

## **The Art of Seduction: How Customer Experience Drives Attitudinal Loyalty and Online Impulse Buying on Shopee**

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### **Keywords**

online impulsive buying,  
attitudinal loyalty,  
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experience,  
time scarcity,  
self-control

### **Abstract**

This study examines the influence of multiple dimensions of the online customer experience on attitudinal loyalty and online impulsive buying behavior, with self-control and time scarcity serving as moderating variables. Employing a quantitative methodology, data were collected via surveys from 85 Shopee users in the Jabodetabek area. The results indicate that trust, platform design quality, ease of navigation, and interactivity significantly enhance customer loyalty to Shopee. These results highlight the importance of a reliable and user-friendly online environment in fostering strong customer commitment and repeat engagement. The findings provide practical insights for e-commerce stakeholders by showing how optimizing trust, usability, and engagement can increase transaction frequency and customer retention. Ultimately, this research underscores the critical role of experiential factors in shaping online consumer actions and offers strategic recommendations for Indonesian e-commerce platforms to sustain competitive advantage through enhanced customer experiences. Overall, the study underscores the critical role of experiential factors in shaping consumer behavior online and offers actionable recommendations for leveraging these dimensions to improve both customer loyalty and sales performance within the Indonesian e-commerce sector.

## INTRODUCTION

The digital industry in Indonesia has witnessed substantial growth, as illustrated by the significant increase in internet penetration. A survey conducted in early 2024 reported that Indonesia had 221.5 million internet users, representing approximately 79.5% of the country's total population of 278.69 million (Riyanto & Pertiwi, 2024). This extensive digital integration reflects the widespread adoption of digital technologies, which has become an intrinsic part of Indonesian society and serves as a foundation for the transformation of various economic and social sectors.

This digitization trend has yielded profound benefits for business sustainability by enhancing operational efficiencies and extending market reach. Digital technologies enable organizations to optimize their costs by streamlining processes and reducing resource expenditures. Moreover, they allow businesses to target broader and more diverse consumer segments, opening new opportunities for growth and competition. Beyond economic gains, digital adoption also advances environmental sustainability, primarily through the reduction of paper consumption in business operations, thereby mitigating environmental degradation associated with paper waste.

Indonesia's high level of digital engagement is evident not only in internet usage but also in active participation in online commerce. As of October 2024, 56% of the Indonesian population engaged in internet use for purchasing activities (We Are Social, 2024), signaling a matured digital consumer ecosystem. This evolving consumer behavior plays a pivotal role in driving the national digital industry, particularly the rapid expansion of e-commerce platforms, which have become vital channels for retail transactions. The COVID-19 pandemic further accelerated this trend by increasing online order volumes 3.5 times during large-scale social restrictions (Murdaningsih, 2020).

The growth of e-commerce brings both opportunities and challenges. On the one hand, it offers cost-effective sales channels by reducing traditional retail expenses such as rent and utilities (Haryanti & Subriadi, 2021) and environmentally contributes to lowering CO2 emissions by curbing consumers' travel needs. On the other hand, the surge in e-commerce has escalated packaging waste—a significant environmental concern. For instance, in the United States, around 165 billion packages are delivered annually, utilizing resources equivalent to one billion trees, while inadequate waste management exacerbates pollution issues (Bird, 2018). These dual impacts necessitate careful evaluation to balance economic growth with environmental sustainability.

This research highlights the dual nature of impulsive buying behavior in e-commerce, where positive sales impacts are offset by negative consequences such as excessive consumption, sustainability challenges, and increased packaging waste. The expanding Indonesian e-commerce market intensifies competition, compelling platforms to enhance the Online Customer Shopping Experience (OCSE), which plays a crucial role in shaping both attitudinal loyalty and impulsive buying behavior. Self-control functions as an emotional regulator that helps customers resist impulsive urges, thereby moderating the relationship between OCSE and impulsive buying. Additionally, time scarcity heightens the urgency for quick purchase decisions, further influencing impulsive buying. The study divides OCSE into functional components—practical transactional utilities such as communication and ease of

use—and psychological components such as trust and enjoyment. Thus, e-commerce platforms must prioritize user-friendly, trustworthy, and engaging experiences to foster customer satisfaction, loyalty, and sustainable purchasing behaviors.

