

# Unveiling Online Impulsive Buying on E-Commerce Platforms During Ramadan: The Role of Informativeness, Trust, Attitudinal Loyalty, and Self-Control

*Revelando las compras impulsivas en línea en plataformas de comercio electrónico durante el Ramadán: el rol de la informatividad, la confianza, la lealtad actitudinal y el autocontrol.*

Juwita Yeassy Kurniasari  
Universitas Bunda Mulia, Indonesia  
[m81240015@student.ubm.ac.id](mailto:m81240015@student.ubm.ac.id)  
<https://orcid.org/0009-0001-7877-6197>

Michael Christian  
Universitas Bunda Mulia, Indonesia  
[mchristian@bundamulia.ac.id](mailto:mchristian@bundamulia.ac.id)  
<https://orcid.org/0000-0001-8892-5400>

Date of receipt: May 25, 2025

Date of acceptance: June 19, 2025

Date of publication: July 9, 2025

**The swift expansion of e-commerce in Indonesia has altered consumer behavior, particularly given the prominence of platforms like Shopee and Tokopedia. This study seeks to examine the correlation between the online shopping experience, attitudinal loyalty, and impulsive buying habits during Ramadan. We employed a quantitative methodology to investigate the impact of informativeness and trust as functional and psychological elements of the online buying experience. Data were gathered from Shopee and Tokopedia users in Jakarta during Ramadan in 2025. The analysis reveals that factors such as informativeness and trust have a positive impact on online impulsive buying, with attitudinal loyalty acting as a mediating variable and self-control serving as an adverse moderating factor. Enhancing informativeness and trust can elevate loyalty and impulsive buying, while self-control diminishes the propensity for such behavior.**

**Keywords: online shopping experience, attitudinal loyalty, impulsive buying, informativeness, trust**

La acelerada expansión del comercio electrónico en Indonesia ha modificado los patrones de consumo, particularmente gracias a la popularidad de plataformas como Shopee y Tokopedia. El propósito de este estudio es examinar la correlación entre la experiencia de adquisición en línea, la fidelidad actitudinal y el comportamiento de compra impulsiva durante el Ramadán. Se empleó una metodología cuantitativa para analizar el impacto de la informatividad y la confianza en la experiencia de compra en línea. La información fue recolectada de usuarios de Shopee y Tokopedia en Yakarta durante el periodo de Ramadán 2025. El estudio revela que factores como la informatividad y la confianza ejercen un impacto positivo en la compra impulsiva en línea, donde la lealtad actitudinal actúa como variable mediadora y el autocontrol cumple un rol moderador adverso. Se deduce que la optimización de la información y la confianza puede potenciar tanto la lealtad como las compras impulsivas, mientras que el autocontrol disminuye la propensión a realizar este tipo de compras.

Palabras clave: experiencia de compra en línea, lealtad actitudinal, compra impulsiva, informatividad, confianza

## 1. Introduction

Indonesia is the most populous nation in Southeast Asia. It has extensive natural resources and a population of over 270 million people distributed across numerous islands from the Indian Ocean to the Pacific Ocean. This country is recognized as having the largest Muslim population worldwide and ranks internationally as the third largest democracy (Al-Haq, 2024). Internet usage in Indonesia continues to rise significantly each year, as has been documented by the Ministry of Communication and Information. In 2019, the number of internet users was 172 million, rising to 200 million in 2020, 201 million in 2021, 202 million in 2022, and reaching 213 million by January 2023 (Alamin et al., 2023). In 2024, Indonesia's e-commerce sector witnessed significant expansion driven by aspects including live shopping, digital payments, and shifts in consumer behavior. As rivalry among platforms intensifies, firms must innovate and modify their tactics to remain competitive and draw in new customers (Edhy Aruman, 2025).

The two main e-commerce platforms in Indonesia are Shopee and Tokopedia, which serve as the primary options for online shopping among Indonesians. An intriguing new phenomenon is impulsive buying, which can be described as spontaneous purchase decisions made without prior planning. In the field of online shopping, impulsive buying is defined as a transaction that transpires abruptly without a prior intention to purchase. It is characterized by spontaneous transactions conducted online without prior shopping intent (Chan et al., 2017). This phenomenon occurs frequently during online shopping, when accessibility and technology offer significant potential for consumers to engage in impulsive buying. The simplicity and accessibility of internet shopping can enhance customer loyalty, which fosters this behavior (Nabela & Albari, 2023). Impulsive buying is affected by several aspects, and this is specifically true for the Online Customers' Shopping Experience (OCSE), which involves both practical and psychological elements. The functional features of OCSE, including informativeness, contribute to establishing a trust relationship between e-commerce platforms and consumers. In the area of website content, informativeness dictates the degree to which an online platform effectively conveys information to users, serving as the foundation for establishing a trustworthy relationship. In addition to functionality, the psychological dimensions of the online purchasing experience encompass elements such as trust (Gulfraz et al., 2022).

This study used the Stimulus-Organism-Response (SOR) Theory to analyze the correlation between impulsive buying and informativeness, trust, attitudinal loyalty, and self-control as stimulating factors for online shopping. The SOR theory serves as a theoretical framework that is frequently employed when analysing consumer behavior. Initially developed by Mehrabian and Russell in 1974, this theory elucidates that a person's behavior is shaped by external stimuli, which are subsequently processed internally before eliciting a certain behavioral response (Ratnawati, 2024). The SOR theory is crucial to understand how psychological processes, including the impact of stimuli, might trigger the intention to engage in impulsive buying. Using this theory to analyze the diverse factors affecting these intentions enables researchers to deepen their understanding of consumer behavior in the digital age and to elucidate the fundamental mechanisms underlying consumer decision-making during online purchases (Enjelina & Masnita, 2024).

