



Analysis Of Perceived Value Of Impulsive Buying With Attitudes And Beliefs As Mediator

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ABSTRACT

In this modern era, easy access to information and products via the internet has encouraged the rise of impulse buying behavior, especially among urban communities. The research objective is to understand the relationship between perceived value of impulsive buying, attitudes, and beliefs. This research uses quantitative research methods. The data collection technique in this research is by survey and literature study. The data processing and analysis technique used in this research is Smart Partial Least Square (Smart PLS) software. The research results show that the majority of respondents have a positive perception of the utilitarian and hedonic value of online shopping, a positive attitude towards online shopping, and a high level of trust in e-commerce. -trading platform. Impulse buying behavior is influenced by the interaction of several main factors such as utilitarian value, hedonic value, positive attitudes towards online shopping, and trust in e-commerce platforms.

INTRODUCTION

The increasingly rapid development of technology has brought changes to the world. These changes can be seen from various aspects ranging from education, development, employment, to trade. In terms of trade, many people have implemented technological developments by opening businesses or selling online, namely, on e-commerce platforms. E-commerce includes the distribution, sale, purchase, marketing and service of a product carried out through electronic systems such as the Internet or other forms of computer networks. Broadly speaking, e-commerce is used to explain the sale of goods and services via the Internet.

Based on market insights statistics data, the number of e-commerce users reached 196.47 million users by the end of 2023. The Central Statistics Agency also stated that there was an increase in the Indonesian economy in the second quarter of 2023 by 5.17%. In 2027, Statista estimates that the number of e-commerce users in the country will reach 244.67 million people. E-commerce is an abbreviation of Electronic Commerce, which means a marketing system that uses or utilizes electronic media.

One of the causes of this increase is due to the ease of shopping via the internet. Online shopping now allows people to prefer shopping via online platforms rather than visiting stores directly. As is known, in Indonesia currently there are several e-commerce sites that are commonly used by people for shopping. This e-commerce is showing significant development

and has many enthusiasts such as Tokopedia, Shopee. Tokopedia, Shopee, and Lazada are the three largest e-commerce platforms in Indonesia. Based on the Populix survey, Tokopedia is the e-commerce platform most used by respondents with a percentage of 58%, followed by Shopee with 47%, and Lazada with 14%. On this platform, buyers can easily search for the products they purchased. E-commerce makes people interested and makes trade transactions increase and becomes a trend in society because it is the choice of the majority of Indonesian people who have taken it by 82% compared to social media (13%) or offline (6%). Online shopping is one of the main drivers for consumers to carry out impulsive shopping behavior or without clear planning (Tira and lin, 2020).

Impulse buying is a consumer action that occurs without prior planning, is carried out without careful consideration, and is influenced by emotional aspects. This phenomenon is influenced by factors such as utilitarian, hedonic values, beliefs and attitudes towards online shopping. The hedonic shopping motive is each individual's need for an atmosphere where a person feels happy and happy. Meanwhile, utilitarian is an attitude where consumers shop by purchasing or not purchasing goods or services that consumers have determined according to their needs. Apart from these two, it is also accompanied by trust and attitudes towards buyers.

Trust in impulse buying is a person's belief in the reliability and honesty of his business partner which can influence consumer impulse buying behavior. Trust has an important role in influencing consumer impulse buying behavior in e-commerce, while online shopping attitude is the psychological state of consumers when making online purchases. This includes consumers' attitudes, beliefs and perceptions towards online shopping. Online shopping attitude can influence consumer impulse buying behavior in the context of online shopping. These factors give rise to confidence in yourself to buy the item.

LITERATURE REVIEW

Impulse buying

Impulse buying is a person's behavior where the person does not plan anything when shopping (Rozaini & Ginting, 2019). Consumers who make impulse purchases do not think about purchasing a particular product or brand. They are immediately interested in the brand or product so they immediately buy it. Kharis (2011) states that impulse buying is the behavior of individuals who make unplanned purchases. When making impulse purchases, consumers tend not to think much about purchasing a particular product.

Consumers will make purchases because of interest in the brand or product that arises at that time. Impulse shopping is defined as a spur-of-the-moment shopper in which the speed of the impulse purchase precludes more careful consideration of the relationship between product choice and future relationships. Impulse buying behavior is very common among consumers when making purchasing decisions online (Ramanto & Susanti, 2023).

Based on data from wearesocial, Indonesia is ranked 11th with a percentage of 60.6% in the country that buys the most products online in the world. This shows the high level of online purchasing and the level of impulse buying in Indonesia. Impulse buying occurs by a sudden and spontaneous psychological impulse, prompting immediate action, which may be strong and persistent, and sometimes even irresistible. According to (Suranta et al., 2020) Impulse buying is part of a condition called "unplanned purchase" or unplanned purchases are purchases that occur differently from what the consumer initially wanted. Based on various opinions and analyzes from various experts above, it can be concluded that impulse buying is a spontaneous buying behavior, without any consideration in the future whether it is needed or not.

