

# The Influence of E-Service Quality, Electronic Word of Mouth (E-Wom), E-Trust and Online Promotion on Impulsive Buying on the Tiktok Shop Platform

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This study aims to analyze the influence of e-service quality, electronic word of mouth (e-WOM), e-trust, and online promotion on impulsive buying among TikTok Shop users. The research method used is a quantitative approach with purposive sampling. The sample comprises 659 active TikTok Shop users aged 17-43. The data were analyzed using multiple linear regression analysis and Partial Least Square Structural Equation Modeling (PLS-SEM) with the help of SmartPLS software. The results show that e-service quality and e-trust have a significant effect on impulsive buying, while e-WOM and online promotion do not have a significant effect. These findings indicate that service quality and trust in the platform play a crucial role in driving impulsive buying behavior.

**Keywords:** E-Service Quality, E-Trust, E-WOM, Impulsive Buying, Online Promotion.

## 1. Introduction

Globalization has changed the way people socialize, especially in the digital realm. One of the results of this globalization is social media which is used en masse by the majority of people who have internet access. Various digital technologies are used to facilitate various community activities, including as a means to publish products through digital content distributed via the internet. Digital media, as the main medium for disseminating digital content, can reach a larger audience. This is due to the large number of internet users in Indonesia in January 2023, reaching 212.9 million users, which is 77.0% of Indonesia's total population in that year. According to statistical data from dateportal.com, of the total internet users in Indonesia, around 167.0 million also actively use social media. This shows that

social media is very effective in promoting products and can reach a large audience (Dewa and Safitri, 2021).

Social media is the result of creative innovation in the digital domain that arises from the internet network. This social media facilitates interaction between individuals or individuals and groups online through cyberspace. Various social media such as WhatsApp, TikTok, Facebook, YouTube, Instagram, Twitter and Line are very popular with various groups, from children, teenagers, adults to the elderly. The presence of information and technology opens up the Indonesian people's insight into global knowledge. Media developments also play a role in changing a person's fashion trends, both through electronic, print and online media (Oktaviani, 2019).

Now the social media TikTok is increasingly loved by many people because it is considered a multifunctional platform. Apart from getting a variety of information, TikTok also provides a variety of unique and interesting features, one of which is the TikTok Shop feature, where TikTok Shop is a feature for carrying out online shopping transactions. Social commerce which is widely used today can be seen in Figure 1.3 below:



Figure 1. Shopping On Social Media Survey by Populix

Source : info.populix.co (2024)

The TikTok application is a social media platform that is a social media application. As technology develops, the TikTok application also introduces a new feature, namely TikTok For Business, as a form of innovation and experimentation from the TikTok application to provide a platform for business people using the application, called TikTok Shop (Hayati & Sudradjat, 2022). TikTok Shop is a social media platform that received the 4th most visited position during July 2023 with details revealing that TikTok received 233.6k visits during July 2023 (Supriyanto et al., 2023).

Customer purchasing decisions are influenced by their wants and needs. One of the factors that influences purchasing decisions is service quality (servqual). Service quality refers to a company's ability to meet buyers' expectations in meeting their needs. This service aims to simplify the purchasing process. This service quality has an important role in the purchasing decision process because customer satisfaction with service influences the possibility of repeat purchases, which ultimately increases sales. Therefore, service quality is customers'

main concern when they make purchasing decisions (Setyowati, 2020). The following are the obstacles to service quality encountered by sellers and buyers as shown in the image below Top of Form:

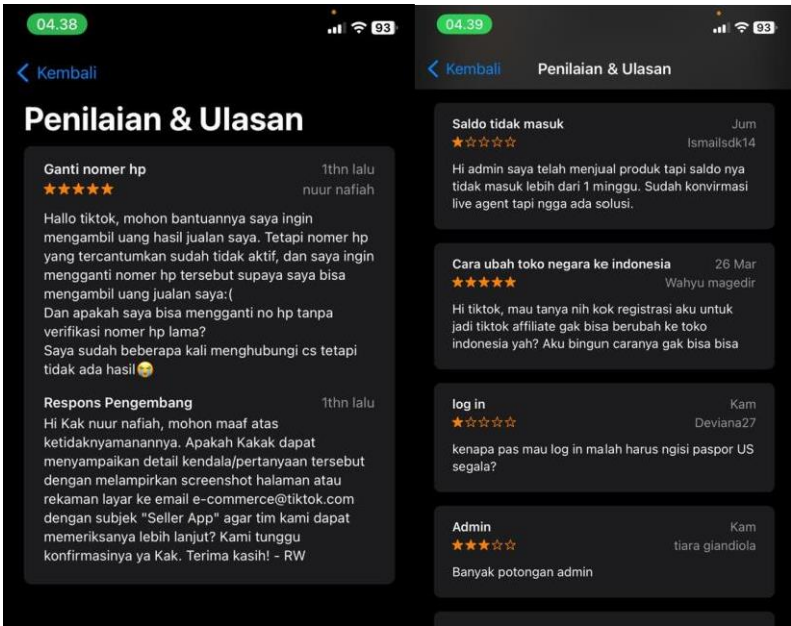


Figure 2. Service Review at TikTok Shop

Source: appstore review (2024)

Based on Figure 1.6, it can be seen that several consumers provide ratings with low star scores regarding their responsiveness regarding TikTok Shop services. This makes consumers not feel comfortable with the obstacles that arise even when these obstacles occur repeatedly, considering that TikTok Shop has experienced a large increase in sales. , but in terms of service quality they have not been able to meet all obstacles and respond quickly to consumer complaints

Electronic word of mouth (e-WOM) is an important aspect in marketing programs, as well as in developing consumer expressions of a brand or product (Hasan, 2020). Electronic word of mouth (e-WOM) is a form of informal communication carried out by consumers to other consumers via internet-based technology related to the use or characteristics of certain goods and services, or related to the seller or producer (Umbara, 2021). The internet has succeeded in encouraging the establishment of new companies, new hopes, and new business habits which contribute significantly to company survival (Rachmawati and Damayanti, 2022). According to (Agustina et.al., 2018), electronic word of mouth (e-WOM) communication aims to provide information, influence opinions, motivate, make purchases and recommend products from the benefits that have been felt and shared using social media.

Trust (e-trust) in carrying out online buying and selling transactions is only carried out by customers who have trust (e-trust) who will dare to carry out transactions via the internet. Gafen (2020) defines e-trust as the willingness to make oneself sensitive to actions taken by

people one trusts based on a sense of trust and responsibility. E-trust is very important in terms of transactional relationships that have an element of risk, for example transactions that occur between buyers and sellers on the internet. When consumers have received assurance from the seller, e-trust will emerge because of the commitment given by the seller in fulfilling all its obligations. The relationship between e-trust and confidence will trigger online transactions when both mutually agree on their commitments (Simanjuntak & Hamimi, 2019).

Online promotion has a close relationship with impulse buying behavior. Attractive online promotions such as deep discounts, limited time offers, and creative social media marketing can stimulate consumers' desire to make purchases without prior planning. This is due to the nature of digital media which allows quick and easy access to product information and special offers, as well as the use of visual elements and persuasive words. According to a study by Chen and Lee (2019), "online promotions significantly increase the frequency of impulse purchases, especially when consumers perceive that the offer is exclusive or only available for a short time" (Chen & Lee, 2019). Factors such as ease of website navigation, personalized product recommendations and ease of payment also play an important role in driving this behavior.