Technological advancements have enhanced customer convenience in online shopping, encompassing the acquisition of product information and recommendations, the search and assessment of data, and ultimately, the execution of transactions. The expansion of online retail, e-commerce, and improved internet connectivity have propelled the swift advancement of this shopping modality (Bahrah & Fachira, 2021). In contrast to traditional retail establishments, internet consumers lack the ability to physically touch or smell the product. As a result, their purchasing choices are influenced by the information shown on the website and the accessible product reviews (Fernandes et al., 2021). The information derived from appealing, transparent, and well-described products on the e-commerce platform serves as an impetus for consumers to engage in online shopping (Enjelina & Masnita, 2024). Consumers then experience increased levels of trust and interest, and a favorable disposition that promotes impulsive purchases (Li et al., 2022). Trust is a vital factor for consumers while engaging in e-commerce, encompassing faith in service delivery and the safeguarding of personal data privacy. While numerous factors affect the continuity of transactions in e-commerce, the predominant factor continues to be trust. Only consumers with adequate trust are inclined to engage in online transactions; without trust, e-commerce is unfeasible (R. Nur Budi Setiawan et al., 2023). Attitudinal loyalty denotes a customer's inclination to sustain a relationship with a firm despite lower-priced alternatives from competitors, as well as the propensity to endorse the product to others. This loyalty determines the degree of inherent dedication to the distinctive ideals of the organization. Besides attitudinal loyalty, self-control significantly influences online impulsive buying behavior (Defni & Sari, 2024). The role of self-control in impulsive buying shows that self-control serves as a catalyst affecting the degree of impulsive buying behavior. In other words, a person's self-control influences their tendency for impulsive buying behavior (Fauzan & Widarmanti, 2024).

This study seeks to investigate the correlation between online shopping experience, attitudinal loyalty, and impulsive buying behavior among Shopee and Tokopedia e-commerce consumers in Indonesia during Ramadan. The choice of the Ramadan period is based on the author's intent to analyze the online shopping behavior of the Indonesian populace during this time, given that Indonesia is home to one of the largest Muslim populations globally. The primary distinction between this study and prior research is the use of diverse indicators for the online shopping experience variable, variations in research subjects, and the methodological framework employed. The present study aims to elucidate the consumption behavior of the Indonesian population, particularly during the month of Ramadan, for the benefit of the global community.

## 2. Literature review

In marketing research, customer experience has emerged as a pivotal subject, as companies increasingly acknowledge that their performance is heavily dependent on their ability to deliver favorable buying experiences to consumers (Becker & Jaakkola, 2020). This study aims to furnish empirical proof that OCSE serves as a determinant of impulse buying. The results show that both functional and psychological factors, particularly informativeness and trust, of OCSE serve as significant catalysts for impulse purchases on e-commerce

platforms, with attitudinal loyalty functioning as a mediator, and self-control as a moderator (Gulfraz et al., 2022).

### 2.1. Impulse buying

Impulse buying is characterized as a psychological mechanism wherein customers experience an abrupt and frequently recurring compulsion to make instant purchases (Chan et al., 2017, p. 205). In another study, Feng et al. (2023, p. 3) define "online impulse buying behavior" as the spontaneous acquisition of goods, motivated by an immediate urge or desire, without prior planning. This behavior is defined by the onset of an unforeseen urge to purchase, an abrupt choice, and a tendency to acquire the product quickly upon its observation. Impulse buying in online environments occurs in the absence of external influence, premeditated intent, or meticulous planning, frequently disregarding any long-term consequences or financial implications.

### 2.2. Informativeness

This information encompasses fundamental company data, comprehensive details regarding the company and its brands, as well as product specifications. Given that information dissemination is a fundamental role of online retailers, numerous scholars have investigated the variety of information offered by e-commerce platforms. Informativeness is defined as the degree to which online retailers furnish helpful, informative, comprehensive, and precise information to consumers (Wu et al., 2020, p. 4). Another perspective posits that "Informativeness pertains to the degree of information supplied regarding a product or service, particularly within the realm of online services" (Choi, 2021, p. 88). Informativeness is defined as the degree to which the information in a product video helps users. In advertising, informativeness is essential as it assesses the utility of the information shown to users, and facilitates the effective communication of the central message (Hidayanto et al., 2018, p. 4).

### 2.3. Trust

Trust may be regarded as a contextual element, whereas competence suggests a substantial degree of ability or understanding that can engage consumers. In influencer marketing, "expertise is characterized by the degree to which users on a social e-commerce platform perceive the availability of members who provide informative and professional consumption insights across various dimensions" (Lee & Chen, 2021, p. 4). "Trust is a firm conviction that an individual or entity is dependable or credible. In the context of consumers, trust denotes the degree to which they perceive the trustworthiness of a company's products. This element is affected by perceptions of reliability and trust in business, particularly regarding the utilization of e-commerce apps" (Putri & Astuti, 2024, p. 406). "Trust is an individual's conduct that anticipates favorable outcomes from another party." Trust is established when the trusted entity delivers advantages and fulfills the expectations of the trusting party (Nurlaili & Wulandari, 2024, p. 61).

## 2.4. Attitudinal Loyalty

"Attitudinal loyalty is characterized as a consumer's psychological inclination towards a specific store. Conversely, behavioral loyalty focuses primarily on the real and repeated purchasing behaviors at the same establishment" (Lin et al., 2023, p. 3). Attitudinal loyalty denotes the psychological and emotional bond that reflects a unique connection between a consumer and a product provider. This loyalty is characterized by the consumer's inclination to maintain a connection with a product or service provider, irrespective of pricing considerations, hence, demonstrating a willingness to endorse it to others. "In e-commerce, customer loyalty can be assessed through various metrics, including preference for a preferred shopping platform over competitors, regularity in purchases on the site, and the propensity to recommend the favored shopping site to others" (Nabela & Albari, 2023, p. 58).

## 2.5. Self-control

"Self-control can be viewed as an indicator of strong willpower, namely the determination to resist certain urges. In addition, self-control can also be seen as a resource. Some scholars have proposed a 'strength' or 'limited resource' model of self-control, in which this concept is defined as a capacity that has limitations" (Wang et al., 2022, p. 4). Self-control is understood as the ability to control thoughts, regulate emotions, and adjust impulsive urges. Research conducted on the relationship between self-control and online behavior has mainly highlighted the explicit process of resisting temptation. These studies show that suppressing immediate desires requires the capacity and motivation to process information and apply self-control (Nyrhinen et al., 2024, p. 4).

## 3. Relationships among variables and hypothesis development

Gulfraz et al., (2022) categorized OCSE into functional and psychological dimensions. This study examines the functional side of informativeness and the psychological aspect of trust, using attitudinal loyalty as a mediator and self-control as a moderator of its impact on impulse buying. Feng et al. (2023) indicated that informativeness positively affects the tendency for impulsive buying among consumers. This aligns with the findings of the study by Gulfraz et al. (2022), which concludes that the functional aspect of OCSE positively affects online impulsive buying.