Perceived Utilitarian Value Influences Online Shopping Attitude

Utilitarian value is a value that represents the buyer's interest in using a product based on its practical uses, properties and functions because there are needs that must be met. Therefore,

it can be said that use value emphasizes the usefulness of an object compared to other aspects. Utilitarian value reflects functional and instrumental benefits and is considered a more task-oriented and cognitive aspect of the shopping experience (Jones & Dangl, 2006). The utilitarian perspective emphasizes functional, product-centered thinking and the buyer's decision-making process. consumption is understood as a means to achieve certain goals (Pramita & Danibrata, 2021). In the research results, (Hu, 2021) perceived utilitarian value has a significant positive influence on the online shopping attitude variable because the perceived utilitarian value in the user's attitude towards services depends on the perceived utilitarian value. Then, (Pang, 2021) also assesses that it has been identified empirically as having a significant effect on users' affective responses by the presence of social media developers who can combine several capabilities that enable and increase users to share useful and interesting information.

In research by (Hsu & Lin, 2016) it also shows that it is significant because it influences users' intentions to make in-app purchases. Apart from that, the research results of (Kusumawardani et al., 2023) also indicate that it has a positive effect ($b = 0.263$; $p < 0.001$).

- H1: Perceived utilitarian value has a significant positive effect on online shopping attitude

Perceived Utilitarian Value Influences Trust

Trust is the cornerstone of business transactions, and consumers make purchasing decisions based largely on their trust in the merchant and its products (Qing & Jin, 2022). Trust can influence user judgment and behavior in Online environments Trust is the foundation of business transactions, and consumers make purchases. The decision is largely based on their trust in the merchant and the product.

Trust can influence user judgment and behavior in Online environments. Perceived utilitarian values significantly influence attitudes, and online purchasing attitudes greatly impact impulsive online shopping. Trust has been shown to substantially moderate buyers' attitudes towards impulsive online purchases, whereas perceived risk has no such effect (Yusnara & Soepatini, 2023). Referring to the research results of (Wu & Huang, 2023), trust has a significant positive influence on utilitarian value with product utilitarian value obtained through good value and after-sales guarantees, which can reduce uncertainty about product purchases and increase consumer confidence in the product. And based on research by (Chang et al., 2016) revealed that trust has shown buyers' attitudes substantially moderate towards impulsive online purchases, while perceived risk has no such effect. Research by (Mosunmola et al., 2019) also revealed that perceived utilitarianism and trust influence trust, perceived risk and purchase intention to use online shopping. Then, (Choi et al., 2022) also revealed research results that the differences in parameters showed that the effect of the utilitarian value perceived by buyers on trust was 0.21, $p < 0.05$.

According to research by (Syafira et al., 2020) it is revealed that the trust variable has a great influence on purchase intentions because encouragement from feelings of trust will form an intention to make a purchase. And based on research by (Nghia et al., 2020) between perceived utilitarian and trust is significant because it shows that utilitarian value and cognitive trust are more important for the well-being of online shopping, while hedonic value and affective trust are more important for the enjoyment of online shopping.

- H2: Perceived utilitarian value has a significant positive effect on trust

Perceived Hedonic Value Influences Online Shopping Attitude

Hedonic Value is a value that influences consumers' desire to buy a product that is not a basic need but is more based on subjective considerations to fulfill pleasure, emotional satisfaction or desire (Zainurrafiqi et al., 2021). Hedonic value is a value given to a product or service because of entertainment and consumers who feel this value provide responses regarding this aesthetic value. In accordance with (Hamed & El-Deeb, 2020) hedonic values are related to satisfaction as long as they involve eliminating bad traits and giving oneself positive

pleasure, having the best environment, as well as social needs and the joy of shopping with other people. Perceived Hedonic Value has a significant positive influence on online shopping attitude because based on (Hu, 2021) identified that the existence of user attitudes or behavior depends on the hedonic value given or felt. Meanwhile, based on research by (Mosunmola et al., 2019) with a standard coefficient of 0.703. Based on research, (Perez et al., 2023) also concluded that it is significant because perceived usefulness refers to quality for users.

Although perceived usefulness has a limited impact on behavioral intentions, it is still considered a significant variable even though the original HMSAM continues to be modified. Based on research by (Kusumawardani et al., 2023), it has a significant positive influence because it has a positive effect ($b = 0.263$; $p < 0.001$). Research by (Mosunmola et al., 2018) also concluded that it has a significant influence because perceived hedonic value has the strongest positive influence on attitudes towards online purchases.

