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The Role of Online Purchasing Behavior and Utilitarian Value in Influencing Impulsiveness within the Framework of the Technology Acceptance Model (TAM)

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Abstract

Impulse buying is the act of purchasing goods suddenly without planning, often triggered by emotional impulses. This phenomenon is important to understand because of its impact on consumer behavior and marketing strategies. Two factors that influence impulse buying are the Technology Acceptance Model (TAM), which measures the extent to which consumers accept technology based on its ease and usefulness, and utilitarian value, which relates to the practical benefits of the product. This research aims to explore purchasing impulsiveness in e-commerce. This research method is quantitative research with a descriptive statistical analysis approach. The results of this research show a significant influence of online shopping attitudes on impulsive online shopping. Ease of use does not have a significant effect on impulsive online shopping. On the other hand, ease of use influences online shopping attitudes, which shows that convenience fosters positive attitudes. This research conclusion is Perceived utilitarian factors have a major influence on individual attitudes towards e-commerce shopping usage perceived influence on impulsive online shopping or online shopping attitudes. Impulse buying is driven by emotion rather than rational consideration of utility.

Keywords: TAM (Technology Acceptance Model), Utilitarian Value, Impulsive Buying, E-commerce

Abstrak

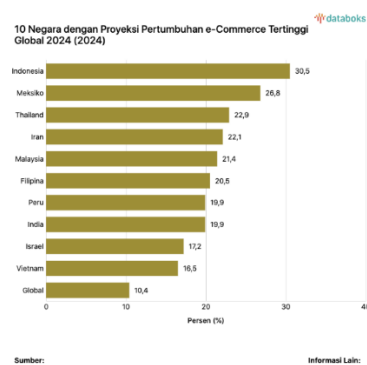
Pembelian impulsif adalah tindakan membeli barang secara tiba-tiba tanpa perencanaan, yang sering kali dipicu oleh dorongan emosional. Fenomena ini penting untuk dipahami karena dampaknya terhadap perilaku konsumen dan strategi pemasaran. Dua faktor yang mempengaruhi pembelian impulsif adalah Technology Acceptance Model (TAM), yang mengukur sejauh mana konsumen menerima teknologi berdasarkan kemudahan dan kegunaannya, dan nilai utilitarian, yang berhubungan dengan manfaat praktis dari produk. Penelitian ini bertujuan untuk mengeksplorasi pembelian impulsif dalam e-commerce. Metode penelitian ini adalah penelitian kuantitatif dengan pendekatan analisis statistik deskriptif. Hasil penelitian ini menunjukkan adanya pengaruh yang signifikan dari sikap belanja online terhadap belanja online impulsif. Kemudahan penggunaan tidak memiliki pengaruh yang signifikan terhadap belanja online impulsif. Di sisi lain, kemudahan penggunaan berpengaruh terhadap sikap belanja online, yang

menunjukkan bahwa kemudahan menumbuhkan sikap positif. Kesimpulan penelitian ini adalah Faktor-faktor utilitarian yang dirasakan memiliki pengaruh besar terhadap sikap individu terhadap belanja e-commerce penggunaan yang dirasakan berpengaruh terhadap belanja online impulsif atau sikap belanja online. Pembelian impulsif lebih didorong oleh emosi daripada pertimbangan rasional atas utilitas.

Kata Kunci: TAM (Technology Acceptance Model), Nilai Utilitarian, Pembelian Impulsif, E-commerce

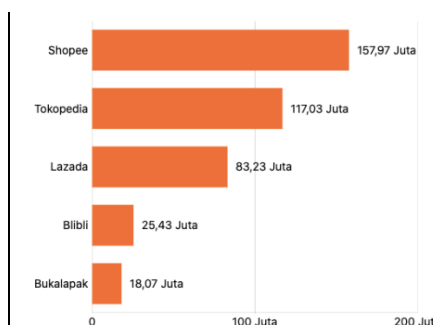
1. Introduction

As technology advances, the internet has seamlessly integrated into daily life. Consumers use it for information, communication, also online shopping. With smartphone enhancements, individuals can now shop from home. As a result, shopping platforms must evolve to engage users and remain functional (Figure 1). In 2022, the number of e-commerce users in Indonesia rose to 178.94 million, a 12.79% increase from 158.65 million the previous year. As per ECDB, Germany's e-commerce study institute, Indonesia is projected to have the highest e-commerce growth globally by 2024, at 30.5%, nearly three times the global average of 10.4%. Consumers find online shopping convenient for reviewing products without haste. The CSI Consultant 2023 survey revealed over 70% of individuals shop online or offline, often motivated by necessity, cashback, or free shipping, also frequently make impulse purchases as a form of self-reward (Figure 2).



