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The influence of online customer shopping experience on online impulsive buying in e-commerce with attitudinal loyalty as a mediation variable



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ABSTRACT

Psychological components of Online Customer's Shopping Experience (OCSE) on attitude loyalty and online impulsive buying in e-commerce. The research approach used is quantitative. The population was all Indonesian people who used and bought e-commerce products. The sample was determined using a non-probability sampling method with a convenience sampling technique. The number of samples is 470 respondents. Research data were analyzed using AMOS 24 software with Structural Equation Model (SEM) modeling. The results of SEM analysis showed that informativeness has a positive and significant effect on online impulsive buying, convenience has a positive and significant impact on online impulsive buying and attitude loyalty, and attitude loyalty has a positive and significant impact on online impulsive buying.

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Introduction

This research aims to explain the positive influence of functionality and technology, which has become an inseparable part of human life. Kemp (2022) shows Datareportal Digital report that out of 277.7 million people in Indonesia, 204.7 million are Internet technology users. Technology plays a role in increasing the economic saturation of buying and selling in Indonesia. The adoption of digital technology in the economy is driven by a shift from traditional or offline buying and selling transactions to online buying and selling transactions. The transformative power of this technology has changed people's behavior, which has led to the expansion of the digital economy industry. This behavior change was further strengthened by the emergence of Covid-19 in Indonesia.

On the other side, the Economy SEA (2022) shows gross merchandise value (GMV) data for the value of Indonesia's digital economy of \$77 billion. The most considerable GMV value is in the e-commerce sector, which reached US\$ 59 billion. This increase of 22% from the previous year, valued at \$48 billion, is predicted to reach \$146 billion by 2025. The significant boost with a considerable transaction value on GMV indicates that the growth of e-commerce in Indonesia is speedy, in line with consumers' high online shopping styles.

Meanwhile, according to the Data.ai (2023), Indonesians spend 6.6 billion hours accessing online shopping applications. So, it's not surprising that Indonesia is listed as the country with the highest number of users of e-commerce services in the world (Kemp, 2021). Therefore, companies must identify and analyze the factors that create consumer loyalty attitudes that can impact buying behavior, including online impulsive buying behavior.

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Online impulsive buying is the purchase of a product or service that occurs without the formation of intention because the consumer experiences a sudden urge (Anas et al, 2022). Gulfranz et al (2022) research revealed several variables that could affect impulsive buying online, including online customer shopping experience (OCSE) and the attitude of customer loyalty towards e-commerce.

Online impulsive buying can be influenced by various variables, including functional dimensions of OCSE (Gulfranz et al, 2022; Zhao et al, 2022; Wu et al, 2016), psychological dimensions of OCSE (Wu et al, 2016; Darmawan & Gatheru, 2021; Bao & Yang, 2022; Um et al, 2023; Pereira et al, 2022; Gulfranz et al, 2022) and attitude loyalty (Srivastava & Kaul, 2016; Gulfranz et al, 2022; Li et al, 2023). However, different studies state that product informativeness is part of the functional dimension on online shopping sites and does not significantly influence consumer attitudes (Anshu et al, 2022), as well as shopping enjoyment, online shopping site quality, and product informativeness part of the functional and psychological dimensions e-commerce cannot influence the occurrence of online impulsive buying (Febrilia & Warokka, 2021).

The difference in the results of this study is interesting for further research with the most popular e-commerce objects with the most significant number of users in Indonesia, namely Shopee and Tokopedia. The research results can support previous research or will instead follow the research results by Febrilia & Warokka (2021).

In addition, this study will also reveal the role of attitude loyalty, which is not only used as a variable influence on impulsive buying but also plays a vital role as a mediator variable for the influence of OCSE functional and psychological dimensions on impulsive buying.

Literature Review

Online Impulsive Buying

Online impulsive buying is purchases made by consumers without thinking logically because, at that time, consumers were only carried away by emotions about a product (Darmawan & Gatheru, 2021). The sophistication of features in online shopping platforms easily tempts consumer behavior because of its practicality so that it can increase online impulsive buying (Aragoncillo & Orus, 2018).

According to Pereira et al (2023), online impulsive buying can be classified by several indicators, namely often buying things spontaneously, sometimes being unable to resist the feeling of wanting to buy something online, sometimes feeling guilty after buying something online, finding it difficult to miss online offers, it is easy to be tempted when you see online products to make transactions, and sometimes buy things online just because you like buying things, not because you need them.

