



The effect of online customer shopping experience on online impulsive buying on Shopee: attitudinal loyalty as mediator and self-control as moderation

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INFO ARTIKEL

Received DD Month 20XX
Accepted DD Month 20XX
Published DD Month 20XX

Keywords:

Online Customer Shopping Experience, Online Impulsive Buying, Attitudinal Loyalty, Self Control

ABSTRACT

The purpose of this study was to analyze the effect of online customer shopping experience on online impulsive buying on Shopee : attitudinal loyalty as mediator and self control as moderation. The sampling technique for this research uses purposive sampling. The sample in this study amounted to 180 respondents. Data was collected through online distribution of questionnaires and analyzed using SmartPLS software. The results of this research reveal that (1) Online Customer Shopping Experience has a positive and significant effect on Online Impulsive Buying (2) Online Customer Shopping Experience has a positive and significant effect on Attitudinal Loyalty (3) Attitudinal Loyalty has a positive and significant effect on Online Impulsive Buying (4) Online Customer Shopping Experience has a positive and significant effect on Online Impulsive Buying, mediated by Attitudinal Loyalty (5) Self-control negatively moderates the relationship between Attitudinal Loyalty and Online Impulsive Buying.

How to cite: Defni,S.S. & Sari,A.Y. (2024). The Effect of Online Customer Shopping Experience on Online Impulsive Buying on Shopee : Attitudinal Loyalty as a Mediating and Self Control as Moderation. *Marketing Management Studies*, Vol (No), xx-xx. DOI: [10.24036/jkmp.v1i1](https://doi.org/10.24036/jkmp.v1i1)



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INTRODUCTION

As technology develops, transactions via electronic media are also growing. One of them is shopping for products online or via e-commerce. Currently, e-commerce has become something that society cannot abandon. Therefore, business actors take advantage of this technological progress to improve their business. By involving internet technology in business, people can access products more easily and practically. Based on a CNBC Indonesia survey, from 2022 to early 2023, as many as 178.9 million Indonesians bought goods online. That figure rose 12.8% year on year. The total transactions recorded on the e-commerce platform were US\$55.97 billion or equivalent to IDR 849 trillion. This is based on the latest report from research firm We Are Social entitled 'Digital 2023 Indonesia'. According to the report, there are several reasons that encourage modern society to shop online via e-commerce. As many as 54.9% said they were interested in the benefits of free shipping (postage), which is often used as promotional material in various e-commerce sites. Furthermore, coupons and discounts were the second reason for 52.3%. Usually coupons and discounts are busy in e-commerce on twin date campaigns such as 11.11 and 12.12.

According to (Vermaat, 2007) e-commerce is a business transaction that occurs in electronic networks such as the internet. Anyone who has an internet network can participate in e-commerce activities. With e-commerce as a media or platform that consumers can use to shop online, it can lead to consumer behavior that buys goods unplannedly, resulting in waste, one of which is among student groups. Students are vulnerable to being influenced by buying items they don't need or even items they don't need. Various efforts have been made by e-commerce to attract consumer attention and to be able to compete with other platforms. One of the biggest e-commerce is Shopee. Research results from MarkPlus.Inc show that Shopee is ranked first as an application that is often remembered by consumers. Until mid-2023, the Shopee application will maintain dominance in the Indonesian e-commerce market.

Impulsive buying is a condition that occurs when individuals experience a sudden feeling of urgency that cannot resist (Solomon & Rabolt, 2009). According to Verplanken in (Zhao et al., 2022) impulsive buying is an irrational purchase and is associated with unplanned and rapid purchases with conflicting thoughts and emotional impulses. Based on pre-survey results related to the tendency of students at the Faculty of Economics and Business, Padang State University to make unplanned purchases via e-commerce. The author conducted a pre-survey of 70 students which showed that many students made impulse purchases.

According to (Gulfraz et al., 2022) Online impulsive buying on well-known e-commerce platforms in China, namely Jindong and Taobao, is influenced by online customer shopping experience, where OCSE increases impulsive buying on e-commerce and customers who have a positive OCSE are more likely to high rate of making impulse purchases online.