Source: Databox 2024

Figure 1. E-Commerce Growth Percentage in the World 2024



Source: Databox 2023

Figure 2. Most E-Commerce Visitors in Indonesia 2023

This data own strong relevance with study about behavior purchase impulsive in e-commerce. Growth The rapid e-commerce in Indonesia indicates enhancement opportunity For purchase online impulsiveness , which becomes focus main study This . His height amount e-commerce platform visitors illustrate the size of the potential market For studies behavior online consumers , incl purchase impulsive . the data strengthen

urgency study in understand influencing factorsf purchase impulsivity in the evolving e-commerce environment fast .

Difference amount visitors between platforms can give outlook about feature or possible marketing strategies influence behavior purchase impulsive . Information This help in determine context and scale potential impact from findings study to e-commerce industry in Indonesia. With understand scale and growth of the Indonesian e-commerce market, research This expected can give more insight meaningful and applicable for perpetrator industry in optimize their strategy related purchase online impulsivity .

Purchase impulsive is action buy goods without planning previously driven by emotion or desire suddenly (Sarwar et al., 2023). Phenomenon This influenced by various factor complex , incl psychological , demographic , social , situational , product , personality , and technology . Psychological factors like atmosphere heart , price self , and emotions play role important in decision purchase impulsive (Vrtana & Krizanova, 2023). Study most recently by (Rahmawati & Putra, 2024) revealed that atmosphere heart positive increase possibility purchase impulsive by 27% of e-commerce consumers in Indonesia.

Demographic factors also play a role significant . Longitudinal study by Ardani, (2022) shows that generation millennials and Gen Z in Indonesia tend to be 1.8 times more likely often do purchase impulsive compared to generation previously . Besides , more income tall correlated positive with frequency purchase impulsive , with 12% increase for every increase income IDR 5 million per month .

Social and situational factors also influence behavior purchase impulsive . Interaction with Friend or family can push somebody For do purchase impulsive , esp in context online shopping together (Salam & Jayadi, 2023). Attractive , good store environment in a way physique as well as digital, also triggers purchase impulsive. Research by Muhta et al., (2024) found that layout Attractive products and offers discounts on Indonesian e-commerce platforms increase purchase impulsive by 35%.Product , personality and technology factors are also the same importance (Christiarini & Hendra Lim, 2022). Product with design attractive and promotional discount big often pushing consumer For do purchase impulsive (L. Tan et al., 2023). A study by (Rasyid & Farida, 2023) reveals that individual with personality impulsive or searcher 2.5 times more fun Possible involved in purchase impulsive , esp If they own level control low self .

social media and applications shopping in push purchase impulsive the more stand out. Liu, C., Rotaru et al., (2024) found that exposure content interesting on social media increase possibility purchase impulsive by 40% among e-commerce users in

Southeast Asia. Convenience online shopping also contributes significant to behavior this , with 65% of consumers report that they more tend do purchase impulsive moment shop through mobile applications compared via the desktop website.

The development of e-commerce in Indonesia has change landscape interaction consumer in a way drastic . Based on statistics e-commerce visitors , Shopee will lead the Indonesian market in 2023 with amount highest site visits . Phenomenon This in line with the Technology Acceptance Model (TAM), which emphasizes importance perception convenience use and perceived benefits (Davis, 1989; Venkatesh & Davis, 2000). Growth fast in reception technology This impact directly to development online business .

Friendly e-commerce platform users and offers diverse product has increase comfort and efficiency shopping , all at once fertilize trust and satisfaction consumer . Experience positive This minimize effort cognitive in taking decisions and facilitating purchase impulsive . Study most recently by (Gunawan et al., 2023) show that 78% of e-commerce consumers in Indonesia do purchase impulsive at least very in a month , with an average value transaction impulsive increased by 25% compared year previously seamless and delivering nature of e-commerce award push behavior purchase spontaneous or not planned . A comprehensive study by Bahrah & Fachira, (2021) reveals that features like recommendation product AI -based , flash sales and systems integrated payments increase possibility purchase impulsive by 55% on the leading e-commerce platform in Indonesia.

2. Theoretical Framework

2.1 Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) describes how individuals adopt information systems, suggesting technology acceptance is influenced by user intentions, which are shaped by the system's perceived usefulness also ease of use. TAM identifies three key factors driving user motivation: ease of use, usefulness ,also attitude towards the technology. In online shopping, perceived usefulness relates to how many consumers believe an e-commerce site improves their shopping experience, while perceived ease of use maintains the simplicity with which users can navigate the site also find product information. Purwianti (2019) Intention reflects the motivational component of consumer behavior. Thus, TAM impacts consumer motivation also influences impulsiveness in e-commerce shopping.

2.2 Impulsive Buying

Purchase impulsive is an increasing phenomenon developing , influenced by factors psychological and situational , with potency impact necessary negative watch out .

