is no influence between convenience on online impulsive buying through attitudinal loyalty as a mediating variable. The presence of a high level of convenience may make consumers more inclined to consider deeply before making an impulse purchase.

**The effect enjoyment on impulsive buying is mediated by attitudinal loyalty**

Based on the analysis results, it has been found that enjoyment has a positive and significant influence on online impulsive buying through attitudinal loyalty. These results are in line with research by Srivastava & Kaul, (2016) which revealed that the functional and psychological components of OCSE have an indirect effect on online impulse buying which is mediated by customer attitudinal loyalty.

This is also in line with research by Gulfraz et al., (2022), that attitudinal loyalty can mediate between OCSE and online impulse buying.

## CONCLUSION

Based on the research results found in this study, there were several hypotheses that were rejected because the results of data analysis showed values that did not meet the standards. Apart from that, there are also some influences of the dimensions of online customers shopping experience on online impulsive buying that cannot be mediated by attitudinal loyalty so that some of the hypothesized values are not immediately rejected. Interactivity has a positive but not significant effect on attitudinal loyalty. Interactivity has a positive influence on attitudinal loyalty because there are several factors that can have a positive influence on attitudinal loyalty, such as product quality, service quality, price, promotions and others. Informativeness has a positive and significant effect on attitudinal loyalty. Visual engagement has a positive and significant effect on attitudinal loyalty. Visual engagement has a positive and significant effect on online impulsive buying through attitudinal loyalty.

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