Research by Nabela and Albari (2023) and Feng et al. (2023) shows that informativeness affects online impulsive buying behavior in e-commerce transactions. This finding is corroborated by a study conducted by Gulfraz et al. (2022), which indicates that informativeness, as a component of the functional dimension of OCSE, considerably and positively contributes to the enhancement of customer impulsive buying behavior on e-commerce platforms. According to Maradita (2020), however, informativeness does not significantly influence impulsive buying, and Rizqy and Hidayati (2021) also assert that the quality of information does not influence impulsive buying behavior of products on e-commerce platforms. By preventing buyers from being motivated to seek or require

supplementary information regarding the products they intend to purchase informativeness serves as the primary catalyst that triggers psychological processes in customers, subsequently fostering the development of impulsive buying desires. The provision of excellent information can enhance the likelihood of impulsive buying behavior among consumers (Rizqy & Hidayati, 2021). As a result, the author proposes the following research hypothesis:

H1:

The informativeness of content positively affects online impulsive buying behavior.

The discussion on the significance of trust in online impulsive buying demonstrates it has considerable importance. This is corroborated by data from numerous prior studies that revealed the same concerns. Research conducted by Gulfranz et al. (2022) and Xian (2022) indicated that trust positively influences online impulsive buying behavior. Conversely, Nabela and Albari (2023), Budiarti et al. (2024), and Nurlaili and Wulandari (2024) revealed that trust did not exert a significant impact on online impulsive buying. Trust serves as a significant internal psychological mechanism that stimulates impulsive desires. Consumer trust enhances feelings of security and comfort, hence, amplifying the propensity for impulsive purchases in online shopping (Masitoh et al., 2024). As a result, the author posits the following research hypothesis:

H2:

Trust exerts positive effects on online impulsive buying behavior.

Studies conducted by Gulfranz et al. (2022) and Pandey and Chawla (2018) demonstrated that informativeness both positively and significantly influences the attitudinal loyalty of online consumers. A study by Nabela and Albari (2023) revealed that informativeness exerts a favorable, albeit insignificant, influence on attitudinal loyalty. For this reason, attitudinal loyalty may serve as a mediator in the correlation between informativeness and impulsive buying behavior. Moreover, a robust level of customer trust might affect their purchasing intentions, thereby enhancing loyalty. Individuals with strong trust in a specific e-commerce platform typically exhibit a favorable disposition towards it (Gulfranz et al., 2022). Moreover, strong trust can affect purchasing intentions and ultimately foster loyalty (Hong & Cho, 2011). This conclusion contrasts with the results of the study by Malau and Sitanggang (2024). Customers are inclined to transition to alternative platforms when they find a more lucrative offer, despite having previously placed their trust in a specific site. A study by Aprilrya (2024) revealed that attitudinal loyalty has a positive and significant influence on online impulsive buying behavior. Kurniasari and Okta Viyani (2024) showed that loyalty serves as a partial mediator in the association between online shopping experiences and online impulsive buying behavior. Enhanced consumer loyalty following a gratifying shopping experience is associated with a greater propensity for unintentional impulsive purchases. Informativeness and trust serve as catalysts that activate internal psychological mechanisms, resulting in attitudinal loyalty. Attitudinal loyalty mediates the effect of the two stimuli on impulse buying, such that consumers who obtain quality information and demonstrate high trust are inclined to exhibit attitudinal loyalty, which promotes impulsive purchases. Based on the above, the author posits the following research hypotheses:

H3:

Attitudinal loyalty serves as a mediator in the interaction between informativeness and impulsive buying behavior.

H4:

Attitudinal loyalty serves as a mediator in the interaction between trust and impulsive online buying.

Self-control serves as a negative mediator in the association between customer attitudinal loyalty to e-commerce platforms and online impulsive buying behavior (Gulfranz et al., 2022). Self-control and emotional aspects related to impulsive inclinations have a significant, direct impact on impulsive buying behavior (Wang et al., 2022). Additional research has indicated that self-control does not influence the correlation between attitudinal loyalty and online impulsive buying behavior. Despite exhibiting significant self-control, customers may nonetheless engage in impulsive purchases unintentionally when exposed to potent triggers. The degree of self-control does not influence the extent to which consumer attitudinal loyalty propels online impulsive buying behavior (Kurniasari & Okta Viyani, 2024).

From a psychological standpoint, self-control is a facet of self-regulation that encompasses cognitive and emotional capabilities to govern impulses and feelings (Baumeister, 2002). Attitudinal loyalty functions as a conduit that transforms impulses from platform engagement (such as promotions or trust) into impulsive buying behavior. Nonetheless, self-control, an intrinsic aspect of the individual, functions as a constraint that mitigates the influence of attitudinal loyalty on impulse buying. In essence, despite a consumer's strong loyalty to a platform, good self-control will diminish the propensity for impulsive buying. As a result, the author proposes the following research hypothesis:

H5:

Self-control negatively impacts the relationship between attitudinal loyalty to an e-commerce platform and online impulsive buying.

#### 4. Methods

The study adapts prior research by Gulfranz et al. (2022) with specific alterations to particular items to align with the current research environment and respondent attributes. This research employs a quantitative methodology to evaluate the hypotheses formulated. The test seeks to elucidate the correlation between variables to assess the importance of the established association. This quantitative method is used to examine the impact of Online Customers' Shopping Experience on online impulsive buying, mediated by attitudinal loyalty and controlled by self-control, within the Tokopedia and Shopee e-commerce platforms in Jakarta. The research was conducted in Jakarta during Ramadan in 2025. The study's sample consisted of users of the Tokopedia and Shopee applications residing in Jakarta.