Impulsive buying is a purchasing decision made spontaneously without prior planning. Factors that influence impulse purchases include tempting promotions and discounts, ease of access via online platforms, attractive website design, consumer emotions when shopping, as well as social influence from other people's reviews and recommendations (Lee and Chen, 2020). Consumer behavior is a process that is closely related to the purchasing process, at that time consumers carry out activities such as searching, researching and evaluating products. Consumer behavior is the basis for consumers to make purchasing decisions (Kotler & Keller, 2019). Purchases that occur when consumers make purchases with little or no consideration at all due to a sudden feeling of urgency that gives rise to a desire to own or feel the need for the object are known as impulsive buying (Hawkins, Mothersbaugh & Roger, 2019). In contrast, planned purchases lead to routine shopping intentions and are motivated by the need to use a product or service (Indrawati et.al 2022). The following is a survey conducted on several platforms:

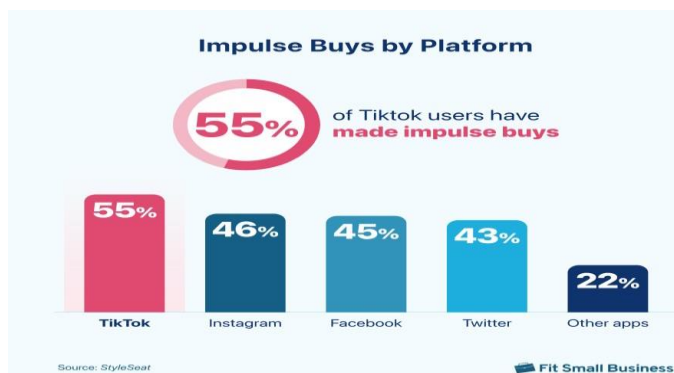


Figure 3. Impulsive Buying on Various Platforms

Source: fitsmallbusiness.com (2024)

According to StyleSeat, more than half (55%) of TikTok users made impulse purchases on the platform in 2022, making TikTok the top social channel for impulse purchases. Instagram and Facebook are second and third, at 46% and 45% respectively. According to Solomon (2018) Impulse buying can occur when an individual experiences a sudden and irresistible feeling of urgency. This tendency to buy spontaneously can generally result in purchases when consumers believe that the action is reasonable. So in this way social media can be a powerful tool for progress and support for impulsive buying. According to Wahid (2016) impulse buying is one of the 12 unique characteristics of consumers in Indonesia because consumers in Indonesia tend not to have a plan when shopping.

Impulse buying is emotional behavior. Consumers find it easier to make impulse purchases through presentations and encouragement via live broadcasts for a limited time. Sellers use their charm and skills to display complete products in a short time, interact with consumers in real time and encourage consumers to make purchases (Lee & Chen, 2021). Nowadays shopping activities are not just for fulfilling life's needs but have become a lifestyle. Consumers' convenience in carrying out shopping activities gives rise to the phenomenon of unplanned shopping carried out by people or often referred to as impulse buying (Pratiwi, 2019). The following is a pre-survey to find out whether or not there is an impulsive purchase of the Tiktok Shop. This pre-survey was carried out by researchers with 30 respondents who shopped at the Tiktok Shop.

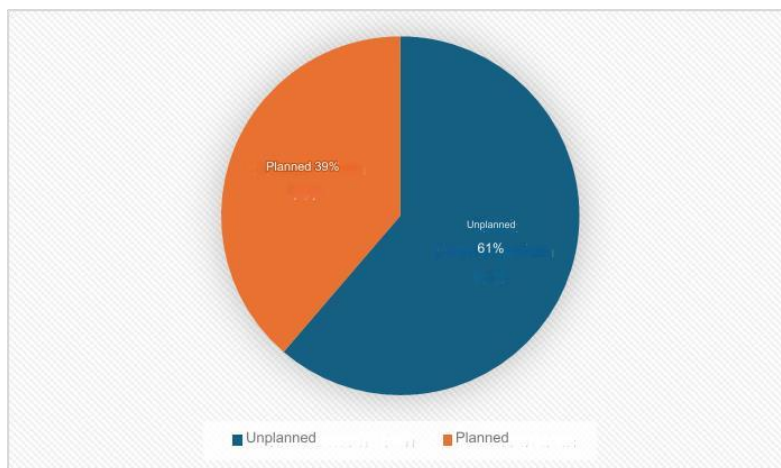


Figure 4. Impulsive buying phenomenon in the Tiktok Shop

Source: Prasurvey data, processed by the author (2024)

From the results of the pre-survey above, 61%, consisting of 19, made unplanned purchases and 39%, consisting of 11, made planned purchases. This happens because consumers have a desire to buy impulsively due to the offer of these products, therefore showing that there is an impulsive buying phenomenon that occurs among Tiktok Shop users.