Online Customer's Shopping Experience (OCSE)

Barbu et al (2021) defines customer experience as a dynamic concept that varies not only by company offerings but also depending on environmental evolution, changes in consumption power, and the dynamics of interactions between brands and consumers. Meanwhile, according to Urdea & Constantin (2021), OCSE combines the company's physical performance and all the senses that interact at all brand touch points and can involve sensory, affective, and intellectual experiences and consumer behavior. OCSE plays an essential role in strategic differentiation, which can be the key to the success of e-commerce (Bhattacharya, 2018).

Companies can create an engaging online customer shopping experience strategy with functional and psychological dimensions (Gulfranz et al, 2022). The functional dimension is in the form of a website atmosphere whose use can assist customers in fulfilling all their desires so that they can influence online purchases, including informativeness and visual engagement (Gulfranz et al, 2022; Tandon et al, 2017). Meanwhile, the psychological dimension is essential in increasing customers' intimacy with brands when using e-commerce, including trust and convenience (Klaus, 2013; Gulfranz et al, 2022).

Informativeness shows the ability of a website to provide helpful information until customer decision-making occurs (Gulfranz et al, 2022). Meanwhile, according to Urdea & Constantin (2021) informativeness is a characteristic of online stores that refers to information content that supports customer buying activities in e-commerce. Informativeness when shopping online can be measured through 4 indicators: much information about product features and quality, accurate product information, detailed product information, and sufficient information until the transaction is completed (Gulfranz et al, 2022).

Meanwhile, Martinez & Casielles (2021) explained that visual engagement is an important trick to attract consumers' attention to websites that have been designed in a structured manner to support smooth access to sites that are easy to understand and enhance customer emotional experiences. In addition, according to him, using website colors correctly can provoke a more significant psychological and emotional response for customers. Indicators that can analyze visual engagement include viewing online products from various angles when shopping; e-commerce screen designs such as colors, boxes, menus, and navigation tools aligned; and e-commerce visuals designed professionally and well displayed (Gulfranz et al, 2022).

Trust is a primary element that can minimize risk perception and uncertainty (Bao & Yang, 2022). According to him, trust cannot be built in the minds of consumers because consumers cannot touch, feel, or try products before buying, so it is difficult to reach a purchasing decision. Customers who trust e-commerce platforms and find purchasing procedures more convenient and enjoyable

tend to spend more time accessing e-commerce, which can lead to more impulsive buying decisions (Gulfraz et al, 2022). Trust can be measured by adopting three leading indicators: benevolence, competence, and integrity (Wu et al, 2016).

Convenience is the ability to access something without hassle (Anshu et al, 2022). Meanwhile, according to Gulfraz et al (2022), convenience is an aspect that frees consumers to make purchases without geographic or short time restrictions. In addition, according to Anas et al (2022), shopping convenience is defined as a multidimensional construct that includes decision-making, access to stores, product search transactions, and the convenience created after purchase. Based on Pereira et al (2023), the convenience variable can be measured through several indicators of convenience, safe payment methods, and reasonable prices.

Attitude Loyalty

Attitude loyalty is defined as a customer's strong commitment to rebuy their favorite products or services consistently in the future without any elements of encouragement from competitive marketing and situational influences (Valino et al, 2021). Attitudinal loyalty is a psychological and emotional feeling related to loyalty, which reflects a special relationship between customers and product providers (Hermantoro & Albari, 2022). Meanwhile, Martinez & Casielles (2021) explained that attitudinal loyalty is the desire of consumers to remain connected with companies that sell products or services without thinking about price so they can recommend them to others. Based on Valino et al (2021), customer loyalty toward e-commerce can be measured through several indicators including customers preferring their favorite shopping sites over competitors, customers continuing to make purchases on their favorite sites, and customers recommending their favorite shopping sites to others.