Customer online shopping experience is an important aspect in Shopee that influences purchasing decisions and customer loyalty. Consumers who have a loyal attitude towards a brand that refers to e-commerce will always follow developments in e-commerce and make purchases on an ongoing basis. Attitudinal loyalty refers to a customer's desire to continue their relationship with a particular business, regardless of lower prices offered by competitors and the likelihood of the customer recommending the product to others, it includes a level of dispositional commitment in terms of some of the unique values associated with the. Apart from attitudinal loyalty, self-control also plays a role in online impulsive buying. According to Schulz in (Praptiani, 2013) self-control or self-control is an individual's ability to control emotions, with encouragement from within himself to regulate physical, psychological and behavioral processes in composing, guiding, organizing and directing positive forms of behavior so that they can be accepted in the environment. social.

LITERATURE REVIEW

Online impulsive buying

Impulsive buying is a strong emotional decision and can be the dominant basis for unplanned buying motives (Schiffman, 2007). Impulsive buying behavior as a description of the thoughts and emotions experienced by consumers in cases of impulsive buying. This behavior is a type of purchasing behavior that is not controlled by emotions (Rook & Fisher, 1995). Hirschman and Stern in (Sumarwan, 2011) define impulsive buying, namely the tendency of consumers to make purchases spontaneously, unreflectively, in a hurry, and driven by emotional psychological aspects of a product and tempted by persuasion from marketers. Impulsive buying is a spontaneous purchase made by consumers of a product in a shop or on e-commerce. Impulse purchases made in e-commerce or also called online impulsive buying. Online impulse buying is spontaneous purchasing behavior due to consumers' lack of self-control when exposed to online stimulation from online stores (Wu et al., 2020).

Online customer shopping experience

According to (Meyer & Schwager, 2017) customer experience is an internal and subjective response that consumers have to direct or indirect contact with a company. According to (Mo et al., 2015) online customer experience is comments given by consumers who have carried out online transactions related

to information about a product that has been purchased, and contains various kinds of information, with the existing information potential consumers are able to obtain relevant information. quality of the product sought from previous consumer comments. Based on the definition above, it can be concluded that online customer experience is a response, sensation, response or interpretation internally and subjectively from consumers as a result of interactions with e-commerce. Online customer shopping experience is the result of consumer interaction with products or services from e-commerce, both physically and emotionally.

Attitudinal loyalty

Attitudinal loyalty is an attitude that arises from feelings of satisfaction about what the company provides to customers and will make repeat purchases of the products offered. Attitudinal loyalty means the consumer's feelings resulting from a specific product or service (Kumar & Reinartzs, 2006). Attitudinal loyalty explains consumers' identification with certain service providers and their preference for products or services over alternatives (Jones & Taylor, 2007). The concept of Attitudinal loyalty refers to consumer agreement with intensive problem-solving behavior that includes comparisons of brands and features and leads to strong brand preferences, (Bennett & Rundle-Thiele, 2002).

Self control

According to (Averill, 1973) self control or personal control is an individual's ability to control or guide one's own behavior (behavioral control), control cognition (cognitive control) and control decisions (decisional control). (Tangney et al., 2004) stated that self-control is an individual's ability to change or change individual responses and end unwanted behavioral tendencies and refrain from unwanted behavior. From this perspective, self-control is expected to produce various positive results in an individual's life. Furthermore, (Chaplin, 2006) defines self-control as the ability to guide one's own behavior, the ability to suppress or inhibit impulses or impulsive behavior.

The effect of online customer shopping experience on online impulsive buying

Customer shopping experiences online reflect the extent to which consumers feel comfortable and satisfied when shopping via the internet. Satisfying and interesting experiences in online shopping can trigger strong impulsive shopping behavior (Gulfraz et al., 2022). Key factors such as interactivity, clarity, and media richness in online shopping are associated with impulse buying. High interactivity, clarity of information, and richness of media exert a positive influence on social presence in the online environment, encouraging individuals to make impulse purchases (Zhang & Shi, 2022). The quality of interaction in online shopping, such as responsive, professional, informative, and personalization, influences consumer emotions. Positive interactions trigger positive emotions, which are an important mediator between interaction quality and impulse purchase intentions. Consumer personality also influences responses to interactions, influencing emotions and impulse buying behavior (Zhao et al., 2022).