According to Abdelsalam et al. (2020), impulse buying is defined as an exciting, unplanned and complex purchase that shows consumer hedonic behavior. There is a high trend of impulsive buying behavior, if left unchecked it can disturb consumers. impetuosity will direct consumers in a bad direction in terms of spending and consumption greed, selfishness,

arrogance, and debt (Hoetoro and Hannaf, 2019). Based on Tinarbuko (2006), impulsive buying behavior has quite a negative impact, namely cost inflation, regret related to financial problems, the desire to buy pleasure plans (non-financial), and feelings of disappointment by buying excess products.

According to Miranda (2016), basically there are two main factors that can influence impulsive buying, namely internal factors and external factors. There are several previous studies that discuss impulsive buying and the factors that influence it. Research conducted by Fidella & Rinaldi (2021) using product moment correlation data analysis techniques, found that there is a significant relationship between mindfulness and impulsive buying. Furthermore, Ratnasari et al. (2022) with the title *The Influence of Product Characteristics and Sales Promotion on Impulsive Buying in Generation Z*, processed using SPSS, the results show that product characteristics and sales promotion have an influence on impulsive buying.

This strategy can increase sales and profits for companies, as consumers are more likely to purchase newer versions of products that they perceive as outdated or no longer functional. The decision to purchase a new version of a product is often influenced by a variety of factors, including the perceived need for the new features or improved performance, the desire to stay current with the latest technology, and the availability of affordable pricing or promotional offers (Rachmawati et.al (2024)).

Looking at the situation that has been mentioned, this is the reason why research is important to overcome the phenomenon of purchasing products and services on an online platform which is influenced by various factors, ranging from the services provided to the need to follow trends or content that ignores actual needs. Therefore, further research is needed to understand the relationship between each variable involved. With so many factors influencing purchasing decisions, especially impulsive ones, research was made with the title "The Influence of E-Service Quality, Electronic word of mouth (e-WOM), E-Trust and Online Promotion on Impulsive Buying on the TikTok Shop Platform". Apart from that, this research is expected to be able to find out which variables have the greatest influence in influencing impulsive purchasing decisions.

## **2. Literature Review**

### **Marketing Management**

Marketing management consists of two concepts: management and marketing. According to Kotler and Armstrong in Farida Yulianti et al (2019), marketing involves analysis, planning, implementation and control of programs to create profitable exchanges with target buyers to achieve company goals. Management is a process of planning, organizing, acting, and controlling. Thus, marketing management is the process of planning, organizing, implementing and controlling marketing programs designed to build and maintain profitable relationships with target markets.

Rusydi Fauzan et al (2023) state that marketing management studies consumers to find out the criteria for desired products and services through research, creating them, and distributing them well. Suparyanto & Rosad in Satriadi et al (2021) add that marketing

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management includes conceptualizing, pricing, promoting and distributing products, services and ideas. Based on this opinion, marketing management can be concluded as an effort to plan, implement and control marketing activities to achieve organizational goals efficiently and effectively. Marketing management also manages demand through market research and marketing programs.

#### E - Service Quality

E-Service Quality, or e-servqual, is a development of ServQual applied to electronic media. According to Tjiptono (2022), e-service quality is fulfilling customer needs and expectations through effective and efficient services. Zeithaml et al. in Tjiptono (2019) divides e-service quality into seven dimensions: efficiency, reliability, fulfillment, and privacy. Puriwat and Tripopsakul (2021) state that e-service quality is the main key and competitive advantage of a company. Santos (2019) defines e-service quality as customer evaluation of the quality of services provided virtually.

Based on this opinion, e-service quality is a modern development of ServQual in the context of digital services. This includes how well the service meets customer expectations online, with a focus on efficiency, reliability, fulfillment, and privacy. High-quality digital services are crucial for business sustainability and growth in the digital era.