The sample size was determined using the formula established by Tabachnick and Fidel, as referenced in the work by Otoo et al. (2021). The Tabachnick and Fidel method was selected because of its practical, empirical, and validated criteria for finding an appropriate minimum sample size based on the number of variables in the study, facilitating

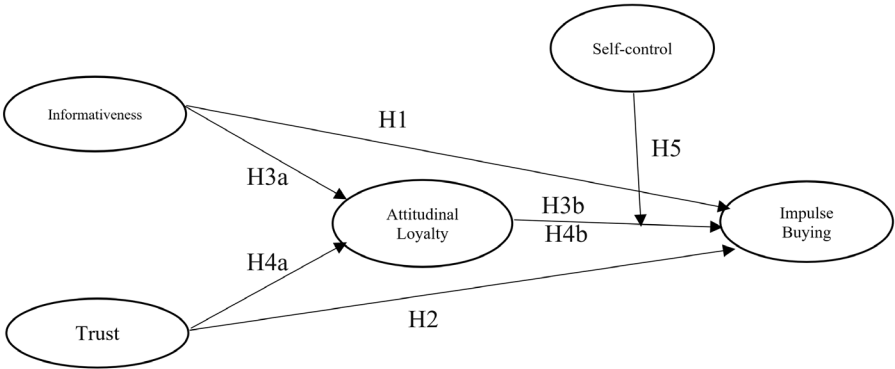


the possibility of obtaining valid and representative samples. This study, grounded in this strategy, used a sample size of 156 respondents. Data were gathered via a questionnaire employing a Likert scale and processed with SmartPLS 3 software. The survey employs a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

This study comprises two primary components: the inner model and the outer model. The inner model assesses reliability (with a composite reliability exceeding 0.7) and validity (with an average variance extracted greater than 0.5 and a loading factor above 0.7), as referenced in the studies by Christian et al. (2024) and Wibowo et al. (2024). During this assessment, elements failing to match these criteria will be discarded. An outer model was run simultaneously for significance testing ( $p\text{-value} < 0.05$  and  $t\text{-statistic} > 1.96$ ) (Christian et al., 2024; Ekaimi et al., 2024).

Figure 1 illustrates a research framework that encapsulates the entire study and delineates the function of each hypothesis. The model demonstrates that informativeness and trust in online shopping influence impulsive buying behavior via the mediating effect of customer attitudinal loyalty towards the e-commerce platform. The degree of customer self-control serves as a moderating factor in the association between attitudinal loyalty and online impulsive buying.

**Figure 1. Research Framework**



Source: Own elaboration

**5. Results and analysis:**

This study included 156 people from diverse backgrounds, as detailed in the distribution of participant profiles in Table 1. Among the participants, 93 were female and 63 were male, indicating a higher proportion of females. Most participants, i.e., 46.8%, were born between 1981 and 1996. The study showed that approximately 71.2% of respondents held a bachelor's degree (S1). The majority (over 59%) were employed in the private sector. Over 76% of participants selected Shopee as their preferred e-commerce platform. About 87.8% of the respondents engaged in fasting, while 87.2% observed Eid al-Fitr. An estimated 16% of participants spent between IDR 500,001 and IDR 1,000,000 on each e-commerce transaction during the month of Ramadan.

The data indicate that most participants in this study were female, aged 27 to 42 (born between 1981 and 1996), held a bachelor's degree, and worked for the private sector. Shopee is the most used e-commerce platform among respondents for shopping, particularly during the month of Ramadan. This finding shows active digital consumer behavior, particularly in relation to seasonal spending during Ramadan.

**Table 1. Participant Profiles**

Profile	Frequency	%
<b>Gender</b>		
Male	63	40.4
Female	93	59.6
<b>Year of birth</b>		
1965 - 1980	16	10.3
1981 - 1996	73	46.8
1997 - 2012	67	42.9
<b>Educational background</b>		
High School	25	16.0
Diploma	2	1.3
Bachelor's Degree	111	71.2
Postgraduate Degree	17	10.9
Doctoral Degree	1	0.6
<b>Profession</b>		
Civil Servant	21	13.9
Private Employee	92	60.9
Self-Employed	18	11.9
Retiree	1	0.7
Student	16	10.6
Freelance	1	0.7
Lecturer	1	0.7
Teacher	1	0.7
<b>Most frequently used e-commerce website</b>		
Shopee	120	76.9
Tokopedia	36	23.1
<b>Are you fasting?</b>		
Yes	137	87.8
No	19	12.2
<b>Do you celebrate Eid al-Fitr?</b>		
Yes	136	87.2
No	20	12.8
<b>Mean expenditure per transaction on e-commerce throughout the month of Ramadan</b>		
IDR 50,000 - IDR 250,000	59	37.8
IDR 250,001 - IDR 500,000	55	35.3
IDR 500,001 - IDR 1,000,000	25	16.0
> IDR 1,000,000	17	10.9

Source: Own elaboration.

This study employed the outer model testing to assess the link between latent variables and their indicators, as illustrated in Table 2. Reliability and validity testing was conducted during the outer model evaluation phase.

**Table 2. Outer Model**

Variable	Item	OL	CR	AVE
Attitudinal Loyalty	AL1	0.591	0.708	0.354
	AL2	0.734		
	AL3	0.517		
	AL4	0.650		
	AL5	0.532		
	AL6	0.639		
	AL7	0.454		
Impulse Buying	IB1	0.831	0.952	0.735
	IB2	0.883		
	IB3	0.772		
	IB4	0.871		
	IB5	0.861		
	IB6	0.882		
	IB7	0.893		
Informativeness	INF1	0.783	0.686	0.473
	INF2	0.730		
	INF3	0.804		
	INF4	0.313		
Self-Control	SC2	0.819	0.827	0.558
	SC3	0.816		
	SC4	0.653		
	SC5	0.724		
	SC6	0.709		
Trust	TR1	0.741	0.601	0.443
	TR2	0.609		
	TR3	0.753		
	TR4	0.533		

\*OL = Outer Loading (>0.7); CR = Composite Reliability (>0.7); AVE = Average Variance Extracted (AVE>0.5)  
Source: Own elaboration.

This study additionally assesses the inner model, which seeks to forecast causal links among latent variables, complementing the previously discussed outer model analysis. We conducted the testing procedure using the bootstrapping approach and evaluated the R-squared value, as shown in Table 3.

**Table 3. R-squared**

Variable	R-squared
Attitudinal Loyalty	0.390
Impulse Buying	0.246

Source: Own elaboration.