Phenomenon This defined as action purchases that occur in a way spontaneous , without planning before , and is often driven by stimuli strong emotions (Nori et al., 2022). Study previous has identify two dimensions main in purchase impulsivity : cognitive and affective Dimensions cognitive involves related mental processes with taking decision fast and lack consideration rational . Temporary the , dimensions affective involves psychological processes that produce response emotional fast to the desired item . This matter in line with study conducted by Waheed et al., (2018), which also makes a distinction aspect cognitive and affective in purchase impulsive .

Based on study latest by Arsitia, (2024), indicators purchase impulsive can outlined as following :

Table 1. Indicators of Impulsive Purchase	
Cognitive	Affective
a) Purchase No planned	a) Visual appeal
b) Spontaneous online shopping	b) Impulse that is not under control
c) Purchase impulsive	c) Influenced spending atmosphere heart
d) Purchase For pleasure	d) Accessibility
e) Following trend	e) Attractive advertising
f) Risk shopping	f) Inadequate promotion bearable
g) Convenience feature	g) Support positive
	h) Attraction brand

Source: (Arsitia, 2024)

Purchasing study impulsive in very online environment important For understand impact to income e-commerce company . Study most recently by (Indrayani et al., 2024) explore purchase impulsive through perspective control self , show that individual with level control low self 2.5 times more Possible do purchase online impulsivity compared those who have control self tall. The role of influence social in purchase impulsivity is also increasing acknowledged . A study by Rahmawati & Putra, (2024) revealed that reviews and recommendations from friends on social media increase possibility purchase impulsive by 35% on e-commerce platforms in Indonesia. More further , research by Thürmer et al., (2020) shows that intention consumer For follow impulse often make they more prone to to temptation , esp in context popular flash sale promotions on e-commerce platforms.

Example concrete purchase impulsive in e-commerce can seen in the phenomenon of "Double 11" or "Singles' Day". At an online shopping event, Darimont et al., (2023) found that 68% of consumers do at least One purchase impulsive , with average grades transaction 40% more impulsive tall compared to purchase planned . Understand dynamics purchase impulsive This very important for perpetrator e-commerce business

and researcher behavior consumer . With increasing internet and smartphone penetration in Indonesia, potential purchase Online impulsivity is also increasing big .

2.3 Hypothesis

Perceived usefulness, as defined by Davis & Davis (2015), Reflects a person's conviction that a new system will improve their performance, a key component of the Technology Acceptance Model (TAM) concerning technology adoption. Online shopping allows consumers to quickly compare products also prices, expedition their purchasing choices (S.-H. Tan et al., 2024) . This allows customers to attain better results in online settings (Kalini, 2017) . Within online shopping contexts, perceived usefulness serves as an additional benefit, indicating effectiveness in customers' online shopping endeavors (Mondal, 2023). Study conducted by Lim (2014) has revealed perceived usefulness indirectly influences the inclination to engage in online shopping, a relationship mediated by attitudes towards online shopping

H.1: The effect of Perceived Usefulness on online shopping attitude

Perceived ease of use, as defined by Alsswey & Al (2019), refers to an individual's belief in the simplicity also minimal effort needed to use a particular system or technology. Perceived ease influences online shopping, as proven (Hong et al., 2021). This concept clearly defines the purpose of an information system also simplifies its use to meet customer needs. When consumers use online shopping platforms, they face minimal obstacles in understanding and navigating the website (Kajian & Bisnis, 2019). This notion, often referred to as ease of use in the Technology Acceptance Model (TAM), suggests that user attitudes and behaviors towards technology are directly also indirectly influenced by ease of use (Davis & Davis, 2015). Among various factors, perceived ease of use stands out as the most significant determinant of attitudes, as emphasized by (Kejela & Porath, 2022).

H.2: The Effect of Perceived Ease of Use on Online Shopping Attitude

Online shopping provides unique benefits not typically available through other shopping methods, such as convenience, lower shipping costs, an extensive product selection, also product available (Modi, 2023) . Study indicates these perceived advantages significantly boost customers' interest in online shopping as well as their intention to make purchases from these websites. As per Al-swidi et al. (2015), consumers seek both utilitarian also hedonic values through their shopping experiences, which in turn motivates online retailers. In other words, a well-rounded shopping environment enhances the customer's overall shopping experience. Moreover, customers evaluate the utilitarian

value by weighing the quality of products or services against the costs they incur (Purwianti&Suryani, 2022). Consumer behavior also attitudes affect impulsive buying, as these attitudes are thought to influence the intention to shop online also ultimately determine whether a transaction takes place (Han, 2023) . Impulse buying was originally defined as the difference between actual purchases and those planned in advance.