- H3: Perceived hedonic value has a significant positive effect on online shopping attitude

Perceived Hedonic Value Influences Trust

Online Trust is the belief that makes consumers susceptible to the good faith of Online sellers after studying their characteristics. Customer trust is one of the most important factors in online purchasing behavior. Because if customers don't trust a purchase, they will avoid completing their transactions with that purchase. Trust in the website helps consumers feel comfortable and builds a successful relationship between buyers and sellers in the transaction. Trust and Perceived Hedonic Value have a relationship in that consumers tend to continue shopping if they feel that the online store fulfills their hedonic value, thereby increasing consumer trust.

Referring to the research results of (Choi et al., 2022) it shows that trust and perceived hedonic value have a significant effect because the research results show that the difference in parameters shows that the effect of hedonic value perceived by online buyers is on trust (difference = 0.21, $p < 0.05$) is more powerful than searching for app users. In research by (Mosunmola et al., 2018), it was revealed that perceived hedonic value had the strongest positive influence on trust in online shopping. (Chang et al., 2016) research also shows that it has a positive significance because consumers' hedonic values regarding shopping sites influence cognitive beliefs and significantly influence perceived risk. (Albayrak et al., 2020) in their research revealed that online shopping has a positive effect on trust and hedonic value directly. Apart from that, hedonic value is also assumed to directly influence consumer trust and loyalty.

At the end, loyalty is assumed to be influenced not only by hedonic value but also by trust. Overall, online shopping is assumed to indirectly influence consumer trust. In the research of (Arruda Filho et al., 2020), researchers argue that hedonic value has no direct effect on trust, either positively or negatively.

However, both hedonic value and trust influence buyer intentions, where hedonic value influences directly, while trust influences through hedonic value.

- H4: Perceived Hedonic Value has a significant positive effect on trust

Online Shopping Attitude Influences Impulse Buying

Impulse shopping is unplanned and premeditated consumer purchasing behavior, where consumer purchasing decisions are not made through product evaluation. Online shopping attitude and impulse buying are two interrelated concepts in the context of online shopping. Online shopping attitude includes consumers' attitudes, beliefs and perceptions towards online shopping, while impulse buying is sudden, compulsive and hedonistic buying behavior (Lavuri et al., 2022). And the results obtained are attitude, which provides the biggest factor on impulse buying (Yuniarti et al., 2021).

Based on research, (Lamis et al., 2022) Online shopping attitude and impulse buying have a significant effect because the influence of passion when making a purchase has influence,

pleasure and attitude which shows that an aroused attitude can influence impulse buying during sales. Research conducted by (L. Zhang et al., 2021) also revealed that this attitude will make buyers have a tendency to impulse buy.

Researchers (Fenton-O'Creedy & Furnham, 2020) found that people with personalities who tend to be neurotic, extraverted and have low levels of conscientiousness tend to be impulsive buyers. (Ahmad et al., 2019) Researchers found that fashion involvement, self-esteem, hedonism, impulsive buying tendencies influence positive mood. where, positive mood influences people to behave impulsively. Research by (Cook & Yurchisin, 2017) shows that Online Shopping Attitude and Impulse Buying have a significant effect because they have a positive effect ($\beta = 0.40$, $t = 5.00$, $p \leq 0.00$). As well as researchers

- H5: Online shopping attitude has a significant positive effect on impulse buying

Trust Influences Impulse Buying

One of the factors that consumers consider when making decisions to use is the level of trust. Online Trust includes customers' perceptions of a site's competence to provide honest information and meet expectations, perceptions of the business's goodwill and their Rossa, A. (2022). Online shopping can produce greater uncertainty and high risk in online purchases, with trust successfully reducing uncertainty and risk (Pavlou, 2003; Suh & Han, 2003) and creating a sense of security. Thus, trust plays an important role in purchasing especially in Online shopping.

Referring to the research results of (Darmawan & Gatheru, 2021) trust has a significant influence on impulse buying because of the positive experiences that buyers experience from previous purchases. This positive experience makes buyers tend to dare to take risks in spending their money to make repeat purchases.

Research by (Pereira et al., 2023; Z. Zhang et al., 2022) also shows a significant relationship because it empirically shows that explanations or evidence can lead to customer trust and satisfaction and ultimately, customers impulsively buy from sellers. The research results of (Z. Zhang et al., 2022) also strengthen that trust has a significant influence on impulse buying with consumer perceived trust ($\gamma = 0.301$, $p < 0.001$) and perceived value ($\gamma = 0.412$, $p < 0.001$) both has a positive impact, where because sellers directly simulate offline stores/merchants and influencers, comprehensive introduction of information on product rules and activities increases trust, or the influence of other factors will certainly have an impact on consumer trust.

Research from (Chen et al., 2021) also produced significant results because it was identified as having a positive effect on trust ($\beta = 0.281$, $p < 0.001$). And research from (Prastiwi & Iswari, 2019), found that trust is a mediator variable in impulsive buying, and influence the buyer's intention to reorder.