H1 : Online Customer Shopping Experience has a significant and positive effect on Online Impulsive Buying

The effect of online customer shopping experience on attitudinal loyalty

According to (Rahmawati et al., 2021) if a company is trying to achieve consumer loyalty, developing a marketing strategy based on customer experience could be a good idea, because it has been proven that all analyzed experiences directly influence attitude loyalty. An online customer is said to be loyal if the customer shows regular purchasing behavior or there are conditions that require the customer to purchase at least twice within a certain time interval (Lohse & Kemper, 2019). According to (Mia Kristanti, 2021) customers who give certain responses and ratings to a company will always remember the positive effects they experienced by continuing to use the product for a longer time, and are reluctant to switch to competing products.

H2 : Online Customer Shopping Experience has a significant and positive effect on Attitudinal Loyalty

The effect of attitudinal loyalty on online impulsive buying

High attitudinal loyalty allows a customer to make impulse purchases. Attitudinal loyalty created by online customer experience increases the likelihood of online impulse purchases by generating positive emotions (Gentile et al., 2007). (Kimiagari & Asadi Malafe, 2021) stated that customer attitudes towards certain objects, such as e-commerce platforms, are a significant predictor of consumer behavior.

H3 : Attitudinal Loyalty has a significant and positive effect on Online Impulsive Buying

The effect of online customer shopping experience on online impulsive buying mediated by attitudinal loyalty

It is known that gaining the trust of customers using an e-commerce platform, and increasing their enjoyment when using it, will also increase their attitudinal loyalty towards the platform (De Keyser et al., 2020). Experts argue that attitudinal loyalty generates positive emotions among customers, increases their interaction time with e-commerce platforms and puts customers into a state of flow when shopping online (Hoffman & Novak, 1996). Customers who have positive emotions towards e-commerce platforms are more susceptible to individual biases and generally do not make decisions in a wiser manner. (Srivastava & Kaul, 2016) research revealed that the functional and psychological components of OCSE indirectly influence online impulse buying which is mediated by customer attitudinal loyalty. In line with the research results of Gulfranz et al (2022), attitude loyalty can act as a mediator between OCSE and online impulsive buying.

H4 : Online Customer Shopping Experience has a significant and positive effect on Online Impulsive Buying mediated by Attitudinal Loyalty

The effect of attitudinal loyalty and online impulsive buying moderated by self control

While recognizing that customers' attitudinal loyalty increases their chances of making online impulse purchases, some scholars argue that customers' self-control may moderate this relationship (Kuhn, 2013). These experts assert that customers with low self-regulatory resources feel greater impulse buying urges and will spend more money on purchases from unanticipated impulse buying situations (Baumeister, 2002). Conversely, customers who have a higher level of self-control have a stronger tendency to reject impulsive purchasing decisions (Kuhn, 2013). The more self-control is practiced among customers, the stronger the ability to have self-control becomes, strengthening their capacity to resist the temptation of impulse buying (Vohs & Faber, 2007). Therefore, customers with greater self-control tend to purchase goods based on their evaluation of the long-term benefits and value of a product, rather than purchasing under emotional influence (Yim, 2017).

H5 : Attitudinal Loyalty has a significant and positive effect on Online Impulsive Buying, moderated by Self Control

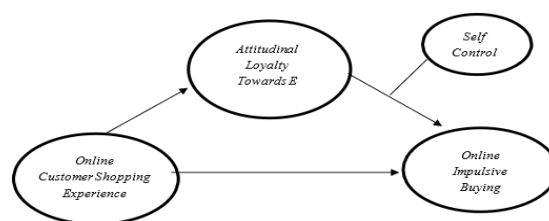


Figure 1. Conceptual Model

METHOD

The criteria for respondents in this research are students from the Faculty of Economics and Business, Padang State University who use the Shopee application and have made purchases on the Shopee

application. The number of samples in this study were 180 people. The sampling technique used in this study was non-probability sampling and was collected using a questionnaire filled out via Google Form. The data was further analyzed using SmartPLS 4.

RESULT AND DISCUSSION

Based on the results of the distribution of questionnaires that have been carried out via Google Form, the total number of respondents collected was 180 people. Table below presents the characteristics of the respondents.