H.3: Effect of Utilitarian Value on Online Shopping Attitude

H.4: Effect of Online Shopping Attitude on Impulsive Buying

When utilizing information technology for purchases, perceived usefulness is a crucial cognitive response (Lavuri et al., 2022). Millennial consumers benefit from e-commerce by comparing products, accessing information, also obtaining lower prices (Lavuri et al., 2022). As a result, perceived usefulness enhances positive beliefs as well as the hedonic and utilitarian benefits of online shopping. Study by Soni et al. (2019) Study on gamification shows that perceived usefulness impacts customer views of e-commerce. According to the Technology Acceptance Model (TAM), perceived ease of use (PEOU) is how easily and quickly customers believe they can use systems also technologies for mobile purchases (Davis & Davis, 2015). The findings indicate a very good, positive, also significant relationship between perceived usefulness and perceived ease of use (Indarsin & Ali, 2020). Study by Suleman (2019) suggests perceived ease of use is related to consumer attitudes. Ease refers to a person's belief in a system, considering how easy the system can be used without having to spend a lot of effort. The ease felt by consumers can influence shopping emotions, so it can generate impulsive buying behavior (Akram et al., 2018) . Studies conducted by Fataron (2019) found there is an effect of perceived convenience on impulsive purchases, so the following hypothesis can be formulated

H.5: The effect of Perceived Usefulness and Online shopping attitude on impulsive buying

H.6: The influence of Perceived Ease Of Use also Online shopping attitude on impulsive buying

Positive attitudes toward online shopping are connected to the perceived practical value of the experience (Rajan, 2020). Utilitarian benefits contribute more to buyer satisfaction than hedonic benefits do to impulse shopping (Evelina et al., 2021). The connection between utilitarian value also attitude encourages users to prefer online shopping (Jeon et al., 2016). Enjoyable shopping experiences influence customer attitudes towards online shopping, both directly and indirectly (Mohan et al., 2013) . As per this discussion, the following hypothesis can be formulated:

H.7: The effect of Perceived Utilitarian Value and Online Shopping Attitude on Impulsive Buying.

Perceived utilitarian value and online shopping attitude own influence significant against impulse buying in e-commerce context . Perceived utilitarian value consumer from experience shopping online, like efficiency time , convenience comparison price , and availability information complete product , yes push attitude positive to online shopping . Attitude positive this , in turn , can increase trend For do purchase impulsive . The latest study by Arsitia, (2024) shows that perceived utilitarian value has effect No direct against impulsive buying through mediation emotion positive . Study This find that appreciative consumers aspect functional from online shopping tends to be develop emotion positive , which is then increase possibility they involved in purchase impulsive . Research by Indrayani et al., (2024) revealed that factors psychological like self-esteem also plays a role in formation behavior purchase impulsive . They find that when consumer have high self-esteem , tendencies For do purchase impulsivity also increases , esp in context online shopping.

Temporary that, (Rahmawati & Putra, 2024) emphasized that in Indonesian e-commerce context , online reviews and recommendations social own significant impact against impulsive buying. They find that features like review products and recommendations from other users can increase trust consumers , ultimately push purchase impulsive. Darimont et al., (2023) added global perspective on e-commerce development and its impact to behavior consumer . They highlighting How progress technology and change policy economy has form e-commerce landscape , which in turn influence pattern purchase consumers , incl trend For do purchase impulsive . Based on findings this , got it concluded that perceived utilitarian value and online shopping attitude have role important in form Impulse buying behavior in e-commerce environments . Therefore that's a hypothesis This propose that there is effect positive from interaction between perceived utilitarian value and online shopping attitude towards impulsive buying.

3. Methods

Study This use approach quantitative with analysis statistics descriptive For test hypothesis . Research design is studies descriptive quantitative that focuses on testing theory with measure variable using numeric data . Research purposes is For explore purchase impulsiveness among e-commerce users and the factors that influence them , including the Technology Acceptance Model (TAM) and utilitarian value .

Primary data is collected through questionnaires completed by e-commerce users . Election The sampling method uses accidental sampling, where respondents chosen based on availability and suitability with criteria study . This method chosen Because efficiency time and costs , as well his abilities For reach population wide and diverse e-commerce users (Etikan, 2016). Data collection was carried out through spread online

questionnaire using Google Forms. Questionnaires were distributed through various social media platforms and relevant online communities with e-commerce users . This method chosen Because his abilities For reach respondents in a way area , efficiency time , and suitability with context e-commerce research (Lefever et al., 2007).

Data analysis using IBM SPSS Statistics 25 for analysis statistics descriptive , and Sparse Partial Least Squares (sPLS) for testing hypothesis . spLS chosen as tool analysis Because a number of reason :

1. Ability handle complex models with Lots variables and indicators
2. Effectiveness in analyze data with size relative sample small.
3. Do not need assumption normal distribution on the data.
4. Ability For handle multicollinearity between variable independent
5. Suitable For study exploratory and development theory .