#### Electronic Word of Mouth (e-WOM)

Electronic Word of Mouth (e-WOM) is informal communication via the Internet regarding products or services, including reviews and comments from consumers which can be positive or negative (Athanasios et al., 2020). e-WOM is considered a trustworthy and neutral source of information, with reviews frequently shared via social media.

According to Anderson (Noraini et.al., 2019), word of mouth has shifted from face-to-face communication to online communication, allowing information to spread widely in a matter of seconds. Kotler and Keller (2019) distinguish two forms of word of mouth: buzz, which spreads through gossip and interest in a new brand, and viral, which uses the internet to spread information quickly. e-WOM is a marketing strategy that utilizes online reviews to support marketing objectives (Kotler and Keller, 2019). Online reviews on platforms such as Tokopedia, Bukalapak, and Shopee are considered important because they can influence brand image and consumer purchasing decisions (Reza Jalilvand & Samiei, in Jhanghiz & Muhhammad, 2018). Based on this opinion, e-WOM is a consumer review or opinion published online after using a product or service. These reviews, whether positive or negative, have great potential to influence brand image and consumer purchasing decisions.

When visitors feel satisfied and aware of the destination brand through credible and positive e-WOM, they are more likely to have the intention to return. Positive reviews and recommendations from other users can influence their decisions to plan a repeat visit (Damayanti & Indrawati, 2023).

#### E – Trust

E-trust consumer is the belief that the online product or service provider can be relied upon to meet the consumer's long-term interests. E-trust is the basis of the relationship between customers and online sellers (Kim et al., in Giovanis and Athanasopoulou, 2019). This

includes consumer confidence in making online transactions (Hanifati & Samiono, 2018) and willingness to accept transactions based on positive expectations (Priscila in Kusumawati et al., 2020).

According to Kotler and Keller (2012), trust is a company's willingness to depend on business partners, essential in creating long-term relationships. Mayer et al. (2019) identified three main components that form trust: ability (competence and transaction security), kindness (desire to provide mutual satisfaction), and integrity (honesty and reliability). Based on this opinion, E-trust is the main foundation in the relationship between customers and online sellers, based on the belief that sellers will act in the long-term interests of consumers. Factors forming E-Trust include the seller's ability, kindness and integrity. Building e-trust in online transactions is an important challenge to create long-term, mutually beneficial relationships between consumers and producers.

### Online Promotion

Online promotion is a product or service marketing strategy that utilizes technology and the internet for effective, efficient promotion, saving time, costs and energy (SEO Study, 2020). According to Hendrawan et al. (2019), online marketing is suitable for start-up businesses because it does not require a physical location and has a wide reach through websites and social media. With sales promotions, it can motivate consumers to maximize sales volume and can be used to attract new users (Raisya and Millanyani, 2021).

Online promotion, particularly through customer reviews, plays a crucial role in influencing consumer behavior and enhancing brand reputation. Customer reviews serve as a form of electronic word-of-mouth (e-WOM), which potential customers often trust more than traditional advertising. Positive reviews can significantly boost the credibility and attractiveness of a product or service, leading to increased sales and customer loyalty (Adiningtyas & Millanyani, 2024).

Lai and Vinh (2023) state that online promotion includes internet advertising, online branding, and direct marketing via the internet. This enables successful promotion by forming a positive image through credible information on the website (Rdainah Osman Yusuf, 2019). In tourism, online promotion provides accurate and detailed information, helping consumers in making decisions (Alkharabsheh et al., 2021). Based on this opinion, online promotion is a marketing strategy that utilizes the internet to promote products or services with a wide reach and low costs, essential for the growth of modern business.

### Impulsive Buying

Impulsive buying is a sudden, unplanned act of purchasing, driven by a strong and emotional impulse. According to Azmi (2023), this behavior occurs without much consideration of the consequences. Pramesti and Dwiridotjahjono (2022) stated that impulsive purchasing decisions are often accompanied by conflicting thoughts and spontaneous emotional impulses, usually tempted by promotions. Rahma and Septrizola (2019) added that these purchases occur without prior planning, often in stores or online shops.