Empirical Review and Hypothesis Development

Functionality Dimension OCSE on Online Impulsive Buying

Based on research by Wu et al (2016), informativeness in e-commerce influences online impulsive buying. This is supported by research conducted by Gulfraz et al (2022), which states that informativeness visual engagement as a functional dimension of OCSE has a significant positive effect on increasing customer online impulsive buying behavior when shopping in e-commerce. With this, the researcher determines the following research hypothesis:

H a. Informativeness has a positive effect on online impulsive buying

Apart from being positively influenced by informativeness, visual engagement can also influence impulsive buying (Gulfraz et al, 2022). This is corroborated by the research of Zhao et al (2022), who also found that visual site engagement has a positive and significant relationship with online impulsive buying among college students. On the contrary, research by Febrilia & Warokka (2021) and Anshu et al (2022) found that visual engagement does not positively and significantly affect impulsive buying. Therefore, the research hypothesis is determined to be:

H1b. Visual engagement has a positive effect on online impulsive buying

Functionality Dimension OCSE on Attitudinal Loyalty

Informativeness presented by e-commerce and supported by good visual design elements can shape customer loyalty attitudes that can increase sales and profitability of online businesses (Urdea & Constantin, 2021). This opinion aligns with the results of Pandey & Chawla's (2018) research, which proves that informativeness positively and significantly affects e-commerce customer loyalty in India. So, the research hypothesis proposed is:

H2a. Informativeness has a positive effect on attitude loyalty

In addition, attitude loyalty can also be influenced by visual engagement. The research results by Martinez & Casielles (2021) suggest that visual engagement positively affects the loyalty of e-commerce consumers. Likewise, the research results from Pandey & Chawla (2018), so the research hypothesis is set as follows:

H2b. Visual engagement has a positive effect on attitude loyalty

Psychological Dimension OCSE on Online Impulsive Buying

Gulfraz et al (2022) and Wu et al (2016) 's research results prove that trust positively affects online impulsive buying. This aligns with research conducted by Darmawan & Gatheru (2021), which suggests that trust positively affects impulsive buying in e-commerce Shopee. In addition, it is also supported by the research results of Bao & Yang (2022), which state that trust is proven to positively and significantly influence impulsive purchases, where the higher the level of customer trust in e-commerce, the higher the level of impulsive buying behavior. With that, the researcher determines the following hypothesis:

H3a. Trust has a positive effect on online impulsive buying

Meanwhile, research by Um et al (2023) and Pereira et al (2023) found that convenience indirectly encourages impulsive buying behavior. Even explicitly, the research of Gulfraz et al (2022) proves that the convenience aspect significantly has a positive effect on impulse purchases online, so the following research hypothesis is proposed:

H3b. Convenience has a positive effect on online impulsive buying

Psychological Dimension OCSE on Attitudinal Loyalty

Customers who firmly trust the e-commerce platform will tend to show a positive attitude toward the platform (Gulfranz et al, 2022). In addition, positive trust will also affect purchase intentions, which can positively impact loyalty (Hong & Cho, 2011). Also supported by the research results of Ashraf et al (2019) that trust affects loyalty. Therefore, the researcher discusses the following hypotheses:

H4a. Trust has a positive effect on attitude loyalty

In addition, Pandey & Chawla's (2018) research proves that convenience positively affects the loyalty of men and women when shopping in e-commerce. Similarly, the results of Erigit & Fan's study (2021) show a positive effect of convenience on loyalty. Therefore, the research hypothesis is:

H4b. Convenience has a positive effect on attitude loyalty

Attitudinal Loyalty on Online Impulsive Buying

Research by Srivastava & Kaul (2016) revealed that the functional and psychological components of OCSE indirectly influence online impulsive purchases mediated by customer attitude loyalty. In line with the results of the Gulfranz et al (2022) study, attitude loyalty can mediate between OCSE and online impulsive buying. Research by Li et al (2023) also proves that customer loyalty positively affects impulsive buying behavior. Therefore, the researcher developed the following hypothesis:

H5. Attitude loyalty has a positive effect on online impulsive buying

Based on the theoretical studies and hypotheses above, the researchers formed the research framework shown in Figure 1, which consists of several variables: functional dimensions of OCSE (informativeness visual engagement), the psychological dimensions of OCSE (trust and convenience), attitude loyalty, and online impulsive buying.