Use spLS possible researcher For analyze connection complex between variable in the research model this , especially in context purchase impulsiveness in e-commerce involving various factor psychology and technology .

This research uses the accidental sampling method for selecting respondents. Accidental sampling was chosen for several reasons:

1. Suitability to target population: This method is suitable for research involving a wide and diverse population of e-commerce users, where it is difficult to obtain a complete sampling frame.
2. Time and cost efficiency: Accidental sampling allows researchers to collect data quickly and efficiently, which is important in the context of rapidly changing e-commerce market dynamics.
3. Respondent accessibility: This method makes it easier for researchers to reach respondents who actively use e-commerce platforms, increasing the relevance of the data collected.
4. Flexibility: Accidental sampling provides flexibility in the data collection process, allowing adjustment of sampling strategy according to respondent responses and availability.

The target population is e-commerce users, although the exact size is unspecified due to the difficulty in quantifying all users. For an infinite population, the sample size is determined by multiplying the number of indicators (10) by 5 to 10, resulting in 190 respondents. However, 379 respondents will be selected from the e-commerce user base. Accidental sampling is used, involving participants chosen through random encounters with the studyer, provided they meet the inclusion criteria. The study examines variables relevant to its issues also objectives, categorized into dependent, independent, also

mediating types. Impulse buying (Y) is the dependent variable, while the independent variables are TAM also utilitarian value.

Data collection for this study includes both existing knowledge also new information for analysis. Methods involve a literature review also questionnaire distribution. The literature review uses books also online resources to gather data from scientific journals, theories, previous study, also expert opinions related to the study. The questionnaire, designed to assess TAM (Technology Acceptance Model), hedonic value, utility value, also impulse buying, features predefined response options for convenience. Created with Google Forms also shared via social media, it targets e-commerce users who meet specific criteria. A Likert scale is employed to evaluate perceptions of TAM, utilitarian value, also impulse buying. The following is the concept of the study model in this research (Figure 3).



Source: (Davis & Davis 2015; Kalini, 2017 Mondal, 2023; Alsswey & Al 2019; Hong et al., 2021; Kajian & Bisnis, 2019; Kejela & Porath, 2022; Modi, 2023; Al-swidi et al. 2015; Purwianti&Suryani, 2022; Han, 2023; Lavuri et al., 2022;. Soni et al. 2019; Indarsin & Ali, 2020; Suleman 2019; Fataron 2019; Rajan, 2020; Evelina et al., 2021; Jeon et al., 2016;. Mohan et al., 2013; Arsitia, 2024; Indrayani et al., 2024; Rahmawati & Putra, 2024; Darimont et al., 2023)

Figure 3. Study Model

4. Results and Discussion

4.1 Descriptive Analysis

Table 2. Respondent demographics

Categories	Categories	Frequency	Percentage%
Gender	Man	149	39.3
	Woman	230	60.7
Age	<18 years old	4	1.1
	18-24 years old	163	43
	25 – 34 years old	159	42
	35 – 44 years old	40	10.6
	45 – 54 years old	12	3
	<55 years old	1	0.3
Occupation	Corporate employees	205	54
	Entrepreneurs	50	13.2
	Student or college student	109	28.8
		15	4

Categories	Categories	Frequency	Percentage%
	Unemployee		
Do you purchase goods through e-commerce quite often?	Yes	379	100
	No	0	0
Have you ever placed an order on one of the e-commerce sites below?	Shopee	206	54.4
	Tokopedia	98	25.9
	Lazada	33	8.7
	Bukalapak	30	7.9
	Blibli	11	2.9
Reasons to place an order on your chosen e-commerce :	• Features are easier to understand	108	28.5
	• Programs also discounts provided are more worth it	169	44.6
	• Expedition services provided are more varied	68	17.9
	• The warranty provided is more guaranteed	32	8.4
Monthly spending on e-commerce purchases	<Rp 1 M	71	18.7
	IDR 1M – IDR 3M	142	37.5
	IDR 3M – IDR 6M	119	31.4
	IDR 6– IDR 10M	35	9.2
	IDR10M– IDR 15M	12	3,2
Have you ever made an unexpected purchase?	Yes	379	100
	No	0	0

Source: Processed primary data (2024)

Table 1 shows the demographic characteristics of the 379 respondents who participated in this study. This demographic analysis provides important insights into the profile of e-commerce users who engage in impulse purchases. Gender: The majority of respondents were women (60.7%), while men represented 39.3% of the sample. This predominance of female respondents may reflect a higher propensity among women to engage in online shopping or a greater likelihood of them responding to surveys regarding shopping behavior. The largest age groups were 18-24 years (43%) and 25-34 years (42%), which together represented 85% of total respondents. This suggests that the majority of e-commerce users in this sample are youth and young adults, who tend to be more familiar with technology and more likely to make online purchases.