Both mediation paths exhibit a p-value < 0.05, indicating that the mediation impact on each path is statistically significant. The t-statistic value for both paths exceeds 1.96, affirming the significance of the mediation effect. The OS value denotes the extent of the indirect influence for each pathway, as presented in Table 4.

Table 4. Mediation Effects

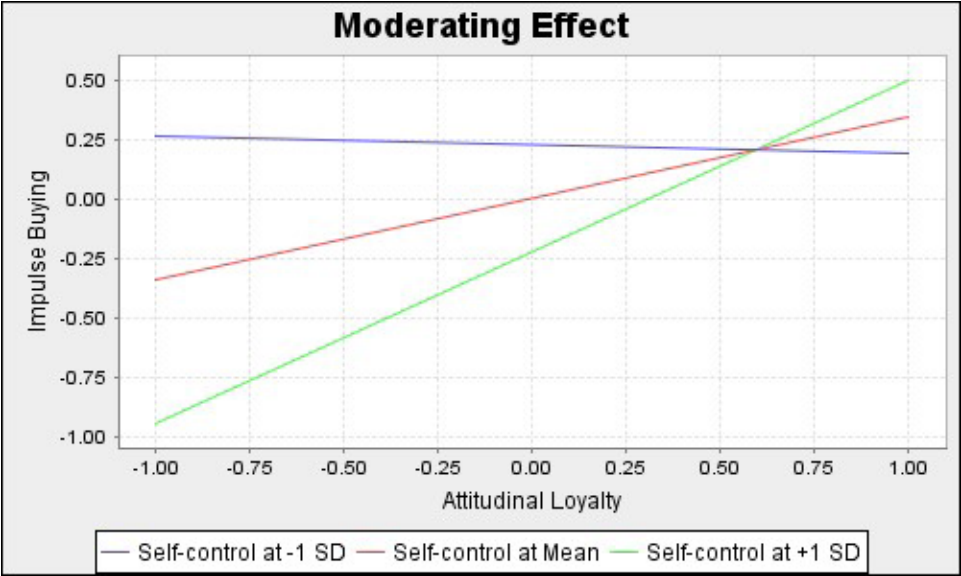
Total Indirect Effect	OS	T-statistics	P-values
Informativeness -> Attitudinal Loyalty -> Impulse Buying	0.115	2.346	0.019
Trust -> Attitudinal Loyalty -> Impulse Buying	0.125	2.637	0.008

Source: Own elaboration.

The moderation effect test revealed a moderation value (p-value) of self-control at 0.001, which is below the 0.05 threshold. It can be inferred that self-control greatly moderates the influence of attitudinal loyalty on impulse buying. The "Simple Slope Analysis" graph in Figure 2 indicates a robust positive correlation between attitudinal loyalty and impulse buying at low levels of self-control (green line).

This shows that elevated attitude loyalty correlates with an increased propensity for impulsive buying among individuals with diminished self-control. At medium self-control (blue line), the correlation between attitudinal loyalty and impulse buying persists positively, albeit with reduced strength compared to poor self-control. In individuals with great self-control (red line), the correlation between attitudinal loyalty and impulse buying is nearly negligible (approaching zero), suggesting that attitudinal loyalty exerts minimal influence on impulsive buying behavior.

Figure 2. Simple Slope Analysis



Source: Own elaboration.

This study involved hypothesis testing through the analysis of p-values for each path, as presented in Table 5. The research results show that out of the five proposed hypotheses, three were validated, while two were dismissed.

**Table 5. Hypothesis Test Results**

H	OS	T-statistics	P-values	Remark
H1	0.108	1.080	0.280	Not supported
H2	0.055	0.584	0.559	Not supported
H3	0.115	2.346	0.019	Supported
H4	0.125	2.637	0.008	Supported
H5	0.380	3.181	0.001	Supported

\*p-values < 0.05; t-statistics >1.96; OS = original sample  
Source: Own elaboration.

The findings of the study concerning the initial hypothesis suggest that informativeness does not influence impulsive buying behavior. This finding contradicts earlier research conducted by Nabela and Albari (2023), Feng et al. (2023), and Gulfranz et al. (2022). The study is corroborated by Maradita (2020) and Rizqy and Hidayati (2021). It demonstrates that participants will engage in impulsive buying despite receiving limited product information and shows that quality of information influences impulsive buying; nonetheless, the effect is neither robust nor significant.

While the information provided can affect impulsive buying decisions, other factors may exert a more significant influence, indicating that information is not the sole or primary driver of impulsive buying on the e-commerce platform. Despite encountering valuable information, their purchasing decisions frequently rely not on the product's informativeness but on its visual appeal.

The second hypothesis suggests that trust does not influence impulsive buying behavior. The results of this study contradict those of Gulfranz et al. (2022) and Xian (2022). They align with those of Nabela and Albari (2023), Budiarti et al. (2024), and Nurlaili and Wulandari (2024) whose research suggest that trust is not the primary determinant of impulsive buying behavior in e-commerce.

While trust is essential for establishing enduring relationships between customers and platforms, impulsive buying is predominantly affected by situational and emotional elements, including enjoyable and positive shopping experiences. This shows that in spontaneous and emotionally driven impulsive purchases, rational factors like trust may not prevail over other effects. Alternative considerations frequently exert a more significant influence on customer decisions. In such circumstances, buyers frequently lack the time or inclination to evaluate their trust in the platform, particularly if they are accustomed to a specific e-commerce site.

This study employs attitudinal loyalty as a mediating variable between informativeness and impulsive buying in the third hypothesis. Gulfranz et al. (2022) and Pandey and Chawla (2018) established that informativeness has a positive and significant influence on e-commerce customer attitudinal loyalty, and the results of this study corroborate their conclusions. The findings of Nabela and Albari (2023), however, are not in line with the above. Attitudinal loyalty, or customer attitudinal loyalty to the e-commerce

platform, mediates the relationship between aspects of the online shopping experience, particularly informativeness, and impulse buying behavior. Attitudinal loyalty increasingly encourages consumers to engage in impulsive buying behaviors, which suggests that the information provided by the e-commerce platform does not immediately elicit impulsive buying behavior. The material must initially foster the development of consumer attitudinal loyalty towards the platform. In summary, higher quality information enhances consumer loyalty, hence, increasing the likelihood of impulsive purchases.