Despite the growing digital industry in Indonesia, a comprehensive understanding of the interplay between Online Customer Shopping Experience (OCSE) and Attitudinal Loyalty on Impulsive Buying Behavior, specifically how moderating factors such as Self-Control and Time Scarcity influence these relationships within the rapidly evolving Indonesian e-commerce market, remains limited in existing literature. This study aims to fill this gap by thoroughly analyzing the dynamics of these variables.

## **HYPOTHESIS DEVELOPMENT**

In the face of increasingly intense global competition, one strategic approach for business owners is to develop competitive products that align with customer needs and preferences (Gentile, Spiller & Noci, 2007). This rationale underscores the critical importance of Online Customer Shopping Experience (OCSE), as effectively addressing the factors within OCSE enables businesses or platforms to enhance their profitability by subjectively satisfying and assisting customers through the platforms they utilize. OCSE constitutes an internal stimulus derived from customers' emotions, which are influenced by the consumption of data and information from e-commerce platforms (Rose et al., 2012), thereby impacting future purchasing decisions. Additionally, OCSE represents a psychological and subjective response of customers toward the e-commerce platforms they engage with.

Interactivity in e-commerce platforms refers to the dynamic exchange of information and communication between sellers and buyers, including the sharing of relevant reviews and personalized recommendations that align with customer expectations (Pandey & Chawla, 2018). The efficiency and responsiveness of these interactions significantly influence the speed at which customers complete purchase transactions, as higher levels of interactivity and tailored suggestions enhance the Online Customer Shopping Experience (OCSE) and reduce online purchasing time (Klaus, 2013). Customer-provided data serve as essential resources for platforms to customize recommendations, highlighting the critical need for data security and confidentiality. Furthermore, the preference for virtual shopping due to its time-saving benefits reinforces the importance of interactivity, which acts as a vital functional sub-component of OCSE by facilitating customer engagement and expediting the transaction process within e-commerce environments (Ganesh, Reynold & Pomirleanu, 2010; Pandey & Chawla, 2018).

### **H1: Interactivity positively affect attitudinal loyalty**

Informativeness refers to the clarity and usefulness of information provided by e-commerce platforms, which plays a crucial role in customers' online search for price variations and product details before making purchase decisions (Bressolles, Durrieu & Senecal, 2014; Verhoef, Kannan & Inman, 2015). This attribute is both objective and personal, significantly impacting buying behavior as customers often spend considerable time exploring e-commerce sites. Therefore, platform owners must ensure that their applications present informative content tailored to customer needs and preferences, as informativeness directly influences purchase decisions by facilitating effective information search and evaluation (Gulfranz et al., 2022). Ultimately, providing comprehensive and relevant information enhances customer

satisfaction and loyalty, thereby contributing to the overall success of the e-commerce platform.

#### H2: Informativeness positively affect attitudinal loyalty

Customer comfort in accessing e-commerce platforms is significantly influenced by appealing visual engagement, which encompasses elements such as color selection, application quality, and thematic design that collectively create a positive user experience (Liu, Li & Hu, 2013). Visual engagement is often characterized by aesthetic and distinctive features including graphics, colors, and animations, which together establish the platform's atmosphere and enhance user comfort (Bressolles, Durrieu & Senecal, 2014). This visual appeal exerts an affective impact on customers' emotions, thereby influencing their purchasing decisions (Martin, Mortimer & Andrews, 2015). Moreover, the more time customers spend on a platform with engaging visual elements, the greater the likelihood of completing a transaction, underscoring the critical role of visual engagement in driving e-commerce success.

#### H3: Visual engagement positively affect attitudinal loyalty

Navigation and search ease are critical factors in online transactions, encompassing the entire purchasing process from product search to personalized recommendations and transaction completion, which significantly influence customers' decisions to buy online (Ha & Stoel, 2011). Ease of navigation and search facilitates customers in finding desired products, accessing relevant information, and receiving personalized suggestions, all of which can encourage impulsive buying behavior (Chan, Cheung & Lee, 2017; Gulfranz et al., 2022). Consequently, the simplicity and efficiency of using an e-commerce platform serve as a key differentiator for customers, who often compare the convenience of online shopping with that of physical stores, making navigation and search ease essential for enhancing customer satisfaction and driving purchase decisions.