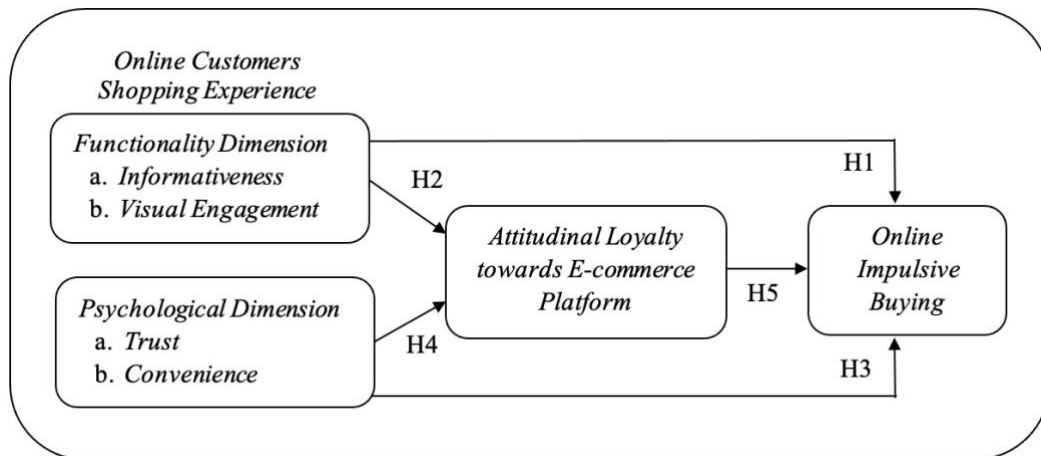


Figure 1: Research Framework

Research and Methodology

The population in this study is all Indonesian people who have used and bought products on e-commerce, Shopee or Tokopedia. The sample is Indonesian men and women aged 17-60 who have used and purchased products on e-commerce Shopee or Tokopedia at least three times.

In determining the sample, the authors used non-probability sampling methods and convenience sampling techniques to draw samples by chance from the existing population according to the needs of researchers by filling out a questionnaire on Google Forms.

The questionnaire contains variable indicators obtained from studies that have been modified by Pereira et al (2023), Gulfranz et al (2022), Wu et al (2016), and Valino et al (2021) consisting of 4 informativeness items, three visual engagement items, three trust statements, four convenience items, three attitude loyalty statements, and 6 statement items from online impulsive buying.

The number of respondents involved in this study was 470 people. This figure has been calculated by fulfilling the criteria of Hair et al (2018) regarding using the analysis tool Structural Equation Model (SEM). The research data obtained were analyzed using AMOS 24 software with SEM modeling. All data is also processed based on goodness of fit (GOF) criteria to get a good model.

Findings and Discussions

Before the data analysis process, the data tested the validity and reliability of each variable. The test results are shown in Table 1.

Table 1: Validity Test, Reliability, and Mean

Indicator	Val./Rel.	Means
Online Impulsive Buying	0.891	4,120
Get a lot of information about product features and quality when shopping online.	0.787	4,145
Get accurate information about product features when shopping online.	0.956	4,049
Get detailed product information when shopping online.	0.882	4,060
Get enough information to complete the transaction.	0.630	4,228
Visual Engagement	0.741	4,076
Can see products from various sides when shopping online	0.538	3,987
The design of the e-commerce display is continuous with each other.	0.786	4,062
e-commerce visuals are professionally designed and well presented.	0.759	4,179
Trusts	0.750	3,945
Online shopping sites can help meet my needs well.	0.628	4,321
Online shopping sites provide detailed product information services.	0.815	3,928
Online shopping sites are honest and trustworthy in serving consumers.	0.671	3,585
Convenience	0.779	4,393
Feel convenience while accessing e-commerce.	0.766	4,321
Can do online shopping anytime and anywhere.	0.684	4,621
Feeling the security of payment methods in e-commerce is good.	0.668	4,206
Prices for online goods in e-commerce tend to be reasonable compared to offline prices.	0.614	4,421
Attitude Loyalty	0.790	4,031
Prefer favorite e-commerce over competitors even though they get recommendations from friends.	0.716	3,977
Continue to make purchases at my favorite e-commerce.	0.936	3,962
Will recommend his favorite e-commerce to others.	0.557	4,155
Online Impulsive Buying	0.795	3,983
Often buy things spontaneously	0.589	3,906
Sometimes can't resist the feeling of wanting to buy something online.	0.719	3,840
Sometimes feel guilty after buying something online.	0.575	4,164
Often find it hard to miss online offers/promos.	0.582	4,111
It's easy to be tempted when you see online products and make transactions	0.581	4,040
Sometimes buying things just because you like buying stuff, not because you need it.	0.703	3,717

Table 1 shows that the informativeness, visual engagement, trust, convenience, attitude loyalty, and online impulsive buying variable indicators produce a loading factor value greater than 0.5 and a construct reliability value greater than 0.7. Therefore, all indicators and variables used in this study are valid and reliable so that they can be used for further analysis.