Table 1. Characteristics Respondents

| Characteristics | Category | Frequency | Percentage |
|--------------------------|-----------------------------|-----------|------------|
| Gender | Female | 72 | 40% |
| | Male | 108 | 60% |
| Age | 18-29 | 129 | 72% |
| | 29-40 | 46 | 25% |
| | 40-51 | 5 | 3% |
| Level | Ov D3 | 37 | 20,5% |
| Education | S1 | 140 | 77,8% |
| | S2 | 3 | 1,7% |
| Monthly Income | < Rp.500.000 | 12 | 7% |
| | Rp.500.000 - Rp.1.000.000 | 43 | 24% |
| | Rp.1.500.000 - Rp.2.500.000 | 58 | 32% |
| | > Rp. 2.500.000 | 67 | 37% |
| Spending per Month | < Rp.500.000 | 92 | 51% |
| | Rp.500.000 – Rp.1.000.000 | 69 | 38% |
| | Rp.1.000.000 – Rp.1.500.000 | 11 | 6% |
| | Rp.1.500.000 – Rp.2.500.000 | 5 | 3% |
| | > Rp.2.500.000 | 3 | 2% |

Source: Primary Data Processed (2024)

Outer Loading

Table 2. Outer Loading

| Variable | Dimension | Item | Loadings Item |
|-------------------------------|--|---|---|
| Online Impulsive Buying | Disregard for Consequences | I find it hard to leave the good stuff I see on shopee | 0.846 |
| | | I sometimes can't help but feel like buying something on Shopee | 0.728 |
| | | I sometimes feel guilty after buying something on Shopee | 0.759 |
| | Excitement and Simulation | I find it hard to miss deals on shopee | 0.775 |
| | | Spontaneity | If I see something new on shopee, I want to buy it I'm a bit reckless when buying things on Shopee |
| | Power, Compulsion, and Intensity | I sometimes buy things on Shopee because I like shopping, not because I need them | 0.853 |

| | | | | |
|-------------------------------------|---|---|--|-------|
| Online Customer Shopping Experience | Interactivity | My needs can be met well when shopping online at Shopee | 0.777 | |
| | | I get purchasing recommendations that suit my needs when shopping online at Shopee | 0.814 | |
| | Informativeness | When shopping online at Shopee, I get online advertisements and promotions that are tailored to my needs | 0.781 | |
| | | I can see product recommendations from other customers when shopping online at Shopee | 0.794 | |
| | | The Shopee online shopping application feels like it is talking to me personally as a customer | 0.808 | |
| | | I get complete information about product features and quality when shopping online at Shopee | 0.760 | |
| | | I get accurate information about product features on Shopee | 0.778 | |
| | | I get detailed information about products when shopping online at Shopee | 0.806 | |
| | | I get enough information to complete my transaction when shopping at Shopee | 0.792 | |
| | | Visual Engagement | I can see products from various sides when shopping online at Shopee | 0.781 |
| | | | I feel that the appearance of the Shopee application (colors, menus, navigation tools, etc.) is harmonious | 0.789 |
| | | | The shopee app is professionally designed and well presented | 0.768 |
| | Navigation | The shopee app is professionally designed and well presented | 0.807 | |
| | | I found the user menu to be clearly categorized and well laid out on the shopee screen | 0.810 | |
| | | I feel that the settings menu and menu order in the Shopee application are understandable and easy to use | 0.777 | |
| | | The search tool on Shopee allows me to find products easily | 0.784 | |
| | Trust | Shop online at a trustworthy shoppe | 0.800 | |
| | | In general, I can rely on online shopping at Shopee because they keep their promises as they show | 0.792 | |
| | | Online shopping at Shopee is reliable | 0.805 | |
| | | Online shopping at shopee is a trustworthy experience | 0.783 | |
| Convenience | I feel comfortable shopping online at the shoppe | 0.812 | | |
| | I can shop online at Shopee anytime | 0.800 | | |
| | I can shop online at Shopee anywhere | 0.790 | | |
| | When shopping online at Shopee, I can complete my shopping very quickly | 0.798 | | |
| Enjoyment | I like buying things online at Shopee | 0.819 | | |
| | Online shopping at Shopee is a fun activity | 0.775 | | |
| | I enjoy browsing on the internet | 0.795 | | |

| | | | |
|---------------------|-------------------|--|-------|
| Attitudinal Loyalty | Affective Loyalty | I rarely consider switching to another online shopping platform | 0.829 |
| | Conative Loyalty | I try to use the shopee app, whenever I need to make a purchase | 0.784 |
| | | When I need to make a purchase, shopee is always my first choice | 0.811 |
| | Cognitive Loyalty | For me, Shopee is the best retail platform for doing business | 0.763 |
| Self Control | Self Control 1 | I believe that shopee is my favorite retail platform | 0.811 |
| | | I can work effectively to achieve long-term financial goals | 0.809 |
| | Self Control 2 | I carefully consider my needs before making a purchase | 0.872 |
| | Self Control 3 | I often postpone action until I have carefully considered the consequences of my purchasing decision | 0.796 |
| | Self Control 4 | I can resist temptation to reach my budget goals | 0.872 |
| | Self Control 5 | If anyone asks me where you spend your money, I know how to respond | 0.866 |
| | Self Control 6 | Having goals related to spending is important to me | 0.878 |