Occupation: Company employees dominate the sample (54%), followed by students (28.8%) and entrepreneurs (13.2%). This distribution reflects the various consumer segments active in e-commerce, with potential implications for purchasing power and consumption patterns. Purchase Frequency: All respondents (100%) stated that they

make purchases via e-commerce quite frequently, indicating a high level of engagement with online shopping platforms. E-commerce Platforms: Shopee emerged as the most popular e-commerce platform (54.4%), followed by Tokopedia (25.9%). These findings are in line with e-commerce market trends in Indonesia and can influence targeted marketing strategies. Reasons for Choosing E-commerce: More valuable programs and discounts were the main reason (44.6%) for respondents in choosing a particular e-commerce platform, followed by ease of understanding the features (28.5%). This emphasizes the importance of value and utility in consumer preferences.

Monthly Expenditure: Most respondents (37.5%) spend between IDR 1,000,000 - IDR 3,000,000 per month on e-commerce purchases, with another 31.4% spending between IDR 3,000,000 - IDR 6,000,000. This distribution indicates a significant level of spending on online shopping. Unexpected Purchases: All respondents (100%) reported having made unexpected purchases, which is highly relevant to the research focus on impulse purchases.

4.2 Convergent Validity

Convergent validity examines the relationship strength between variables by checking the convergence of indicators. This is measured using outer loadings also Average Variance Extracted (AVE) to validate each indicator.

Table 3. Outer loading also AVE (Average Variance Extracted)

Variables	Indicators	Outer loadings	AVE
Impulsive Online Shopping	IOS_1	0.858	0.711
	IOS_2	0.842	
	IOS_3	0.831	
	IOS_4	0.841	
Online Shopping Attitude	OSA_1	0.839	0.696
	OSA_2	0.829	
Perceived Ease of Use	PEOU_1	0.769	0.520
	PEOU_2	0.650	
	PEOU_3	0.739	
Perceived Usefulness	PUF_1	0.835	0.553
	PUF_2	0.757	
	PUF_3	0.622	
Perceived Utilitarian	PU_1	0.847	0.686
	PU_2	0.809	

Source: Processed primary data (2024)

The outer loadings also Average Variance Extracted (AVE) values exceed thresholds of 0.6 and 0.5, respectfully , confirming the variables' convergent validity (Rakhmawati et al., 2019).

4.3 Discriminant Validity

Discriminant validity ensures that different constructs or variables are not highly correlated. This test uses cross-loadings to verify that indicators are distinct from other variables.

Table 4. Cross Loadings

	Impulsive Online Shopping	Online Shopping Attitude	Perceived ease of use	Perceived Usefulness	Perceived utilitarian
IOS_1	0.858	0.195	0.115	0.054	0.083
IOS_2	0.842	0.223	0.110	0.139	0.095
IOS_3	0.831	0.214	0.098	0.139	0.096
IOS_4	0.841	0.221	0.066	0.052	0.105
OSA_1	0.200	0.839	0.383	0.356	0.478
OSA_2	0.223	0.829	0.377	0.391	0.431
PEOU_1	0.166	0.310	0.769	0.328	0.266
PEOU_2	0.002	0.317	0.650	0.365	0.367
PEOU_3	0.074	0.356	0.739	0.432	0.412
PUF_1	0.101	0.398	0.380	0.835	0.585
PUF_2	0.114	0.352	0.374	0.757	0.440
PUF_3	0.015	0.205	0.475	0.622	0.306
PU_1	0.086	0.476	0.437	0.480	0.847
IPU_2	0.102	0.425	0.361	0.553	0.809

Source: Processed primary data (2024)

Cross loadings evaluate how strongly each variable correlates with its own measures, ideally at 0.7, but 0.6 is acceptable if it surpasses correlations with other variables. The table shows all variables meet these criteria, confirming high correlations also validating the cross loadings (Rakhmawati et al., 2020).

4.4 Reliability Test Results

The reliability test checks the consistency of each indicator in measuring the variable. This study uses composite reliability, requiring a minimum value of 0.6 to be considered reliable (Rakhmawati et al., 2020).

Table 5. Reliability (Composite Reliability)

	Composite Reliability	Conclusion
Impulsive Online Shopping	0.908	Reliable
Online Shopping Attitude	0.821	Reliable
Perceived ease of use	0.764	Reliable
Perceived Usefulness	0.785	Reliable
Perceived Utilitarian	0.814	Reliable

Source: Processed primary data (2024)

The composite reliability test meets the required threshold with a minimum value of 0.6, confirming all indicators as valid.