Table 1 also shows the average of different indicators. The convenience variable has the highest average value of 4.393, and the trust variable has the lowest value of 3.945.

Following analysis, convert the path diagram into structural equations according to the model for each variable, as shown in Figure 2 below:

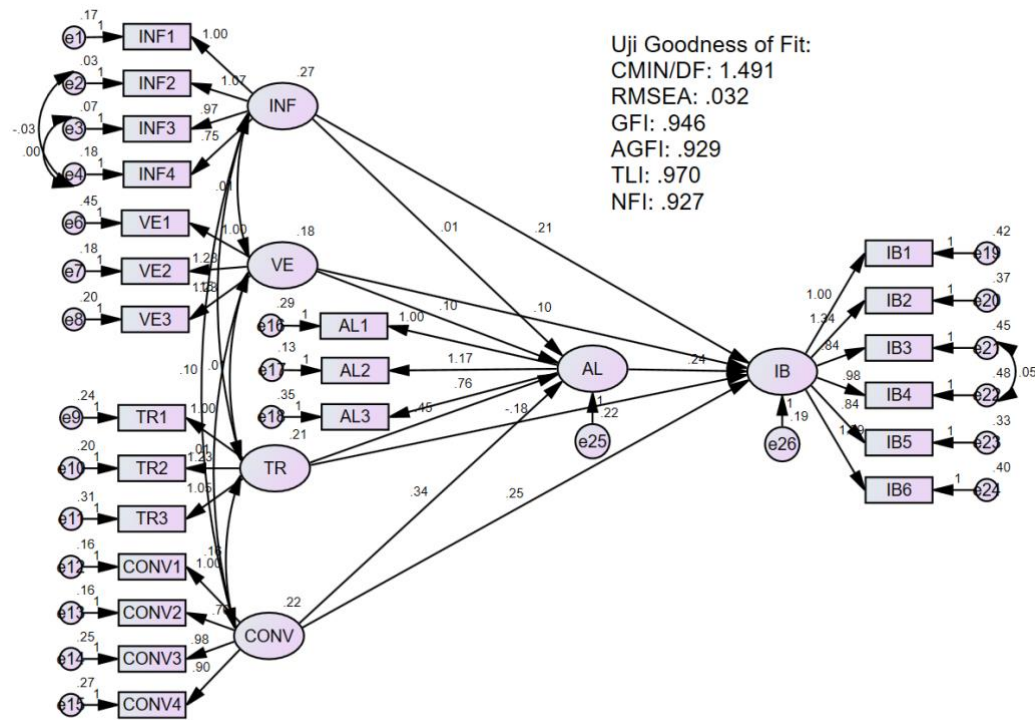


Figure 2: Structural Equation Model

Figure 2 shows the calculation of goodness of fit with the CMIN/DF index of $1.491 < 2.00$, the RMSEA value is $0.032 < 0.08$, the GFI value is $0.946 \geq 0.90$, the AGFI value is $0.929 \geq 0.90$, the TLI value is $0.970 \geq 0.90$, and the NFI value is $0.927 \geq 0.90$. All tests have met the criteria. Therefore, the model is declared a good fit so that it can be accepted and is suitable for further testing, namely hypothesis testing. The results of hypothesis testing are listed in Table 2.

Table 2: Hypothesis Test Results

			Estimates	SE	CR	P	Ket.
IB	<---	INF	.210	.074	2,826	005	H1a Significant
IB	<---	VE	.104	.064	1618	.106	H1b Insignificant
AL	<---	INF	012	080	.149	.882	H2a Insignificant
AL	<---	VE	.098	.069	1,417	.156	H2b Insignificant
IB	<---	TR	-.184	.157	-1,168	.243	H3a Insignificant
IB	<---	CONV	.249	.120	2078	038	H3b Significant
AL	<---	TR	.449	.169	2,650	008	H4a Significant
AL	<---	CONV	.336	.130	2,593	010	H4b Significant
IB	<---	AL	.243	062	3,944	***	H5 Significant