Source: Primary Data Processed (2024)

Convergent Validity and Reliability

Table 3. Convergent Validity and Reliability

| Constructs | Cronbach's alpha | Composite reliability | (AVE) |
|-------------------------|------------------|-----------------------|-------|
| Self Control | 0.926 | 0.943 | 0.721 |
| OCSE | 0.977 | 0.977 | 0.628 |
| Online Impulsive Buying | 0.894 | 0.898 | 0.614 |
| Attitudinal Loyalty | 0.859 | 0.861 | 0.640 |

Source: Primary Data Processed (2024)

Convergent validity assesses the extent to which the measurement items of a variable converge together. Convergent validity aims to understand the correlation between question indicators and latent variables. Criteria that must be met for convergent validity Variance Extracted (AVE) > 0.5 (Hair, 2014). Variable reliability is considered good if the composite reliability value is more than 0.70 and the Cronbach's Alpha value is more than 0.60 (Ghozali, 2012).

R-Square

Tabel 4. R²

| | R-square | R-square adjusted |
|-------------------------|----------|-------------------|
| Online Impulsive Buying | 0.574 | 0.565 |
| Attitudinal Loyalty | 0.707 | 0.705 |

Source: Primary Data Processed (2024)

Based on the table, it shows that the R Square value of the online impulsive buying variable is 0.574, this value states that the online impulsive buying variable can be explained by online customer shopping experience, attitudinal loyalty and self control of 57.4% while the rest is explained by other variables that are not discussed in this research. The r-square value of the attitudinal loyalty variable is 0.707, this value states that the attitudinal loyalty variable can be explained by the online customer

shopping experience variable of 70.7% and the rest is explained by other factors not discussed in this research.

Hypothesis Test

Table 5. Hypothesis Test Result

| | T statistics | P values |
|-------------------|---------------------|-----------------|
| OCSE -> OIB | 3.526 | 0.000 |
| OCSE -> AL | 11.754 | 0.000 |
| AL -> OIB | 2.553 | 0.011 |
| OCSE -> AL -> OIB | 2.511 | 0.012 |
| SC x AL -> OIB | 0.597 | 0.551 |

Source: Primary Data Processed (2024)

The effect of online customer shopping experience on online impulsive buying

Online customer shopping experience has a positive and significant effect on online impulsive buying with a p value of 0.000 which is smaller than 0.05. This can be proven by looking at the t statistic of 3.526 which has a value greater than the r table value (t count 3.526 > t table 1.96). So this test states that the hypothesis is accepted. The results of this research show that online customer shopping experience has a positive and significant effect on online impulsive buying. This indicates that the better the online shopping experience felt by students at the Faculty of Economics and Business, Padang State University on the Shopee application, the higher their impulsive buying will be.

The results of this research are supported by previous research conducted (Gulfranz et al., 2022) which stated that online impulsive buying is positively and significantly influenced by online customer shopping experience. Research conducted (Zhang & Shi, 2022) revealed that factors such as interactivity, clarity of information, richness of media in online shopping are related to impulse buying. This shows that high interactivity, clarity of information, design of online shopping applications, comfort when shopping, trust and enjoyment felt by students at the Faculty of Economics and Business, Padang State University can increase impulsive buying behavior on the Shopee application.

The effect of online customer shopping experience on attitudinal loyalty

Online customer shopping experience has a positive and significant effect on Attitudinal Loyalty with a p value of 0.000 which is smaller than 0.05. This can be proven by looking at the t statistic of 11,754 which has a value greater than the r table value (t count 11,754 > t table 1.96). So this test states that the hypothesis is accepted. This shows that online customer shopping experience has a positive and significant effect on attitudinal loyalty. This indicates that the better the online shopping experience felt by students at the Faculty of Economics and Business, Padang State University on the Shopee application, the higher their loyalty to the Shopee application.