De Pinto Simanjuntak (2022) explains that impulsive purchasing decisions are made quickly without thinking wisely. Yustanti, Ariska, and Ervina (2022) stated that impulse purchases tend to be made automatically without considering needs or price. Ariani, Susandy, and  
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Apriandi (2019) stated that impulsive buying occurs when consumers experience a strong and urgent desire to buy something immediately.

Online impulsive buying, according to Wu et al (2020), occurs due to a lack of self-control when exposed to online stimuli. Mowen & Minor (2021) define impulsive buying as an act of buying that is not planned before entering a store. Overall, impulse buying is a spontaneous purchase driven by emotional stimulation, both in physical stores and online.

Based on this opinion, impulsive buying is a sudden purchase without planning, triggered by emotional impulses and visual stimulation, both in physical stores and online. Lack of self-control reinforces this tendency, indicating the important role of emotional factors.

Research Framework and Hypothesis

The framework of thought is the basis of research. A framework of thought, also known as a theoretical framework or conceptual model, is created based on variables contained in previous research that are relevant to the problem to be researched, by exploring these variables so that a research model can be formed. Therefore, a framework is created after the researcher defines the research problem. The function of a theoretical framework is to identify variables in research so that it can show the relationship between variables in a study (Indrawati, 2015:72). The following is the research framework:

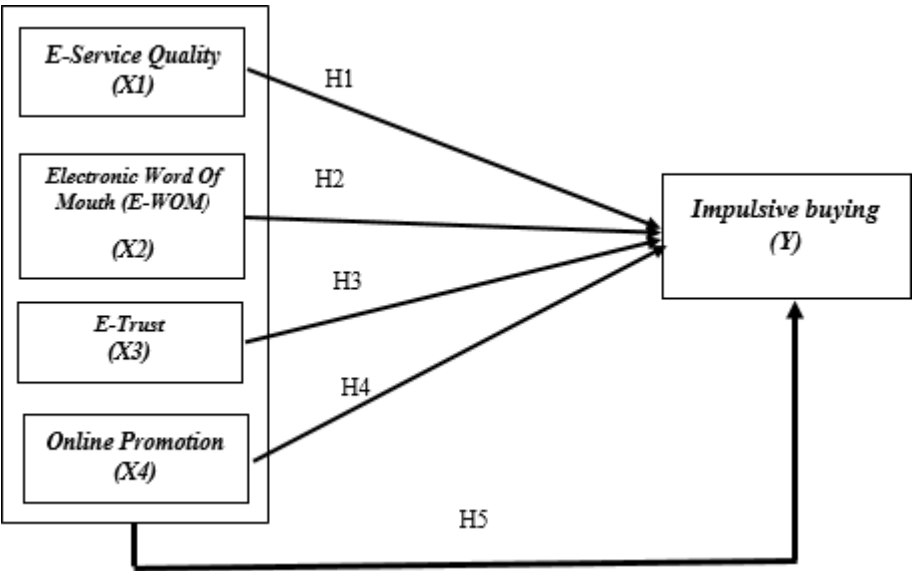


Figure 5. Research Framework

Source: Data processed by the author based on Yucha and Putra (2024), Effendi and Hayani (2024)

Based on the framework above, the following is a hypothesis which is a temporary answer to the problem formulation in this research:

H1: There is a significant positive influence on E-Service Quality on Impluse Buying

H2: There is a significant positive influence on E-WOM on Impluse Buying

H3: There is a significant positive influence on E-Trust on Impluse Buying

H4: There is a significant positive influence on online promotion on impulse buying

H5: There is a significant positive influence on E-Service Quality, E-WOM, E-Trust and Online Promotion simultaneously on Impluse Buying

### **3. Research Methods**

Research method as a scientific method for obtaining data with certain goals and benefits Sugiyono (2022). In this research, the author used quantitative research methods, as stated by Rodhi (2022), quantitative research methods are a scientific research approach that uses quantitative data, namely numbers or statistics, as the main focus in determining answers to questions from the research conducted.