#### H4: Navigation and search ease positively affect attitudinal loyalty

Trust in e-commerce platforms is defined as the customer's belief that the platform will meet their expectations based on personal assumptions and ethical standards, independent of self-interest (Chiu et al., 2012). This trust extends to the platform's handling of customers' personal data, where concerns over data breaches make customers cautious in sharing sensitive information (Pandey & Chawla, 2018). Trust is built when customers perceive that the platform consistently delivers promised values and meets or exceeds their expectations, which in turn fosters customer loyalty (Gulfranz et al., 2022). Given the vulnerabilities in the digital environment, e-commerce platforms must implement robust security measures, such as automatically masking customers' phone numbers and addresses, to ensure data protection and enhance customer confidence. In conclusion, trust is a critical factor for sustaining the relationship between sellers and buyers, requiring platforms not only to fulfill their value propositions but also to guarantee the security of customers' personal information to maintain long-term loyalty and platform success.

#### H5: Trust positively affect attitudinal loyalty

Customer transactions on e-commerce platforms are largely driven by convenience, which allows access to products anytime and anywhere, as well as easy comparison among a wide variety of products (Faqih, 2016). Convenience provides customers with the freedom to search for products effortlessly and complete transactions quickly (Gulfranz et al., 2022). This

ease of access is further enhanced by the absence of store opening hours and reduced physical interaction with store employees, which can sometimes cause discomfort during offline shopping (Chan, Cheung & Lee, 2017). In conclusion, convenience represents the comfort of location and time flexibility, enabling customers to conduct pre-purchase activities and complete transactions at their own convenience, thereby playing a vital role in facilitating seamless e-commerce experiences.

**H6: Convenience positively affect attitudinal loyalty**

Online shopping enables customers to avoid physical and emotional interactions typical of offline transactions, and when the online search process provides satisfaction and enjoyment, it positively influences customers' emotions, fostering attitudinal loyalty whereby customers willingly promote the platform to others (Pandey & Chawla, 2018; Gulfraz et al., 2022). This emotional engagement makes online transactions more convenient and efficient. In conclusion, enjoyment constitutes an emotional dimension of the customer experience resulting from online transactions on e-commerce platforms, and when platforms successfully meet customer needs prior to purchase, they cultivate attitudinal loyalty that encourages customers to recommend the platform within their social circles.

**H7: Enjoyment positively affect attitudinal loyalty**

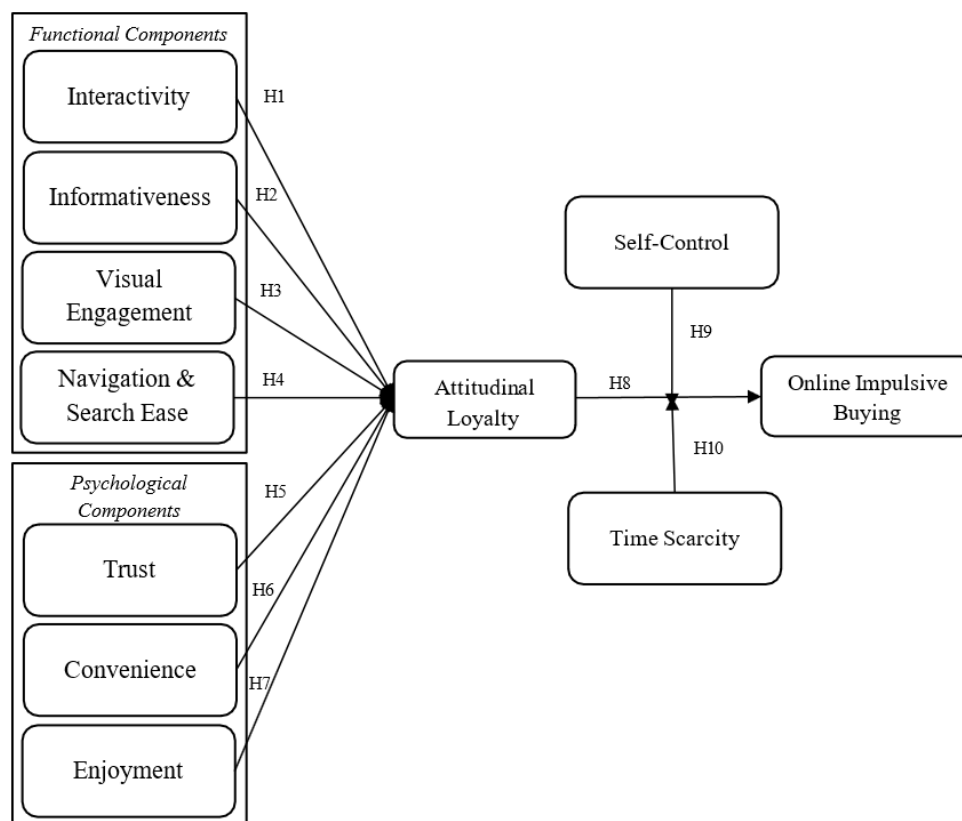
Attitudinal loyalty refers to a platform's ability to meet customer desires, which positively impacts customer loyalty and can lead to increased profits through higher sales, cost efficiencies, and other revenue sources (Jones & Taylor, 2007). It reflects customers' preference shifts from one platform to another and is associated with feelings of attachment and willingness to recommend the platform to others (Gulfraz et al., 2022). Furthermore, customer attitude is largely shaped by the online customer experience, encompassing satisfaction, trust, and loyalty, which collectively influence repurchase intentions (Anshu, Gaur & Singh, 2022). In conclusion, attitudinal loyalty emerges from a platform's capacity to deliver a favored online shopping experience, resulting in customers voluntarily promoting the platform and demonstrating loyalty through repeated purchases.