- H6: Trust has a significant positive effect on impulse buying

The Mediating Role Of Online Shopping Attitude On Impulse Buying

The role of Perceived utilitarian value with the mediation of Online shopping attitude in Impulse Buying is focused on the mediation of "Online Shopping Attitude". Research conducted by (Carrillo et al., 2023) shows that perceptions or attitudes influence purchasing decisions, indicating that perceived utilitarian value is a significant factor that influences purchasing decisions regarding the products or services offered.

Perceived utilitarian value can influence impulse buying behavior, and online shopping attitudes can mediate the relationship between perceived utilitarian value and impulsive buying behavior. Research by (Putri & Pinandito, 2023) revealed that Utilitarian value influences consumer purchasing decisions because consumers tend to consider the benefits and usefulness of products in meeting their needs. Research by (Susanto & Sugiyanto, 2021) also revealed that if consumers see high functional value in a product or service, they are more likely to make impulse purchases driven by urgent practical needs. Online Shopping Attitude can act as a mediator that moderates the relationship between perceived utilitarian value and impulse

buying. A positive attitude towards online shopping can increase the likelihood of consumers making impulse purchases based on functional value. Online shopping attitude can mediate the relationship between perceived utilitarian value and impulse buying. In this research, the research focus is on the mediating role of "Online Shopping Attitude" as a factor that motivates buyers in impulse buying. In research by (Harjanti & Wahjoedi, 2022) and research conducted by (Avcilar & Özsoy, 2015) revealed that Perceived Hedonic Value has a pleasant and emotional aspect of the shopping experience. If consumers feel emotionally satisfied, this can cause them to make impulse purchases without thinking carefully. High perceived hedonic value can form a positive attitude towards online shopping.

Consumers who feel happy and satisfied with their online shopping experience tend to have a positive attitude towards impulse purchases. (Hayu et al., 2023) Research can show that hedonic values influence online impulsive shopping behavior. Consumers make impulse purchases when they seek enjoyment from the Online shopping experience. The influence of hedonic values on impulse buying is reflected in positive attitudes towards online shopping. High perceived hedonic value can form a positive attitude towards online shopping.

This positive attitude can then moderate the influence of hedonic value on impulse buying. Research conducted by Ch, n.d. (2018) also show that when consumers perceive the overall shopping experience to have high hedonic value (enjoyment, emotional satisfaction), they are more likely to engage in impulse shopping. Attitude towards Online shopping plays an important mediating role between perceived hedonic value and impulsive shopping behavior. Consumers with a positive attitude towards online shopping will make impulse purchases when they feel high hedonic value. Amalia Yunia Rahmawati, (2020) provides results that sales have a positive influence on impulse buying behavior on online consumer sites. A positive attitude towards online shopping can strengthen the relationship between other variables.

- H7: Online shopping attitude has a mediating role in the relationship between Perceived Utilitarian Value and Perceived Hedonic Value on Impulse Buying

The Mediating Role Of Trust In Impulse Buying

On the role of Perceived utilitarian value with the mediation of Trust in Impulse Buying, the focus of the research is on the mediating role of "Trust" as a factor that motivates buyers in impulse buying. (Lavuri et al., 2022), the results of the research show that perceived utilitarian value has a significant effect on trust. proven to substantially moderate buyers' attitudes towards impulsive online purchases, while perceived risk does not have such an influence.

This suggests that perceived trust plays a mediating role in the relationship between perceived value and impulse buying. Research by (Chiu et al., 2014) shows that utilitarian value is positively related to buyers' repeat purchase intentions, and a higher level of perceived risk reduces the influence of utilitarian value, perceived risk (trust) plays a mediating role in the relationship between perceived value and purchase intention repeated. As well as research by (Lee & Chen, 2021) also revealed that there is a positive relationship between consumers' perceived urge to buy impulsively and impulsive buying behavior in the trade. Perceived utilitarian value can influence impulsive buying behavior and perceived trust which plays a mediating role in the relationship between perceived value and impulsive buying behavior. Based on research by (Mosunmola et al., 2019), it implies that perceived utilitarian value can influence impulse buying through the mediation of trust in online shopping.

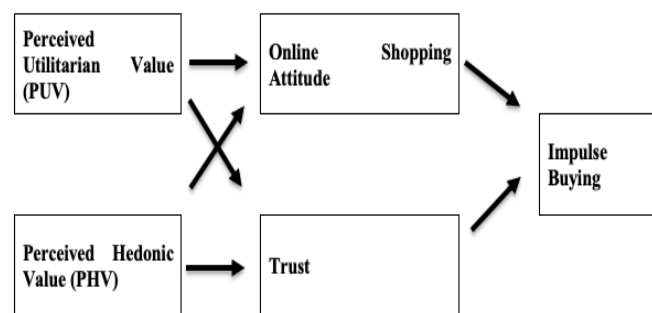
There is a positive relationship between consumer perceived value and purchase intention. Consumers who perceive high value from online products or services tend to have stronger purchase intentions. (Susanto & Sugiyanto, 2021) revealed that there is a positive influence between perceived utilitarianism and impulse buying. Consumers who perceive functional benefits from a product or service may be more inclined to make impulse purchases. There is a hypothesis that trust acts as a mediator between perceived utilitarianism and impulse buying, which means that consumer trust in online shopping platforms mediates the