Based on Table 2, which has been presented, it can be explained that of the 9 hypothesis tests, 5 hypotheses are supported, and four hypotheses are not supported. The hypothesis is supported significantly by having a probability value of less than 0.005 and a CR value greater than 1.96. The hypothesis is not supported significantly because the probability value is more significant than 0.005, and the CR critical ratio value is less than 1.96. The results of the hypothesis H1a can be stated that informativeness has a positive and significant effect on online impulsive buying, H1b is proven that visual engagement has a positive but not significant impact on online impulsive buying, H2a informativeness has a positive effect on attitude loyalty but not significant, H2b visual engagement has a positive but not significant impact on attitude loyalty,

Discussion

Effect of Informativeness on Online Impulsive Buying

The first finding on H1a proves that the informativeness variable positively and significantly influences online impulsive buying. The results of this study agree with Gulfranz et al (2022), which state that informative variables can significantly influence online impulsive buying on e-commerce platforms. Also supported is research by Wu et al (2016), who argued that informativeness in e-commerce influences online impulsive buying.

Therefore, based on the research that has been done, e-commerce must present a lot of information related to product features and quality accurately and in detail to bring customers to reach transactions.

Effect of Visual Engagement on Online Impulsive Buying

The findings of the H1b study show that visual engagement has a positive but insignificant effect on online impulsive buying. This supports the research of Febrilia & Warokka (2021) and Anshu et al (2022), which became a gap in this study; that is, there was no effect found between visual engagement and customer behavior in making shopping decisions, including online impulsive buying behavior decisions in e-commerce. Thus, the results of this study contradict research by Zhao et al (2022), who found that visual engagement on sites has a positive and significant relationship with online impulsive buying among college students.

Effect of Informativeness on Attitude Loyalty

Subsequent findings H2a state that informativeness positively affects attitude loyalty but is not significant. These results contradict the research of Pandey & Chawla (2018) and Urdea & Constantin (2021), and that informativeness has a positive and significant effect on customer loyalty in e-commerce in India. The difference in these results can be caused by different research locations and research objects. This research was conducted in Indonesia in 2023 with other characteristics in terms of culture and different conditions, while the previous study was conducted in India in 2018.

Effect of Visual Engagement on Attitude Loyalty

The results of the H2b hypothesis reveal that visual engagement has a positive but insignificant effect on attitude loyalty, so the hypothesis is rejected. The results of this test are supported by research by Winnie (2014), whose findings implicitly reveal that website design and content negatively affect customer loyalty. In this study, to form attitudinal loyalty, consumers in Indonesia may not need visual engagement, but some other variables that need to be considered by companies, such as trust and convenience.

Effect of Trust on Online Impulsive Buying

The results of the H3a hypothesis are that trust has no effect and is not significant on online impulsive buying. Consumer trust in e-commerce cannot solely influence customer impulse buying behavior. This is supported by the research of Hong & Cho (2011), which indicates that more important than trust in influencing transactions is perception, e-commerce effectiveness, buying and selling risks, and the positive experiences that customer has built.

Effect of Convenience on Online Impulsive Buying

The results of the H3b hypothesis are that convenience has a positive and significant effect on online impulsive buying. The results of this study are in line with the research of Gulfranz et al (2022), where the convenience aspect is proven to have a significantly positive effect on online impulsive buying, and is also supported by the research of Um et al (2023) and Pereira et al (2023) which state that indirectly the convenience aspect encourages impulsive buying behavior.

With that, e-commerce needs to maintain and improve systems or features in e-commerce as well as services related to customer needs to create a positive shopping experience in customers' minds to form convenience that can increase the impact on repeat purchases.

Effect of Trust on Attitude Loyalty

The results of study H4a indicate that trust has a positive and significant effect on attitude loyalty. This is consistent with the research by Hong & Cho (2011) and Ashraf et al (2019) which demonstrates that positive trust can influence customer loyalty attitudes. It was also revealed in the study by Gulfranz et al (2022) that customers who strongly trust the e-commerce platform tend to show a positive attitude toward the platform.

Customer loyalty towards e-commerce can be built through trust by helping to meet customer needs, providing detailed and precise product information services, and serving customers honestly; this can increase customer satisfaction and impact future purchases.