The fourth hypothesis of this study posits that attitudinal loyalty serves as a mediator variable between trust and impulsive buying behavior. Gulfranz et al. (2022), Hong and Cho, (2011), Aprilyra (2024), and Kurniasari and Okta Viyani (2024) identified a favorable correlation among trust, attitudinal loyalty, and impulsive buying behavior. This study aligns with their perspective; hence, the findings of Malau and Sitanggang (2024) contradict those of this study. Attitudinal loyalty to e-commerce platforms significantly connects customer trust with online impulsive buying behavior. A user's trust in the platform does not directly stimulate impulsive buying behavior; instead, it initially fosters loyalty towards the platform. This attitudinal loyalty subsequently motivates consumers to engage in impulsive purchases.

This research substantiates that trust exerts a more pronounced influence on impulsive conduct when coupled with a favorable attitudinal affinity towards the platform, such as feelings of comfort, satisfaction, or a preference for its use over alternative options. In the fifth hypothesis, self-control will serve as a moderating variable for attitudinal loyalty in relation to impulsive buying behavior. Prior research (Gulfranz et al., 2022) showed that self-control negatively moderates the relationship between attitudinal loyalty and impulsive buying, suggesting that increased self-control among consumers correlates with a diminished propensity for impulsive purchases, despite their loyalty to the platform.

Kurniasari and Okta Viyani (2024) asserted that the degree of self-control does not influence the extent to which consumer attitudinal loyalty propels online impulsive buying behavior. The findings of this study corroborate the concept that self-control mitigates the favorable influence of attitudinal loyalty on impulsive conduct, consistent with the conclusions reached by Gulfranz et al. (2022). This suggests that consumers with greater self-control are more adept at resisting impulse purchases, notwithstanding their loyalty to a specific e-commerce site. These findings hold significant implications for e-commerce managers, who must account for consumers' self-control levels when formulating marketing and promotional tactics, in order to mitigate the adverse effects of impulse buying, particularly among consumers with diminished self-control.

## 6. Conclusion

This study demonstrates that informativeness and trust do not exert a direct or significant influence on online impulsive buying behavior, contrary to numerous other studies. It identified attitudinal loyalty as a significant mediator between informativeness and trust. The correlation between attitudinal loyalty to an e-commerce platform and online impulsive buying behavior is negatively influenced by self-control, consistent with other research. Moreover, the findings indicate that impulsive buying decisions made by consumers are often not directly affected by the quality of information or the degree of trust in the platform,

but rather by elements such as emotions, images, promotions, and transient desires. Although information quality and trust are crucial for sensible or long-term transactions, factors like convenience, procedural simplicity, and favorable experiences significantly influence impulsive behavior. Consequently, e-commerce management strategies must prioritize enhancing the overall user experience, in order to cultivate attitudinal loyalty, while also acknowledging the influence of consumer self-control in the formulation of appropriate and effective marketing efforts.

The study contributes to the existing literature on impulsive buying behavior involving e-commerce platforms, particularly during Ramadan in Indonesia. It demonstrates that informativeness and trust directly influence impulsive buying behavior and indirectly enhance consumer attitudinal loyalty, as per the Stimulus-Organism-Response (SOR) hypothesis. This finding builds upon prior research (Gulfraz et al., 2022) by highlighting the importance of informed online purchasing experiences and trust as the primary basis for fostering consumer loyalty and impulsive behavior. The present study enhances academic discourse by emphasizing the importance of self-control as a moderating factor that mitigates the favorable impacts of informativeness and trust on impulsive buying behavior. Although this aligns with the available literature on self-control (Wang et al., 2022; Nyrrhinen et al., 2024), the context of Ramadan introduces a novel complexity due to the heightened consumption activities and emotional impulses that are characteristic of this month.

Not only does this study validate previous ideas, but it also expands the comprehension of consumer behavior dynamics in the digital market, which is significantly shaped by cultural factors and religious timing. From a managerial standpoint, the findings of this study offer explicit and practical advice for e-commerce stakeholders. Platform administrators like Shopee and Tokopedia can enhance their marketing tactics by fortifying the delivery of clear, precise, and trustworthy product information, in addition to developing effective loyalty programs. Moreover, understanding the function of customer self-regulation enables organizations to create more targeted promotions, such as providing limited-time discount initiatives to consumers exhibiting greater impulsive behaviors. This study contributes to the existing literature and offers significant insights into the advancement of management science and digital business practices in Indonesia and beyond.

## **7. Limitations and recommendations**

This study outlines several limitations and offers suggestions. The research sample is limited to Shopee and Tokopedia users during Ramadan, hence, the findings may not be applicable to other platforms or varying timeframes. Additional characteristics that could affect impulsive buying behavior remain inadequately investigated. Therefore, subsequent studies may broaden the platform's reach or temporal dimensions, or could incorporate additional variables, such as promotions, discounts, and social influences. Future research may employ qualitative methodologies to explore customer motivations more comprehensively. The limitations acknowledged in this research may serve as recommendations for continued research. The present study offers comprehensive insights into the customer experience of online shopping and its impact on impulsive buying behavior in e-commerce. It provides

insights for e-commerce stakeholders regarding the functional and psychological aspects of the online shopping experience that affect impulsive buying behavior.

Author's role:

JYK: Conceptualization, Software, Validation, Formal Analysis, Investigation, Resources, Data Curation, Writing - Original Draft, Writing - Review & Editing, Visualization, and Project Administration

MC: Conceptualization, Methodology, Software, Validation, Formal Analysis, Investigation, Writing - Review & Editing and Supervision