**H8: Attitudinal loyalty positively affect online impulsive buying**

Self-control in this study is defined as a higher-order cognitive process reflecting customers' intentions and efforts, including the implementation of plans and goals (Kuhn, 2013). Customers with self-control are better able to regulate their emotions and avoid rushing into transactions. The presence of self-control enables customers to consciously avoid risky behaviors such as spontaneous online impulsive buying (Kuhn, 2013). Regardless of their loyalty status to an e-commerce platform, customers with self-control possess the ability to resist impulsive purchases (Gulfraz et al., 2022). Enhanced self-control allows customers to manage their impulses, emotions, and attitudes, leading to more rational purchasing decisions. In conclusion, self-control acts as a preventive mechanism against external factors that encourage online impulsive buying promoted by e-commerce platforms.

**H9: Self-control negatively moderates affect of attitudinal loyalty on online impulsive buying**

Time scarcity is a promotional strategy that exerts pressure on customers to make quick purchasing decisions by creating a sense of urgency, thereby discouraging them from exploring alternative options (Zhao et al., 2019). This tactic limits the time customers have to deliberate,



**Figure 1. Conceptual Framework**

often leading to careless and less rational evaluations of products (Kong, Zhan & Zhu, 2023). By employing urgent messaging, time scarcity encourages customers to decide within a constrained timeframe, accelerating the purchase process (Khetarpal & Singh, 2024). In conclusion, time scarcity plays a crucial role in fostering online impulsive buying behavior on e-commerce platforms by restricting customers' ability to compare products rationally, thus prompting faster, more spontaneous transactions.

H10: Time scarcity positively moderates affect of attitudinal loyalty on online impulsive buying

## METHOD

This study employed a quantitative research design to test the proposed hypotheses. Primary data were collected through an online questionnaire, and the results were analyzed using Structural Equation Modeling (SEM). A five-point Likert scale (1 = strongly disagree; 5 = strongly agree) was utilized to measure respondents' perceptions. The study population consisted of Indonesian residents domiciled in the Jakarta, Bogor, Depok, Tangerang, and Bekasi areas. Non-probability sampling was applied, with inclusion criteria requiring participants to be Shopee users who had previously conducted purchase transactions on the Shopee e-commerce platform and resided within the specified regions. A total of 85 participants were involved in the study. The findings include respondents' demographic profiles, descriptive statistics for each variable, and the examination of relationships among variables through hypothesis testing. This methodological approach provides a comprehensive framework for understanding consumer behavior within the specified e-commerce context.