The results of this research are supported by Rahmawati et al (2021) who stated that if a company tries to achieve consumer loyalty, developing a marketing strategy based on customer experience could be a good idea, because it has been proven that all analyzed experiences directly influence attitude loyalty. Furthermore, research results by (Mia Kristanti, 2021) state that customers who give certain responses and ratings to a company will always remember the positive effects they experienced by continuing to use the product for a longer time, and are reluctant to switch to competing products.

The effect of attitudinal loyalty on online impulsive buying

Attitudinal loyalty has a positive and significant effect on online impulsive buying with a p value of 0.011 which is smaller than 0.05. This can be proven by looking at the t statistic of 2.553 which has a value greater than the r table value (t count 2.553 > t table 1.96). So this test states that the hypothesis is accepted. This shows that attitudinal loyalty has a positive and significant effect on online impulsive buying. This indicates that the attitude of loyalty that arises from students at the Faculty of

Economics and Business, Padang State University on the Shopee application, the higher the impulsive buying behavior carried out by them.

High attitudinal loyalty allows a customer to make impulse purchases. Attitudinal loyalty created by online customer experience increases the likelihood of online impulse purchases by generating positive emotions (Gentile et al., 2007). This research is supported by research conducted (Gulfraz et al., 2022) which states that customers with positive attitudes towards e-commerce reflect higher attitudinal loyalty and they want to continue their relationship with e-commerce. The findings also show that attitudinal loyalty has a positive and significant effect on online impulsive buying.

The effect of online customer shopping experience on online impulsive buying mediated by attitudinal loyalty

Online customer shopping experience has a positive and significant effect on online impulsive buying mediated by attitudinal loyalty with a p value of 0.012 which is smaller than 0.05. This can be proven by looking at the t statistic of 2.511 which has a value greater than the r table value ($t_{count} 2.511 > t_{table} 1.96$). So this test states that the hypothesis is accepted. This shows that online customer shopping experience has a positive and significant effect on online impulsive buying, mediated by attitudinal loyalty. This indicates that a good online shopping experience can increase the loyalty of students at the Faculty of Economics and Business, Padang University towards the Shopee application, which leads to an increase in their impulse purchases.

Attitudinal loyalty generates positive emotions among customers, increases their interaction time with e-commerce platforms and puts customers into a state of flow when shopping online (Hoffman & Novak, 1996). The results of this research are supported by (Russell-Bennett et al., 2007) which states that customers who have positive emotions towards e-commerce platforms are more susceptible to individual bias and generally do not make decisions in a wiser way. This suggests that customers' positive perceptions of e-commerce platforms influence their attitudes positively which then leads them to engage more in online impulse purchases.

The effect of attitudinal loyalty and online impulsive buying moderated by self control

Self Control positively moderates the relationship between attitudinal loyalty and online impulsive buying with a p value of 0.551 which is greater than 0.05. This can be proven by looking at the t statistic of 0.597 which has a smaller value than the r table value ($t_{count} 0.597 < t_{table} 1.96$). So this test states that the hypothesis is rejected. This shows that self-control negatively moderates the relationship between attitudinal loyalty and online impulsive buying. This shows that students who have low self-control feel greater impulse buying urges and will spend more money on impulse buying situations.

The results of this research are in line with research by Gulfraz et al (2022) which revealed that the relationship between customer attitude loyalty towards e-commerce platforms and online impulsive buying is negatively moderated by self-control. Customers who have a higher level of self-control have a stronger tendency to resist impulsive purchasing decisions.

CONCLUSION

Based on the results of the hypothesis test analysis of the influence of online customer shopping experience on online impulsive buying on Shopee, attitudinal loyalty as mediator and self control as moderation it can be concluded as follows : (1) Online Customer Shopping Experience has a positive and significant effect on Online Impulsive Buying (2) Online Customer Shopping Experience has a positive and significant effect on Attitudinal Loyalty (3) Attitudinal Loyalty has a positive and significant effect on Online Impulsive Buying (4) Online Customer Shopping Experience has a positive and significant effect on Online Impulsive Buying, mediated by Attitudinal Loyalty (5) Self-control negatively moderates the relationship between Attitudinal Loyalty and Online Impulsive Buying.

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