## references

- Al-Haq, F. A.**  
2024 *Indonesia Matters: Emerging Market to Economic Powerhouse*. Sekretariat Kabinet Republik Indonesia. <https://setkab.go.id/indonesia-matters-emerging-market-to-economic-powerhouse/>
- Alamin, Z., Missouri, R., Sutriawan, S., Fathir, F., & Khairunnas, K.**  
2023 Perkembangan E-commerce: Analisis Dominasi Shopee sebagai Primadona Marketplace di Indonesia. *J-ESA (Jurnal Ekonomi Syariah)*, 6(2), 120–131. <https://doi.org/10.52266/jesa.v6i2.2484>
- Aprilya, N.**  
2024 MMS Marketing Management Studies The effect of online customer shopping experience on online impulsive buying mediated by attitudinal loyalty at E-commerce. *Marketing Management Studies*. <https://doi.org/10.24036/mms.v4i2.510>
- Bahrah, E. N., & Fachira, I.**  
2021 The Influence Of E-Commerce' Marketing On Impulsive Buying Behaviour. *Advanced International Journal of Business, Entrepreneurship and SMEs*, 3(9), 349–361. <https://doi.org/10.35631/aijbes.39023>
- Baumeister, R. F.**  
2002 Purchasing, Impulsive Behavior, Consumer. *Journal of Consumer Research, Inc.*, 28(4), 670–676.
- Becker, L., & Jaakkola, E.**  
2020 Customer experience: fundamental premises and implications for research. In *Journal of the Academy of Marketing Science* (Vol. 48, Issue 4, pp. 630–648). Springer. <https://doi.org/10.1007/s11747-019-00718-x>
- Budiarti, S., Hardini, R., Sudirdja, P. F., Annisa, R., & Hasannuddin, M. F.**  
2024 The Influence of Trust and Ease of Using Paylater on Impluse Buying in Users E-Commerce. *Jurnal Mandiri : Ilmu Pengetahuan, Seni, Dan Teknologi*, 7(2), 116–128. <https://doi.org/10.33753/mandiri.v7i2.258>
- Chan, T. K. H., Cheung, C. M. K., & Lee, Z. W. Y.**  
2017 The state of online impulse-buying research: A literature analysis. *Information and Management*, 54(2), 204–217. <https://doi.org/10.1016/j.im.2016.06.001>
- Choi, M. Y.**  
2021 The effect of information source and content informativeness on acceptance intention in a live commerce shopping environment. *The Research Journal of the Costume Culture*, 29(4), 554–571. <https://doi.org/10.29049/rjcc.2021.29.4.554>
- Christian, M., Yulita, H., Sander, O. A., Sunarno, S., Leonardo, M. C., & Arifin, P.**  
2024 The Use of Quick Response Code Indonesian Standard (QRIS) in Jakarta: Are Usefulness and Resistance to Technology Stronger Than Perceived Security and Technological Anxiety? *Lecture Notes in Networks and Systems*, 925 LNNS, 258–266. [https://doi.org/10.1007/978-3-031-54019-6\\_25](https://doi.org/10.1007/978-3-031-54019-6_25)

references

**Christian, M., Yulita, H., Sunarno, S., Halim, F., & Arifin, P.**  
2024 Omnichannel banking services: Perceived value and integration quality on customer loyalty. *Studies in Systems, Decision and Control*, 525, 81–93. [https://doi.org/10.1007/978-3-031-54383-8\\_7](https://doi.org/10.1007/978-3-031-54383-8_7)

**Defni, S. S., & Sari, A. Y.**  
2024 The effect of online customer shopping experience on online impulsive buying on Shopee: attitudinal loyalty as mediator and self-control as moderation. *Marketing Management Studies*, 4(4), 382–392. <https://doi.org/10.24036/jkmp.v1i1>

**Edhy Aruman.**  
2025, february *Tren E-Commerce Indonesia: Perubahan Pola Belanja Dan Dominasi Digital*. <https://mix.co.id/Marcomm/News-Trend/Tren-Ecommerce-Indonesia-2024/>.

**Ekaimi, S., Utomo, P., Gunawan, D., Jimmy, S. Y., & Christian, M.**  
2024 Examining the Factors Influencing Teleconsultation Adoption During the Pandemic Using the TAM Model. *Global Business and Finance Review*, 29(3), 149–160. <https://doi.org/10.17549/gbfr.2024.29.3.149>

**Enjelina, R., & Masnita, Y.**  
2024 Fenomena Live Streaming Shopping guna Meningkatkan Impulsive Buying Intention dalam E-commerce: Kajian SOR. *EKOMA : Jurnal Ekonomi, Manajemen, Akuntansi*, 3(6), 1913–1923. <https://doi.org/10.56799/ekoma.v3i6.4951>

**Fauzan, M. R., & Widarmanti, T.**  
2024 Pengaruh Self Control dan Hedonic Shopping Motivation terhadap Impulsive Buying. *Jurnal Ilmiah Ekonomi Bisnis*, 29(1), 73–85. <https://doi.org/10.35760/eb.2024.v29i1.8469>

**Feng, Z., Al Mamun, A., Masukujjaman, M., & Yang, Q.**  
2023 Modeling the significance of advertising values on online impulse buying behavior. *Humanities and Social Sciences Communications*, 10(1). <https://doi.org/10.1057/s41599-023-02231-7>

**Fernandes, S., Venkatesh, V. G., Panda, R., & Shi, Y.**  
2021 Measurement of factors influencing online shopper buying decisions: A scale development and validation. *Journal of Retailing and Consumer Services*, 59. <https://doi.org/10.1016/j.jretconser.2020.102394>

**Gulfraz, M. B., Sufyan, M., Mustak, M., Salminen, J., & Srivastava, D. K.**  
2022 Understanding the impact of online customers' shopping experience on online impulsive buying: A study on two leading E-commerce platforms. *Journal of Retailing and Consumer Services*, 68. <https://doi.org/10.1016/j.jretconser.2022.103000>

**Hidayanto, A. N., Profile, S., & Arviansyah, A.**  
2018 *Vlogging: Trigger to Impulse Buying Behaviors*. <https://www.researchgate.net/publication/325527679>