4.5 Multicollinearity Results Test

To detect multicollinearity in a regression model, tolerance values also the variance inflation factor (VIF) are used. Tolerance measures the proportion of variance in an independent variable not explained by other independent variables. As per Hair et al. (2019) , the absence of multicollinearity is indicated if the VIF value is <5.00 (Rakhmawati et al., 2019; Rakhmawati et al., 2023; Wusko & Nizar, 2017).

Table 6.VIF (Variance Inflation Factor)

	VIF
IOS_1	2,330
IOS_2	1,987
IOS_3	1,906
IOS_4	2,042
OSA_1	1,182
OSA_2	1,182
PEOU_1	1,225
PEOU_2	1,106
PEOU_3	1,152
PUF_1	1,309
PUF_2	1,164
PUF_3	1,224
PU_1	1,162
PU_2	1,162

Source: Processed primary data (2024)

Common method variance or bias is absent, as all values are <5.00. Therefore, evaluations of both the outer and inner models can proceed.

4.6 R-Square

R-Square measures the proportion of variance in the dependent variable explained by the independent variables. A higher R-Square value indicates greater explanatory power of the independent variables (Nizar & Rakhmawati, 2022; Nuraeni & Rakhmawati, 2016).

Table 7. R-Square

Variables	Sample Mean	Conclusion
Impulsive Online Shopping	0.082	Weak
Online Shopping Attitude	0.372	Weak

Source: Processed primary data (2024)

The R-Square value for impulsive online shopping is 0. 082, meaning only 8.2% of its variance is explained by the model, indicating a weak influence since a strong R-Square value is typically above 0.50. Conversely, the mediation variable has an R-Square value of 0.372, which means 37.2% of the variance in online shopping attitude is explained,

suggesting a moderate influence. However, this value does not meet the threshold for a strong R- Square, which is above 0.50.

4.7 SRMR (Standardized Root Mean Square Residual)

The Standardized Root Mean Square Residual (SRMR) assesses the difference between observed also inferred correlation matrices . An SRMR value <0.1 indicates a good model fit.

Table 8. SRMR (Standardized Root Mean Square Residual)

	Sample Mean (M)
Saturated Model	0.055
Estimated Model	0.056

Source: Processed primary data (2024)

The SRMR values for this study meet the criteria, with both the saturated model (0.055) and the estimated model (0.056) <0.1 threshold. This indicates a good fit of the model to the data..

4.8 Path Coefficient Result Test (Direct Effect)

The direct effect involves calculating the coefficient path from the independent variable to the mediating variable, also then from the mediating variable to the dependent variable.

Table.9 Direct Effect

Variables	Sample Mean	T Statistics	P Values	Conclusion
Online Shopping Attitude -> Impulsive Online Shopping	0.271	4,638	0,000	Significant positive
Perceived Ease of use -> Impulsive Online Shopping	0.010	0.062	0.951	Not Significant
Perceived Ease of use -> Online Shopping Attitude	0.225	2,196	0.029	Significant positive
Perceived Usefulness -> Impulsive Online Shopping	0.033	0.326	0.745	Not significant
Perceived Usefulness -> Online Shopping Attitude	0.115	1,073	0.284	Not significant
Perceived Utilitarian -> Impulsive Online Shopping	-0.056	0.797	0.426	Not significant
Perceived Utilitarian -> Online Shopping Attitude	0.367	5,240	0,000	Significant positive

Source: Processed primary data (2024)

The test results confirm the acceptance of hypotheses H 1,H 3,also H7. Conversely, four hypotheses were not accepted as their test results exceeded 0.05, where as acceptance requires results below this threshold.

4.9 Discussion

4.9.1 Influence Attitude Online Shopping against Purchase Impulsive Online

Research result show exists influence significant from attitude online shopping against purchase online impulsivity (p-value 0.000). Findings This indicated that the more positive

attitude consumer to online shopping , increasingly tendency is high they For do purchase impulsive . This matter in line with characteristics demographics respondents , of which the majority (85%) were generation young 18-34 year olds tend to be more familiar with technology and have attitude positive towards e-commerce. The fact that 100% of respondents report Once do purchase No expected strengthen connection between attitude positive and purchase impulsive . Preference respondents towards e-commerce platforms that offer programs and discounts interesting (44.6%) also explained How attitude positive can push purchase impulsive when faced with tempting offer. The results of this study are in line with the research conducted by Davis & Davis (2015); Kalini, (2017); Mondal, (2023)

4.9.2 Influence Perception Convenience Use to Purchase Impulsive Online

Interestingly , perception convenience use No own influence significant to purchase online impulsivity (p-value 0.951). Findings This show that although e-commerce platforms are easy used , p the No as well as immediately push purchase impulsive . This is possible due to its height level digital literacy among respondents , remember majority is user active e-commerce already used to with various platforms. However , it is necessary noted that convenience understand feature become reason second largest (28.5%) share respondents in choose an e-commerce platform. This shows that although convenience use No direct influence purchase impulsive , ia still become factor important in experience online shopping whole. The results of this study are in line with the research conducted by Sihombing et al., (2023);Um et al., (2023); Zhao et al., (2022). Studies that have shown a significant influence include Alsswey & Al (2019); Hong et al., (2021); Kajian & Bisnis, (2019); Kejela & Porath, (2022).