relationship between perceived functional benefits and impulsive buying behavior. According to the research results of (Lavuri et al., 2022), it shows that perceived hedonic value has a significant influence. Trust is proven to substantially moderate buyers' attitudes towards impulsive online purchases, thus indicating that perceived trust plays a mediating role in the relationship between perceived value and impulsive purchases. Research conducted by (Harjanti & Wahjoedi, 2022) revealed that consumers who experience satisfaction or emotional pleasure from a product or service will be more likely to make impulsive purchases. Trust can act as a mediator between perceived hedonic value and impulse buying. Consumer trust in online shopping platforms can mediate the relationship between hedonic perceptions and impulsive buying behavior. (Harjanti & Wahjoedi, 2022) showed in research that Trust acts as a mediator because consumers who trust make impulsive purchasing decisions more easily. Trust provides confidence that consumers can rely on perceived hedonic satisfaction. Research conducted by (Kusmarini et al., 2020) shows that perceived hedonic value includes emotional and pleasure aspects in the consumer experience.

If consumers feel pleasure and emotional satisfaction in shopping, the level of impulsive buying will be higher. Hedonic satisfaction can be a key factor in forming trust. Consumers who experience more pleasure may increase their confidence in the products or services offered. (Achmad et al., 2020) revealed that perceived hedonic value reflects aspects of pleasure and emotional satisfaction from a product or service. If consumers feel emotional satisfaction, they will trust the brand more (brand trust) and have loyalty to it. Consumers who feel happy may tend to make purchases without deep consideration (impulse buying).

- H8: Trust has a mediating role in the relationship between Perceived Utilitarian Value and Perceived Hedonic Value on Impulse Buying

Figure 1. Model Drawing



METHODS

This research uses quantitative research methods. The data used in this research is primary, obtained from distributing questionnaires. This research refers to 3 e-commerce sites, namely Shoppe, Tokopedia and Lazada. This questionnaire was distributed online using Google Form and distributed via social media such as Instagram, Whatsapp and Line. To determine the minimum sample that needs to be collected from the population used by using the formula Hair et al. Samples should reflect the characteristics of the population, thereby minimizing errors associated with sampling.

This formula is used because the population size is not yet known. Using this formula depends on the number of indicators multiplied by 5 to 10. Determining the minimum sample size is calculated based on the formula 10×30 (number of indicators used) = 300. From this calculation, it can be obtained that the sample to be studied is 300 respondents. The data processing and analysis technique used in this research is Smart Partial Least Square (Smart PLS) software.

RESULTS

Analysis of model measurements

Table 1. CMB Test Results

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7,316	33,256	33,256	7,316	33,256	33,256
2	1,705	7,749	41,005	1,705	7,749	41,005
3	1,503	6,831	47,836	1,503	6,831	47,836
4	1,137	5,170	53,006	1,137	5,170	53,006
5	,985	4,476	57,482			
6	,958	4,355	61,837			
7	,864	3,929	65,766			
8	,800	3,637	69,404			
9	,746	3,391	72,795			
10	,732	3,327	76,122			
11	,628	2,854	78,976			
12	,588	2,674	81,651			
13	,532	2,418	84,068			
14	,509	2,312	86,380			
15	,487	2,215	88,595			
16	,479	2,179	90,774			
17	,410	1,866	92,640			
18	,362	1,647	94,287			
19	,361	1,639	95,926			
20	,321	1,461	97,387			
21	,311	1,415	98,802			
22	,264	1,198	100,000			

Extraction Method: Principal Component Analysis.

Based on the CMB test results, Total Variance Explained shows that the first component has an eigenvalue of 7.316 with a variance percentage of 33.256%. The second to fourth components have an eigenvalue of more than 1, which indicates that they also make a significant contribution to the total variance. Cumulatively, the first four components explain 53.006% of the total variance, where the first component explains 33.256% of the total variance. The data results show that impulse buying behavior is not only influenced by one factor, but is the result of the interaction of several main factors. For example, consumers may be motivated by the convenience and convenience offered by an e-commerce platform (utilitarian value), as well as the emotional pleasure and satisfaction they feel when shopping (hedonic value). In addition, a positive attitude towards online shopping and a high level of trust in e-commerce platforms also play an important role in encouraging impulse buying behavior.