Effect of Convenience on Attitude Loyalty

The results of the H4b test suggest that convenience has a positive and significant effect on attitude loyalty. In line with research by Erigit & Fan's study (2021) and Pandey & Chawla (2018), which states that convenience related to the use of e-commerce has a positive effect on the loyalty behavior of men and women when shopping on e-commerce. Convenience can be one aspect of the customer experience that can influence customer loyalty.

That way, e-commerce needs to pay attention to aspects that can create customer convenience, such as smooth access, ease of payment, reasonable prices, and others, thus enhancing loyalty attitudes.

The last hypothesis, H5, proves that attitude loyalty positively and significantly affects online impulsive buying. Supported by the research of Hong & Cho (2011), attitude loyalty can be a significant predictor of online buying behavior. In addition, this is consistent with the study of Srivastava & Kaul (2016) that the functional and psychological components of OCSE indirectly influence online impulsive purchases, which are mediated by customer attitude loyalty. This is also consistent with the results of research by Gulfranz et al (2022) and Li et al (2023), that attitude loyalty positively affects impulsive buying behavior.

Attitude loyalty can be interpreted as a customer's commitment to consistently re-purchase his favorite products or services without thinking about the price and most likely to be able to recommend them to others. This indicates that the higher the attitude of consumer loyalty, the higher the impulsive buying behavior of customers in e-commerce Shopee and Tokopedia. Therefore, e-commerce needs to pay attention to creating positive experiences in the minds of consumers while shopping by emphasizing e-commerce facilities from various aspects to build consumer loyalty and impact increasing buying and selling transactions.

With this explanation, it is possible to calculate the effect of exogenous and endogenous variables both totally, directly, and indirectly. The recapitulation of the calculation results is shown in Table 3.

Table 3: Effect of Exogenous Variables on Endogenous Variables

	Total Effects			Direct Effects						Indirect Effects								
	INF	VE	TR	CONV	AL	IB	INF	VE	TR	CONV	AL	IB	INF	VE	TR	CONV	AL	IB
AL	0	0	0.363	0.267	0	0	0	0	0.363	0.267	0	0	0	0	0	0	0	0
IB	0.160	0	0.101	0.209	0.277	0	0.160	0	0	0.135	0.277	0	0	0	0.101	0.074	0	0

Based on Table 3 above, it is known that the total influence of variables is from direct and indirect impacts. The informativeness variable on the online impulsive buying variable has the same total effect as the direct influence value of 0.160 (16%). Then, the trust variable directly impacts attitude loyalty by 0.363 (36.3%); this value is the same as the total effect.

Meanwhile, the trust variable for online impulsive buying indirectly affects 0.101 (10.1%). The convenience variable on attitude loyalty produces a total effect with the same direct value of 0.267 (26.7%). Then, the total effect of the convenience variable on online impulsive buying is 0.209 (20.9%), with a direct effect of 0.135 (13.5%) and an indirect effect value of 0.074 (7.4%). Last, the attitude loyalty variable's direct positive effect on online impulsive buying is 0.277 (27.7%).

Overall, attitude loyalty in this study shows a very important role in the influence of trust on online impulsive buying but does not show a dominant role in influencing informativeness and conveniences in shaping online impulsive buying. This can be seen from the indirect effect of these variables on online impulsive buying.

Conclusions

The results of this study indicate that out of all nine hypotheses put forward, five hypotheses prove significant, namely H1a informativeness has a positive effect on online impulsive buying, H3b and H4b convenience has a positive impact on online impulsive buying and attitude loyalty, H4a trust has a positive effect on attitude loyalty, and H5 attitude loyalty has a positive impact on online impulsive buying. In comparison, the other four hypotheses are stated to be insignificant.

The researcher suggests that the sample criteria be more specific for further research so that the sample that can fill out the questionnaire is selected. The researcher can also expand the sample so that the characteristics of the respondents will be more diverse. The data obtained will be more varied, thus enabling the research model to be more tested.

This research also provides managerial implications for Shopee and Tokopedia Indonesia e-commerce activists to shape e-commerce customer loyalty attitudes by increasing aspects of functional and psychological dimensions to influence shopping behavior. To achieve aspects of practical and psychological dimensions, it can improve customer experience through increased transparency of complete and accurate information regarding products or services, prices, and payment channels to create trust and convenience in e-commerce. This is undoubtedly the company's strategy to survive and compete in the digital transformation era.

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