**Table 1. Respondent Characteristic Tabel**

|            |  | Frequency | Percentage |
|------------|--|-----------|------------|
| Gender     | Shopee User                                  | 85        | 100%       |
|            | Male   | 55        | 65%        |
|            | Female                                       | 30        | 35%        |
|            | Age (Years)                                  |           |            |
|            | 15-25  | 14        | 16%        |
|            | 26-35  | 41        | 48%        |
|            | 36-45  | 20        | 24%        |
|            | 46-65  | 10        | 12%        |
|            | >65  | 0         | 0%         |
|            | Education                                    |           |            |
| Education  | Elementary/Junior High School                | 2         | 2%         |
|            | Senior High School                           | 13        | 15%        |
|            | Bachelor/Diploma Degree                      | 66        | 78%        |
|            | Master/Doctoral Degree                       | 4         | 5%         |
| Domicile   |  |           |            |
|            | Jakarta                                      | 61        | 72%        |
|            | Bogor  | 1         | 1%         |
|            | Depok  | 0         | 0%         |
|            | Tangerang                                    | 14        | 16%        |
|            | Bekasi                                       | 9         | 11%        |
| Occupation |  |           |            |
|            | Student                                      | 4         | 5%         |
|            | Employee                                     | 61        | 72%        |
|            | Civil Servant                                | 2         | 2%         |
|            | Entrepreneur                                 | 14        | 16%        |
|            | Professional (Doctor, Lawyer, Lecturer, etc) | 0         | 0%         |
|            | Others                                       | 4         | 5%         |

The validity and reliability of the research instrument were rigorously assessed to ensure the accurate measurement of valid and reliable variables. Specifically, the validity and reliability of each measurement item were evaluated to guarantee the overall quality of the instrument. Table 2 presents the validity and reliability scores for the measurement items. Although certain items, namely OIB3, OIB6, SEL1, SEL2, SEL3, TIM1, and TIM3, exhibited low factor loading scores, The researchers decided to remove these indicators because they were unable to accurately and reliably measure the constructs under study. Their elimination was necessary to prevent bias in data interpretation, which could compromise the quality of the analysis and weaken the validity of the conclusions drawn.

Validity testing was conducted using Convergent Validity to examine the relationship between indicators and their respective variables. This test refers to the factor loading values of indicators, with a threshold of 0.7 or higher (Hair et al., 2022). Indicators with factor loadings below 0.7 were eliminated from the analysis. At this stage, a pre-test was carried out on all indicators to ensure that respondents could clearly understand the items and to assess whether the indicators accurately reflected the research concepts.

Reliability testing was conducted using the internal consistency reliability method to

**Table 2. R-Square**

| <b>Indicator</b> | <b>R-square</b> | <b>Percentage</b> | <b>Remark</b> |
|------------------|-----------------|-------------------|---------------|
| <b>ATL</b>       | 0.626           | 63%               | Medium        |
| <b>OIB</b>       | 0.357           | 36%               | Low           |

Source: Data processed (2025)

ensure that each construct in this study consistently and reliably measures the same variable. This guarantees that the research instrument produces stable and trustworthy data. Measurement of the outer model is considered valid if the composite reliability value is  $\geq 0.7$ .

The results of the validity and reliability test are presented in Table 1 in Appendix 1.

Based on the results of the convergent validity analysis, seven indicators were found to be invalid as they exhibited factor loading values below 0.7. Consequently, it was decided to exclude these indicators from further analysis. This decision was made because these indicators failed to accurately and reliably measure the constructs under study, and their inclusion could potentially introduce bias in data interpretation, thereby compromising the quality of the analysis and weakening the validity of the conclusions drawn.

For the reliability test, the internal consistency reliability method was employed to ensure that each construct used in this study consistently and reliably measures the same variable. This approach guarantees that the research instrument produces stable and trustworthy data. The measurement of the outer model is considered acceptable if the composite reliability value is  $\geq 0.7$ . The results of the internal consistency reliability test are presented in Table 2.

The results of the internal consistency reliability analysis showed that both Cronbach's alpha and composite reliability ( $\rho_c$ ) values exceeded 0.7. This indicates that there is no lag in composite reliability within the data, thereby allowing the analysis to proceed.

The R-square test was conducted to determine the extent to which the exogenous variables explain the endogenous variables in this study. The results of the R-square test are presented in Table 2. The analysis in Table 4.5 shows that the R-square value for the attitudinal loyalty variable is 0.626, or 63%, indicating that attitudinal loyalty is influenced by the variables of interactivity, informativeness, navigation & search ease, visual engagement, trust, convenience, and enjoyment by 63%. The remaining 37% is explained by other variables not examined in this study. Furthermore, the R-square value for the online impulsive buying variable is 0.357, or 36%, suggesting that online impulsive buying is influenced by attitudinal loyalty by 36%, with the remaining 64% explained by other variables outside the scope of this research.

## RESULT AND DISCUSSION

The path coefficient test is conducted to evaluate the inner model by examining the relationships between exogenous and endogenous variables. A relationship is considered positive if the resulting coefficient is positive, and negative if the coefficient is negative. In this study, there are seven exogenous variables, two endogenous variables, and two moderating variables. The results of the path coefficient test are presented in Table 3.