Convergent And Discriminant Validity Test**Table 2. AVE (Average Variance Extracted) Parameters For Discriminant And Outer Loadings For Convergent**

Construct	Items	Outer Loadings	AVE	Conclusion
Impulse Buying	IB1	0,786	0,568	Valid
	IB2	0,806		Valid
	IB3	0,819		Valid
	IB4	0,845		Valid
	IB5	0,808		Valid
Online Shopping Attitude	OSA1	0,839	0,659	Valid
	OSA2	0,813		Valid
	OSA3	0,783		Valid
Perceived Hedonic Value	PHV1	0,750	0,626	Valid
	PHV2	0,782		Valid
	PHV3	0,839		Valid
Perceived Utilitarian Value	PUV1	0,853	0,607	Valid
	PUV2	0,774		Valid
	PUV3	0,704		Valid
Trust	T1	0,786	0,608	Valid
	T2	0,774		Valid
	T3	0,790		Valid
	T4	0,773		Valid
	T5	0,775		Valid

In research that is tested using the Outer Loadings & AVE Validity Test, convergent validity can be said to be valid if it has an outer loadings value > 0.7 , whereas in discriminant validity testing an Average Variance Extracted (AVE) value > 0.5 is required to have a valid value. In this study, there were five variables that were declared valid because the lowest AVE value was 0.568 and the Outer loading value had the lowest value, namely 0.704, which was above the criteria. In the Impulse Buying variable statement, there were 3 statements that were deleted because they did not meet the outer loading with values of 0.664, 0.559 and 0.695 respectively. From the test results, it can be concluded that overall the variables in this study are valid. With the validity of the convergent test, it means that the indicator is able to represent the existing variables.

Cronbach's Alpha and Composite Reliability**Table 3. Cronbach's Alpha and Composite Reliability**

Construct	Cronbach Alpha	Composite Reliability	Conclusion
Impulse Buying	0,890	0,912	Reliable
Online Shopping Attitude	0,744	0,853	Reliable
Perceived Hedonic Value	0,710	0,833	Reliable
Perceived Utilitarian Value	0,688	0,822	Reliable
Trust	0,839	0,886	Reliable

Based on the test results of the data that has been tested, it can be seen that the values for Cronbach's alpha and composite reliability are declared reliable because both require values above 0.6. For the five variables above, it can be seen that Cronbach's alpha has the lowest value of 0.668 and the lowest composite reliability value is 0.822, both of which are above the criteria. Results showing a Cronbach's Alpha value above 0.6 indicate that there is good internal consistency between the items in each variable. This ensures that the items used in each variable

are able to measure the concept in question consistently. This provides a strong basis for further analysis of factors influencing impulse shopping behavior, attitudes towards online shopping, perceived hedonic and utilitarian value, and trust in e-commerce platforms. With high reliability in the Online Shopping Attitude, Perceived Hedonic Value, and Perceived Utilitarian Value variables, researchers can confidently state that positive attitudes towards online shopping and the value perceived by consumers contribute significantly to impulsive shopping behavior.

Table 4. Hypothesis Testing: Direct Relationship

Hypotheses	Path	P Values	Result
H1	OSA -> IB	0,038	Supported
H2	PHV -> OSA	0,012	Supported
H3	PHV -> T	0,000	Supported
H4	PUV -> OSA	0,000	Supported
H5	PUV -> T	0,011	Supported
H6	T -> IB	0,000	Supported

In hypothesis testing the direct relationship can be declared valid because it meets the criteria. The criteria for testing this hypothesis is to have a value <0.005 . It can be seen that the relationship between Online Shopping Attitude and Impulse Buying has a P Value of 0.035. Perceived Hedonic Value towards Online Shopping Attitude has a value of 0.006 and the relationship value between Perceived Utilitarian Value and Trust is 0.019 and for the relationship between other variables 0.000. So it can be concluded that this variable has a significant direct influence between relationships. By finding these results, it can be said that perceived utilitarian value and perceived hedonic value can influence online shopping attitudes and trust significantly positively. Perceived utilitarian value and perceived hedonic value can significantly influence online shopping attitudes and trust because they provide different motivation and satisfaction to consumers in the context of online shopping. Perceived utilitarian value fulfills functional needs, such as practicality, efficiency, and convenience in shopping, which directly influences positive attitudes towards online shopping. On the other hand, perceived hedonic value provides emotional experiences and enjoyment during the shopping process, such as pleasure, excitement, or aesthetic satisfaction, which can increase trust in a particular platform or brand because of this positive experience. Positive attitudes towards online shopping, such as pleasant perceptions, ease of process, and satisfaction with the experience, can increase a person's likelihood of making impulse purchases because they feel more encouraged and motivated. In addition, a high level of trust in a brand, online store, or shopping platform can also give consumers additional confidence in making impulse purchases, because they feel confident that the product or service they purchase will meet their expectations and provide the desired satisfaction. Thus, online shopping attitude and trust play an important role in positively stimulating the impulse buying behavior of the majority of respondents.