4.9.3 Influence Perception Convenience Use to Attitude Online shopping

Perception convenience use own influence significant to attitude online shopping (p-value 0.029). This matter show that the more easy an e-commerce platform is used , increasingly positive attitude consumer to online shopping . Findings This relevant with profile respondents were dominated by employees companies (54%) and students (28.8%), which is possible value efficiency and convenience in shop online in the middle busyness they. The results of this study are in line with the research conducted by Modi, (2023); Al-swidi et al. (2015); Purwianti&Suryani, (2022); Han, (2023); Meylani, (2019);Rofiqo, (2014); Selvianti, (2017); Wattimena, (2024); Augustinah et al., (2022).

4.9.4 Influence Perception Utility to Purchase Online Impulsivity and Attitudes Online shopping

Perception utility No own influence significant Good to purchase online impulsivity (p-value 0.745) as well as attitude online shopping (p-value 0.364). This matter interesting considering 37.5% of respondents spend IDR 1,000,000 - IDR 3,000,000 per month For e-commerce purchases , which indicates exists consideration rational in behavior shopping they . However , findings This Possible show that aspect utility practical from e-commerce already considered as standard , so No Again become factor differentiator in form attitude or push purchase impulsive. The results of this study are in line with the research conducted by Lavuri et al., (2022); Dharta et al., (2021); Doan et al., (2021);(S. H. Lim & Kim, 2022). Studies that have shown a significant influence include; Soni et al. (2019); Indarsin & Ali, (2020); Suleman (2019).

4.9.5 Influence Utilitarian Value Perception of Purchase Impulsive Online

Perception Utilitarian value does not own influence significant to purchase online impulsivity (p-value 0.426). This shows that although consumer value utilitarian aspects such as quality product or efficiency transaction , p the No direct push purchase impulsive . Findings This interesting If linked with fact that programs and discounts become reason main (44.6%) for respondents in choose an e-commerce platform. This is possible indicated that utilitarian value indeed important , however its influence to purchase impulsive mediated by factors others , like attitude online shopping. The results of this study are in line with the research conducted by Cuandra, (2022); Cuandra, (2020), Studies that have shown a significant influence include; Rajan, (2020); Evelina et al., (2021); Jeon et al., (2016);. Mohan et al., (2013).

4.9.6 Influence Utilitarian Value Perception of Attitude Online shopping

Perception utilitarian value has influence significant to attitude online shopping (p-value 0.000). This matter show that utilitarian aspects such as quality product , price competitive , and convenience transaction own role important in form attitude positive to online shopping . Findings This consistent with profile the majority of respondents is workers and students , which is possible more value efficiency and value practical in shopping. The results of this study are in line with the research conducted by Arsitia, (2024); Indrayani et al., (2024); Rahmawati & Putra, (2024); Darimont et al., (2023).

5. Conclusion

Analysis the influence of the Technology Acceptance Model (TAM) and utilitarian values on purchase impulsive in e-commerce in Indonesia produces a number of findings

important . Attitude to online shopping is proven own influence significant to purchase online impulsivity . Although perception convenience use No influential direct to purchase impulsiveness , factor This role important in form attitude positive to online shopping . On the other hand , perception utility No show influence significant , good to purchase impulsive nor attitude online shopping . Utilitarian aspect , though No influential direct to purchase impulsive , possessive impact significant on formation attitude positive online shopping . By overall , results analysis show that purchase impulsive more influenced by factors emotional than consideration rational . Study This own a number of necessary limitations noticed . Samples used dominated by generations young and working , which is possible No fully represent population e-commerce users in Indonesia. Additionally , use self-report questionnaires can contains respondent bias .

For study more further , recommended For expand scope demographic and geographic sample To use get more picture comprehensive . Exploration factors possible additions influence purchase impulsive , like characteristics product or influence social media, too give outlook new . Implementation Longitudinal studies and use method more data collection various , such as experiment or transaction data analysis actual , yes increase validity findings. Research result This own implications practical for e-commerce players . They recommended For focus on improvement experience user and convenience use of the platform. Development of marketing strategies that prioritize aspect emotional and creating Urgency is also important For push purchase impulsive . E-commerce players can consider development enhancing features interaction social and experiential enjoyable shopping . With understand influencing factors purchase online impulsive , abuser e-commerce industry can optimize their strategy For increase sale at a time give experience spend more Good for consumer .

6. References

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