**Table 3. Path Coefficient**

| Hypotesis  | Original Sample (O) | P Values | Conclusion   |
|--|---------------------|----------|--------------|
| H1: The influence of interactivity on attitudinal loyalty  | 0.273               | 0.023    | Accepted     |
| H2: The influence of informativeness on attitudinal loyalty  | -0.021              | 0.451    | Not accepted |
| H3: The influence of visual engagement on attitudinal loyalty  | 0.325               | 0.014    | Accepted     |
| H4: The influence of navigation & search ease on attitudinal loyalty   | -0.259              | 0.027    | Accepted     |
| H5: The influence of trust on attitudinal loyalty  | 0.332               | 0.013    | Accepted     |
| H6: The influence of convenience on attitudinal loyalty  | -0.027              | 0.424    | Not Accepted |
| H7: The influence of enjoyment on attitudinal loyalty  | 0.226               | 0.174    | Not Accepted |
| H8: The influence of attitudinal loyalty on online impulsive buying  | 0.136               | 0.169    | Not Accepted |
| H9: The influence of attitudinal loyalty on online impulsive buying with self-control as a moderating variable   | -0.010              | 0.468    | Not Accepted |
| H10: The influence of attitudinal loyalty on online impulsive buying with time scarcity as a moderating variable | -0.028              | 0.400    | Not Accepted |

Source: Data processed (2025)

Based on the empirical analysis of the relationships among exogenous variables (shopping experience dimensions), endogenous variables (attitudinal loyalty and impulsive buying), and moderating variables (self-control and time scarcity), several key managerial implications emerge for e-commerce platforms, especially Shopee in Jabodetabek area:

The first hypothesis indicate a significant positive effect of interactivity on attitudinal loyalty. This suggests that customers highly value the ability to engage in real-time, direct communication with sellers without experiencing delays. Such interactive engagement fosters a sense of connection and trust, which in turn strengthens customer loyalty. Shopee should prioritize the development and enhancement of interactive features such as live streaming sessions and live chat support with customer service representatives. These features enable customers to resolve technical and operational queries promptly, thereby improving the overall shopping experience and reinforcing loyalty.

The third hypothesis showed that visual engagement was found to have a substantial positive impact on attitudinal loyalty. This can be attributed to Shopee's user interface design, which incorporates an aesthetically pleasing layout and harmonious color schemes that attract and retain customer attention. A visually engaging platform enhances user satisfaction and encourages repeat usage. To capitalize on this, Shopee should invest in advancing its user interface by integrating cutting-edge interactive technologies such as augmented reality (AR) and artificial intelligence (AI). These technologies can create immersive and personalized shopping experiences, thereby increasing customer engagement and loyalty.

The fourth hypothesis provides that The ease of navigation and search functionality on Shopee significantly contributes to attitudinal loyalty. Customers appreciate the platform's

convenience and flexibility, which are critical factors influencing their choice of Shopee for online shopping. Shopee should focus on optimizing its navigation and search algorithms to enhance personalization and speed. Improvements could include refining product recommendation systems to better match customer preferences and streamlining the search process to reduce the time and effort required to find desired products. Such enhancements will improve user satisfaction and foster stronger loyalty.

The fifth hypothesis indicates that trust emerged as a crucial determinant of attitudinal loyalty. Customer trust in Shopee is foundational for developing sustainable loyalty that extends beyond transactional interactions. Trust is cultivated through transparent business practices, secure transaction processes, protection of personal data, and consistent delivery of high-quality services. Shopee must continuously strengthen consumer protection mechanisms and ensure seamless, secure payment systems. Maintaining these standards consistently will reinforce customer confidence and emotional attachment to the platform, encouraging ongoing engagement and repeat purchases.

## CONCLUSION

This study examines the influence of various dimensions of the online shopping experience on attitudinal loyalty and online impulsive buying behavior, with a focus on the Shopee platform. The dimensions are divided into functional components such as interactivity, informativeness, visual engagement, and navigation & search ease—and psychological components such as trust, convenience, and enjoyment. The results indicate that interactivity, visual engagement, navigation & search ease, and trust significantly enhance attitudinal loyalty. In contrast, informativeness, convenience, and enjoyment do not show a significant direct effect. These findings suggest that customers prioritize engaging, visually appealing, easy-to-navigate, and trustworthy experiences when developing loyalty, rather than simply the availability of information or convenience.