Table 5. Hypothesis Testing: Indirect Relationships

Hypotheses	Path	P Values	Result
H7	PUV -> OSA -> IB	0,004	Supported
	PHV -> OSA -> IB	0,000	Supported
H8	PUV -> T -> IB	0,004	Supported
	PHV -> T -> IB	0,000	Supported

In testing indirect relationships, the criteria are the same as testing direct relationships, namely P values below <0.005 . In H7, the relationship between Perceived Utilitarian Value towards Impulse Buying and the mediation of Online Shopping Attitude has a P value of 0.004.

Perceived Hedonic Value of Impulse Buying mediated by Online Shopping Attitude has a value of 0.000. With these two values, it can be concluded that online shopping attitude is able to mediate the relationship between perceived utilitarian value and perceived hedonic value on impulse buying. Moreover, when viewed, the majority of respondents are aged 18 to 21 years, which is the age that is active in online shopping in the 4.0 era. bH8 also examines 2 relationships, namely Perceived Utilitarian Value towards Impulse Buying mediated by Trust has a P Value of 0.004 and Perceived Hedonic Value towards Impulse Buying mediated by Trust has a P Value of 0.000. Trust can mediate the relationship between perceived utilitarian value and perceived hedonic value on impulse buying because an individual's trust in a brand, online shop or shopping platform can directly influence the individual's perception of the functional benefits and enjoyment of the product or service offered. For example, if someone has a high level of trust in a brand or online store, they are likely to see greater functional value and enjoyment in that product or service, which can then encourage them to make an impulse purchase because they feel confident in the quality and satisfaction provided by the brand or store. This is also supported by the possibility of busyness experienced by the majority of respondents who are students and private employees

R Square

Table 6. R Square

	R Square	R Square Adjusted
Impulse Buying (IB)	0,455	0,451
Online Shopping Attitude (OSA)	0,128	0,122
Trust(T)	0,179	0,174

In assessing the structural model with PLS, it is necessary to look at the R-Squares value for each endogenous latent variable as the predictive power of the structural model. The criteria for R-Squares are 0.75, 0.50 and 0.25 indicating a strong, moderate and weak model (Hair, et al., 2019). From the test results you can see that the variable is valid and the Impulse Buying (IB) variable is in the moderate category and the Online Shopping Attitude (OSA) and Trust (T) variables are in the weak category. This can be seen from how the Impulse Buying (IB) variable has an R-Squares value of 0.455 and an Adjusted R-Squares of 0.451. This shows that the structural model used in this research is able to explain around 45.5% of the variance in impulse buying behavior. According to the criteria of Hair et al. (2019), this value is in the moderate category, which means this model has fairly good predictive power but is not very strong.

Furthermore, the Online Shopping Attitude (OSA) variable has an R-Squares value of 0.128 and an Adjusted R-Squares value of 0.122. Based on the same criteria, this value falls into the weak category, which means the model is only able to explain around 12.8% of the variance in attitudes towards online shopping. Lastly is the Trust (T) variable which has an R-Squares value of 0.179 and an Adjusted R-Squares of 0.174, which is also in the weak category. This means the model is only able to explain about 17.9% of the variance in consumer trust in e-commerce platforms. Consumer trust is a factor in online shopping behavior, and the low R-Squares value indicates that there are many other important factors that have not been considered in the model.

DISCUSSION

H1: Perceived Utilitarian Value Has A Significant Positive Effect On Online Shopping Attitude

The results of the analysis show that Perceived Utilitarian Value (PUV) has a significant positive effect on Online Shopping Attitude (OSA) with a path coefficient of 0.162 and a T-statistic value of 3.112 (p-value 0.002). This states that when consumers perceive high utilitarian value

from online shopping, such as ease of use, time efficiency, and perceived benefits, their attitudes towards online shopping become more positive. When consumers perceive high utilitarian benefits, they are more likely to have a positive attitude towards online shopping because they feel the activity meets their basic needs in an effective and efficient manner. This positive attitude can increase customer satisfaction and loyalty, which in turn can encourage higher purchase frequency and word-of-mouth recommendations.

H2: Perceived Utilitarian Value Has A Significant Positive Effect On Trust

Perceived Utilitarian Value was also proven to have a significant positive effect on Trust (trust) with a path coefficient of 0.165 and a T-statistic value of 2.301 (p-value 0.022). This shows that high utilitarian value can increase consumer trust in e-commerce platforms. Trust is a key factor in consumers' decisions to shop online. When an e-commerce platform offers strong utilitarian benefits, such as fair prices, clear product information, and responsive customer service, consumers are more likely to feel trust in the platform. This trust is important because online shopping involves perceived risks, such as the risk of fraud or product dissatisfaction.