**Hong, I. B., & Cho, H.**  
2011 The impact of consumer trust on

## references

- attitudinal loyalty and purchase intentions in B2C e-marketplaces: Intermediary trust vs. seller trust. *International Journal of Information Management*, 31(5), 469–479. <https://doi.org/10.1016/j.ijinfomgt.2011.02.001>
- Kurniasari, A., & Okta Viyani, A.**  
2024 Pengalaman Belanja Pelanggan Online Terhadap Pembelian Impulsif Online Yang Di Mediasi Oleh Loyalitas Sikap Dan Di Moderasi Oleh Pengendalian Diri (Studi Kasus Pada E-Commerce Shopee). *Jurnal Ekonomi Manajemen Dan Bisnis*, 2(1), 496–504. <https://doi.org/10.62017/jemb.v2i1.2146>
- Lee, C. H., & Chen, C. W.**  
2021 Impulse buying behaviors in live streaming commerce based on the stimulus-organism-response framework. *Information (Switzerland)*, 12(6). <https://doi.org/10.3390/info12060241>
- Li, M., Wang, Q., & Cao, Y.**  
2022 Understanding Consumer Online Impulse Buying in Live Streaming E-Commerce: A Stimulus-Organism-Response Framework. *International Journal of Environmental Research and Public Health*, 19(7). <https://doi.org/10.3390/ijerph19074378>
- Lin, C. T., Chen, C. W., Wang, S. J., & Lin, C. C.**  
2023 The influence of impulse buying toward consumer loyalty in online shopping: a regulatory focus theory perspective. *Journal of Ambient Intelligence and Humanized Computing*, 14(11), 1–11. <https://doi.org/10.1007/s12652-018-0935-8>
- Malau, H., & Sitanggang, J. K. F.**  
2024 The impact of trust and service quality on customer loyalty in e-commerce. *JPPi (Jurnal Penelitian Pendidikan Indonesia)*, 10(3), 366. <https://doi.org/10.29210/020244031>
- Maradita, F.**  
2020 Pengaruh Gaya Hidup, Diskon Harga Dan Kualitas Informasi Terhadap Pembelian Impulsif Di Instagram (Studi Kasus pada Mahasiswa Program Studi Manajemen Universitas Teknologi Sumbawa). *Jurnal Riset Kajian Teknologi & Lingkungan*. <https://doi.org/10.58406/jrktl.v3i2.310>
- Masitoh, M. R., Wibowo, H. A., Prihatma, G. T., & Miharja, D. T.**  
2024 The Influence of Interactivity, Online Customer Reviews, and Trust on Shopee Live Streaming Users' Impulse buying. *Greenomika*, 6(1), 41–53. <https://doi.org/10.55732/unu.gnk.2024.06.1.5>
- Nabela, H. R., & Albari, A.**  
2023 The influence of online customer shopping experience on online impulsive buying in e-commerce with attitudinal loyalty as a mediation variable. *International Journal of Research in Business and Social Science (2147- 4478)*, 12(6), 56–65. <https://doi.org/10.20525/ijrbs.v12i6.2876>
- Nurlaili, M., & Wulandari, R.**  
2024 The Impact of Promotion, Product Quality, and Trust toward Online Impulsive Buying Decisions: The Mediating Role of Flow Experience. *International Journal of Management Science and Application*, 3(2), 54–83. <https://doi.org/10.58291/ijmsa.v3i2.282>

## references

- Nyrhinen, J., Sirola, A., Koskelainen, T., Munnukka, J., & Wilska, T. A.**  
 2024 Omnichannel banking services: Perceived value and integration quality on customer loyalty. *Studies in Systems, Decision and Control*, 525, 81–93. [https://doi.org/10.1007/978-3-031-54383-8\\_7](https://doi.org/10.1007/978-3-031-54383-8_7)
- Otoo, I. C., Asumah, S., Peprah-Amankona, G., & Andzie, A. T.**  
 2021 Impact of Internal Control Systems on Performance of Universal Banks: Evidence from Ghana. *Journal of Financial Risk Management*, 10(04), 473–486. <https://doi.org/10.4236/jfrm.2021.104025>
- Pandey, S., & Chawla, D.**  
 2018 Online customer experience (OCE) in clothing e-retail: Exploring OCE dimensions and their impact on satisfaction and loyalty – Does gender matter? *International Journal of Retail and Distribution Management*, 46(3), 323–346. <https://doi.org/10.1108/IJRDM-01-2017-0005>
- Putri, T. I., & Astuti, H. J.**  
 2024 Impulsive Buying in Gen Z: How Online Customer Review, Sales Promotion, and Conformity Influence Impulsive Buying through Consumer Trust (Study on E-Commerce Users in Purwokerto). *International Journal of Management and Business Intelligence*, 2(4), 403–426. <https://doi.org/10.59890/ijmbi.v2i4.2440>
- R. Nur Budi Setiawan, Andika, Danang Wahyudi, & Ela Deliani.**  
 2023 The Power of Trust: Exploring Its Contribution to E-commerce Purchase Decisions. *International Journal of Economics (IJEC)*, 2(1), 120–134. <https://doi.org/10.55299/ijec.v2i1.423>
- Ratnawati.**  
 2024 Analisis Pola Perilaku Pembelian Impulsif Generasi Z di Pontianak pada Platform Social Commerce: SOR Theory. *JPEK (Jurnal Pendidikan Ekonomi Dan Kewirausahaan)*, 8(3), 1049–1060. <https://doi.org/10.29408/jpek.v8i3.27289>
- Rizqy, N. D., & Hidayati, A. L. L.**  
 2021 Pengaruh kualitas informasi dan shopping lifestyle terhadap pembelian impulsif konsumen milenial pada e-commerce (studi kasus pada mahasiswa Universitas Muhammadiyah Magelang). *Journal Unimma*, 590–604.
- Wang, Y., Pan, J., Xu, Y., Luo, J., & Wu, Y.**  
 2022 The Determinants of Impulsive Buying Behavior in Electronic Commerce. *Sustainability (Switzerland)*, 14(12). <https://doi.org/10.3390/su14127500>
- Wibowo, S., Sunarno, Gasjirin, J., Christian, M., & Indriyarti, E. R.**  
 2024 Psychological and Organizational Factors Impacting Job Satisfaction during the COVID-19 Pandemic: A Study on Similar Exposure Groups in Indonesia. *Acta Medica Philippina*, 58(4), 72–81. <https://doi.org/10.47895/amp.vi0.3688>
- Wu, R., Wang, G., & Yan, L.**  
 2020 The effects of online store informativeness and entertainment on consumers' approach behaviors: Empirical evidence from China. *Asia Pacific Journal of Marketing and Logistics*, 32(6), 1327–1342. <https://doi.org/10.1108/>

## references

APJML-03-2019-0182

### **Xian, Q.**

- 2022 A Study of Consumers Impulsive Buying Behavior under the Interactive Situation of Live Webcast——Taking Individual Impulsive Characteristics as a Moderating Factor. *Academic Journal of Business & Management*, 4(10), 79–86. <https://doi.org/10.25236/ajbm.2022.041014>