Furthermore, the study reveals that attitudinal loyalty does not have a significant direct effect on impulsive buying behavior, implying that loyal customers tend to make more rational and deliberate purchase decisions. The moderating variables, self-control and time scarcity, were also found to have no significant moderating impact on the relationship between loyalty and impulsive buying. This suggests that impulsive buying on Shopee is more influenced by external factors such as promotional activities rather than internal psychological controls or perceived urgency. Therefore, Shopee should focus on leveraging personalized promotions and marketing strategies to stimulate impulsive purchases without relying solely on customer loyalty.

From a managerial perspective, the research offers several practical recommendations for e-commerce platforms like Shopee. Enhancing interactivity through features such as live chat and live streaming, improving visual engagement with advanced technologies like augmented reality and artificial intelligence, and fostering trust through secure transactions and transparent policies are essential for building sustainable customer loyalty. Additionally, optimizing navigation and search functions to provide personalized and seamless user experiences can further strengthen loyalty. Finally, combining loyalty programs with scarcity marketing and

offering financial literacy education can help balance impulsive buying tendencies with responsible consumer behavior, ultimately improving both customer satisfaction and sales performance.

This study acknowledges several limitations that should be considered for both academic reflection and practical application. First, the research focuses solely on seven dimensions of online customer service experience: interactivity, informativeness, visual engagement, navigation & search ease, trust, convenience, and enjoyment, as exogenous variables influencing attitudinal loyalty and online impulsive buying, with self-control and time scarcity as moderators. However, other potentially influential variables remain unexplored, as indicated by the R-square values, suggesting external factors affect the endogenous variables. Future research is encouraged to investigate additional variables beyond these seven dimensions to provide a more comprehensive understanding. Second, the sample characteristics were not tightly controlled, resulting in a wide range of age and educational backgrounds, which may have influenced participants' perceptions of loyalty and impulsive buying on Shopee. Subsequent studies should apply stricter sampling criteria to enhance sample quality and relevance to the market context. Third, the study did not control for transaction intensity or type, as screening questions did not filter participants based on purchase frequency or interaction type, potentially causing data imbalance between frequent and infrequent users. Future research should incorporate screening to ensure samples represent loyal or frequent users. Fourth, the geographic scope was limited to the Jabodetabek area, restricting the generalizability of findings due to regional cultural, regulatory, and demographic differences. Expanding research to diverse locations would improve the robustness and applicability of results. Lastly, the cross-sectional design limits understanding of temporal changes in customer behavior; thus, longitudinal studies are recommended to capture evolving consumer experiences and attitudes over time. Addressing these limitations will strengthen future research and provide richer insights for e-commerce platforms aiming to optimize customer loyalty and purchasing behavior.

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**Table 1.**  
**Operationalization of Variables**

| Construct  | Validity |   | Reliability    |                | Composite Reliability (Rho_C) |
|--|----------|---|----------------|----------------|-------------------------------|
|  | Code     | Items   | Loading Factor | Cronbach Alpha |                               |
| Interactivity<br>(Pandey & Chawla, 2018)                 | INT1     | I feel like I'm getting a good response from the Shopee platform  | 0.820          | 0.886          | 0.917                         |
|  | INT2     | The product recommendations offered by the Shopee platform match what I need.                           | 0.853          |                |                               |
|  | INT3     | The promotions provided by the Shopee Platform suit my needs  | 0.755          |                |                               |
|  | INT4     | The Shopee platform makes it easy to see reviews from other buyers.                                     | 0.843          |                |                               |
|  | INT5     | The response given by the Shopee platform is appropriate and relevant to my needs.                      | 0.872          |                |                               |
| Informativeness<br>(Bressolles, Durrieu & Senecal, 2014) | INF1     | The Shopee platform provides clear information for its products.  | 0.932          | 0.925          | 0.953                         |
|  | INF2     | The information provided by the Shopee Platform is relevant   | 0.939          |                |                               |
|  | INF3     | The information provided by the Shopee Platform is accurate   | 0.927          |                |                               |
| Visual Engagement<br>(Gulfraz et al., 2022)              | VIS1     | I can see the product display from various angles when shopping online on the Shopee Platform           | 0.795          | 0.858          | 0.914                         |
|  | VIS2     | The color display, menus, and navigation on the Shopee Platform are designed in harmony                 | 0.925          |                |                               |
|  | VIS3     | Design tampilan platform shopee sangat baik   | 0.926          |                |                               |
| Navigation and search ease<br>(Gulfraz et al., 2022)     | NAV1     | The navigation function for searching for products and information on the Shopee Platform is very good. | 0.909          | 0.927          | 0.948                         |
|  | NAV2     | The menu buttons on the Shopee Platform are designed very neatly  | 0.920          |                |                               |
|  | NAV3     | The appearance of the Shopee platform is very easy to understand and use.                               | 0.932          |                |                               |
|  | NAV4     | The search button on the Shopee platform makes it very easy for me to find the products I want.         | 0.859          |                |                               |
| Trust<br>(Gulfraz et al., 2022)                          | TRU1     | Shopee platform is very trustworthy   | 0.889          | 0.930          | 0.950                         |
|  | TRU2     | The shopee platform maintains the regulations they create   | 0.921          |                |                               |
|  | TRU3     | Shopee platform is very reliable  | 0.889          |                |                               |
|  | TRU4     | Shopee platform is a trusted marketplace  | 0.937          |                |                               |
| Convenience  | CON1     | I feel comfortable shopping on the Shopee platform  | 0.934          | 0.945          | 0.960                         |