H3: Perceived Hedonic Value Has A Significant Positive Effect On Online Shopping Attitude

Perceived Hedonic Value (PHV) has a significant positive influence on Online Shopping Attitude with a path coefficient of 0.298 and a T-statistic value of 4.993 (p-value 0.000). This means that the higher the consumer's perceived hedonic value, the more positive their attitude towards online shopping. Hedonic value refers to the pleasure, entertainment, and emotional satisfaction that consumers obtain from shopping activities. Online shopping not only fulfills functional needs but can also be a fun and entertaining experience. Aspects such as attractive site design, exclusive offers, and a pleasant shopping experience can increase the hedonic value perceived by consumers. When consumers enjoy their shopping experience, their attitudes toward online shopping become more positive, which can increase the frequency of visits and purchases on the platform.

H4: Perceived Hedonic Value Has A Significant Positive Effect On Trust

The results show that Perceived Hedonic Value has a significant positive effect on Trust with a path coefficient of 0.381 and a T-statistic value of 6.284 (p-value 0.000). This indicates that high hedonic value can increase consumer trust in e-commerce platforms. When an e-commerce platform provides an enjoyable and satisfying experience, consumers are more likely to feel that the platform is trustworthy. This delightful experience includes elements such as easy navigation, engaging visual content, and positive interactions with customer service. All this can reduce consumers' concerns regarding risks and increase their trust in e-commerce platforms.

H5: Online Shopping Attitude Has A Significant Positive Effect On Impulse Buying

Online Shopping Attitude has a significant positive effect on Impulse Buying with a path coefficient of 0.235 and a T-statistic value of 3.987 (p-value 0.000). This suggests that a positive attitude towards online shopping can encourage impulse buying behavior. A positive attitude towards online shopping is usually accompanied by a high level of comfort and trust, which can lower barriers to purchasing decisions. Consumers who have a positive attitude are more likely to make impulse purchases because they feel confident and enjoy the online shopping experience.

H6: Trust Has A Significant Positive Effect On Impulse Buying

Trust is proven to have a significant positive effect on Impulse Buying with a path coefficient of 0.454 and a T-statistic value of 5.920 (p-value 0.000). This suggests that high levels of trust can encourage impulse buying behavior. Trust reduces the time it takes consumers to

consider a purchase and makes them more likely to take advantage of an attractive offer right away.

H7: Online Shopping Attitude Has A Mediating Role In The Relationship Between Perceived Utilitarian Value And Perceived Hedonic Value On Impulse Buying

The results of path analysis show that Online Shopping Attitude mediates the relationship between Perceived Utilitarian Value and Perceived Hedonic Value on Impulse Buying. Perceived Utilitarian Value and Perceived Hedonic Value both have a positive influence on Online Shopping Attitude, which then has a positive influence on Impulse Buying. The mediation effect of Online Shopping Attitude means that consumers' perceived utilitarian and hedonic values influence their attitudes towards online shopping, which then influences their impulse buying behavior. When consumers perceive that online shopping provides functional (utilitarian) benefits and pleasure (hedonic), they develop positive attitudes towards the activity. This positive attitude, in turn, makes them more open to impulse purchases because they feel more comfortable and enthusiastic about online shopping.

H8: Trust Has A Mediating Role In The Relationship Between Perceived Utilitarian Value And Perceived Hedonic Value On Impulse Buying

Trust also mediates the relationship between Perceived Utilitarian Value and Perceived Hedonic Value on Impulse Buying. These two values have a positive influence on Trust, which then has a positive influence on Impulse Buying. Trust as a mediator shows that when consumers perceive high utilitarian and hedonic value from an e-commerce platform, they tend to develop trust in the platform. This belief then influences their tendency to make impulse purchases.

CONCLUSION

Based on the results and discussions that have been carried out, it can be concluded that the majority of respondents have a positive perception of the utilitarian and hedonic value of online shopping, a positive attitude towards online shopping, and a high level of trust in e-commerce platforms. Impulse buying behavior is influenced by the interaction of several main factors such as utilitarian value, hedonic value, positive attitudes towards online shopping, and trust in e-commerce platforms. The results of the analysis show that although the model has sufficient predictive power for the impulse buying variable, there are still many other factors that influence attitudes towards online shopping and consumer trust that are not included in this model. Future research should involve broader and more diverse samples from various regions to obtain a more comprehensive picture of impulse buying behavior in various geographic and demographic contexts. Second, longitudinal studies which involve collecting data over several time periods will help understand changes in consumer behavior over time. Third, the research model can be expanded by including additional variables that might influence online shopping attitudes and trust, such as technological factors, to increase the predictive power of the model. Meanwhile, moderator variables that can be considered are gender and social. Thus, future research will be able to provide more in-depth and accurate insight into impulse buying behavior in the context of e-commerce.

SUGGESTION

This research has several limitations, namely that the research samples taken mostly came from one region, namely Batam, so the results may not fully represent impulse buying behavior in other regions. Second, this research only uses questionnaire data collected in one time period, so it cannot capture long-term changes in consumer behavior. Third, fixed variables such as

online shopping attitude and trust used in this model have relatively low R-Squares values, indicating that there are other factors that influence these variables that have not been covered in this study.

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