|  |      |  |       |       |       |
|--|------|--|-------|-------|-------|
| (Gulfranz et al., 2022)                            | CON2 | I can shop online anytime through the Shopee platform  | 0.923 |       |       |
|  | CON3 | I can shop online anywhere through the Shopee platform   | 0.937 |       |       |
|  | CON4 | On the Shopee platform I can complete my online shopping very quickly.                                     | 0.911 |       |       |
| Enjoyment<br>(Pandey & Chawla, 2018)               | ENJ1 | I enjoy shopping on the Shopee Platform  | 0.877 |       | 0.946 |
|  | ENJ2 | I think shopping on the Shopee Platform is a new way to shop.  | 0.880 |       |       |
|  | ENJ3 | I like the delivery mechanism of the Shopee Platform   | 0.925 | 0.924 |       |
|  | ENJ4 | I enjoy the variety of product choices offered by the Shopee Platform                                      | 0.925 |       |       |
| Attitudinal Loyalty<br>(Gulfranz et al., 2022)     | ATL1 | I rarely consider switching to a platform other than Shopee  | 0.846 |       |       |
|  | ATL2 | As long as the service is available, I doubt I will switch from the Shopee platform.                       | 0.890 |       |       |
|  | ATL3 | I use the Shopee platform every time I need to make a purchase   | 0.884 | 0.960 | 0.967 |
|  | ATL4 | When I need to make a purchase, the Shopee platform is always my first choice.                             | 0.920 |       |       |
|  | ATL5 | I like using the Shopee platform   | 0.887 |       |       |
|  | ATL6 | Shopee platform is the best  | 0.933 |       |       |
|  | ATL7 | I believe Shopee is the best platform  | 0.927 |       |       |
| Online Impulsive Buying<br>(Gulfranz et al., 2022) | OIB1 | It's very hard to forget the products I see on the Shopee platform.  | 0.780 |       |       |
|  | OIB2 | I sometimes can't resist the urge to buy something on the Shopee platform.                                 | 0.862 |       |       |
|  | OIB4 | I find it hard to pass up great deals on Shopee  | 0.838 | 0.891 | 0.919 |
|  | OIB5 | If I see something new on the Shopee platform, I want to buy it.   | 0.861 |       |       |
|  | OIB7 | I sometimes buy things on the Shopee platform because I like them, not because I need them.                | 0.825 |       |       |
| Self-control<br>(Gulfranz et al., 2022)            | SEL4 | I can resist temptations that can interfere with achieving my financial goals.                             | 0.935 |       |       |
|  | SEL5 | I know what I use my money for   | 0.905 | 0.909 | 0.937 |
|  | SEL6 | It is important for me to know clearly what my expenses are do   | 0.896 |       |       |
| Time Scarcity<br>(Zhang et al., 2022)              | TIM2 | I feel that the products on the Shopee platform will sell out soon   | 0.817 |       |       |
|  | TIM4 | I feel that the lack of products available will cause many people to make purchases on the Shopee platform | 0.765 | 0.774 | 0.868 |
|  | TIM5 | I feel that due to limited supplies, many people are making purchases on the Shopee platform.              | 0.766 |       |       |

Source: Data processed (2025)