In this research, the researcher used a non-probability sampling method with a purposive sampling type, because the sample is in accordance with Morissan's (2022) explanation, namely sampling based on certain characteristics, and ignoring criteria that do not comply with the provisions so that the respondents obtained will be in accordance with the current research. walk. In this research, those who will be part of the sample are TikTok Shop application users who are still active today. The characteristics of TikTok users are men and women aged 17 – 43 years, because the majority of TikTok users are in generations Y and Z. Because in this study it is not possible to know exactly how many populations there are, to determine the number of samples used in this study was calculated using Hair formula. According to Hair et al (2019), Hair's formula in research that has a population size is not known for certain who are the millennial generation and generation Z who use the Tiktok Shop application so that the sample in this study is 659 samples.

To fulfill the objectives of this research, the author uses multiple linear regression analysis, which is one of the multivariate analysis techniques in the group of dependent multivariate statistical techniques, where this technique is used if the researcher wants to explain or predict one or more dependent variables (Sugiyono, 2022). In this research, the author used partial least squares (PLS) analysis using SmartPLS software as a tool for data processing. The PLS-SEM analysis method has two evaluation model components. The first component is a structural equation model or what is known as an outer model to assess the validity and reliability of the model. The second component is a structural model usually referred to as an inner model which aims to predict the relationship between latent variables Ghozali, 2020).

### **4. Results and Discussion**

#### **Data Processing Results**

StudynThisiaimnForkknowiThe influence of brand image on customer loyalty with customer satisfaction as an intervening variable. Several tests need to be carried out before the data is analyzed as a prerequisite test whether the regression model can be continued for hypothesis testing. Data was processed using Structural Equation Modeling (SEM) PLS Version 3.0.

1. Test Measurement Model (Outer Model)

This research model will be analyzed using the Partial Least Square (PLS) method and assisted by SmartPLS 3.0 software. PLS is an alternative method of Structural Equation Modeling (SEM) which can be used to overcome problems regarding relationships between very complex variables but the data sample size is small (30-100 samples) and has non-parametric assumptions, meaning that the data does not refer to one certain distributions (Yamin and Kurniawan, 2019).

2. Convergent Validity

Convergent Validity is carried out by looking at the item reliability (validity indicator) which is shown by the loading factor value. Loading factor is a number that shows the correlation between the score of a question item and the score of the construct indicator that measures that construct. A loading factor value greater than 0.7 is said to be valid. However, according to Hair et al. (1998) for the initial examination of the factor loading matrix, approximately 0.3 is considered to have met the minimum level, and for factor loadings approximately 0.4 is considered better, and for factor loadings greater than 0.5 is generally considered significant. In this study, the loading factor limit used was 0.7. After processing the data using SmartPLS 3.0, the loading factor results can be shown as in Figure 4.1:

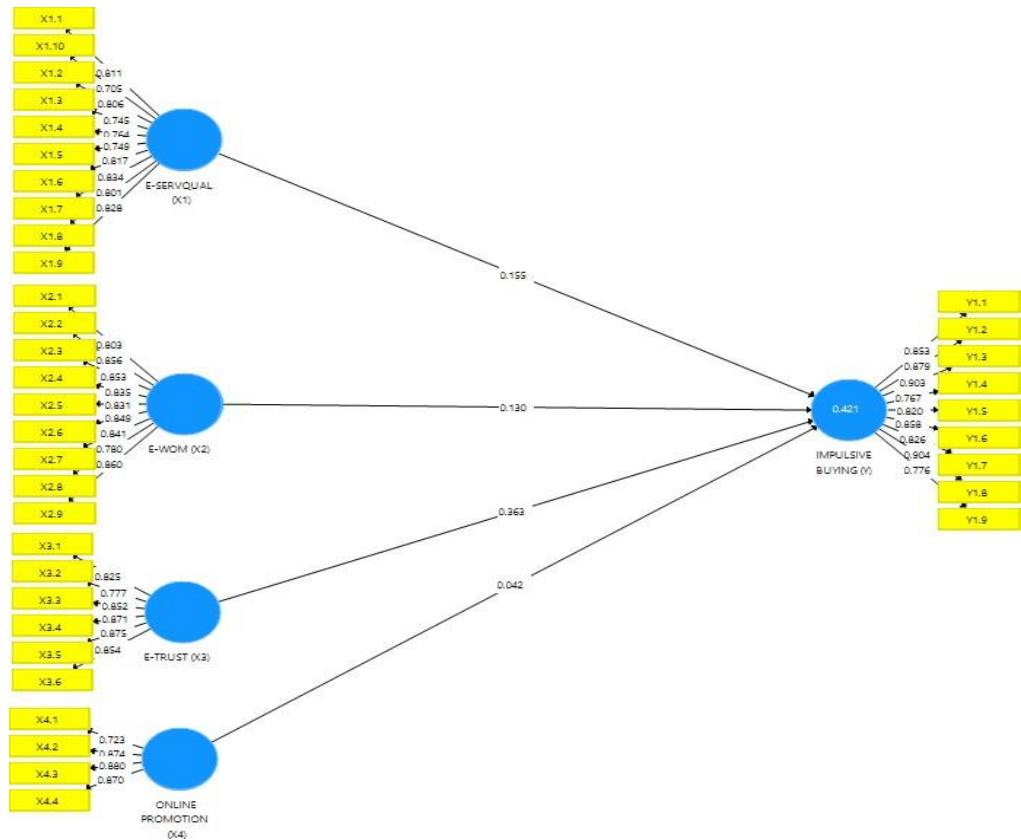


Figure 6 Outer Loading Results

Based on the picture6 it can be seen that the outer loading value of all indicators on variable x and variable y is greater than 0.5, meaning that these indicators are considered valid.

### 3. Discriminant Validity

**Discriminant Validity** This is done by looking at the cross-loading value of the construct measurement. The cross-loading value shows the magnitude of the correlation between each construct and its indicators and the indicators of the other block constructs. A measurement model has good discriminant validity if the correlation between the construct and its indicators is higher than the correlation with indicators from other block constructs. After processing the data using SmartPLS 3.0, the cross-loading results can be shown in Figure 4.2:

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
E-SERVQUAL (X1)	0.931	0.935	0.942	0.619
E-TRUST (X3)	0.918	0.923	0.936	0.710
E-WOM (X2)	0.946	0.948	0.954	0.697
IMPULSIVE BUYING (Y)	0.949	0.950	0.957	0.713
ONLINE PROMOTION (X4)	0.858	0.872	0.904	0.704

Figure 7 Discriminate Validity Results

Based on Figure 7, it can be seen that the AVE value for each variable is more than 0.5 so that discriminant validity in this research is said to be fulfilled.

The next evaluation is by comparing the AVE root value with the correlation between constructs. The recommended result is that the AVE root value must be higher than the correlation between constructs (Yamin and Kurniawan, 2021). The model has better discriminant validity if the square root of the AVE for each construct is greater than the correlation between the two constructs in the model. A good AVE value is required to have a value greater than 0.50. In this research, the AVE value for each construct can be shown in Figure 8:

#### Discriminant Validity






 Fornell-Larcker Criter...	 Cross Loadings	 Heterotrait-Monotrait ...	 Heterotrait-Monotrait ...	Copy to Clipboard: 	
	E-SERVQUAL (X1)	E-TRUST (X3)	E-WOM (X2)	IMPULSIVE BUYING (Y)	ONLINE PROMOTION (X4)
E-SERVQUAL (X1)	0.787				
E-TRUST (X3)	0.852	0.843			
E-WOM (X2)	0.851	0.845	0.835		
IMPULSIVE BUYING (Y)	0.602	0.634	0.597	0.844	
ONLINE PROMOTION (X4)	0.634	0.685	0.687	0.478	0.839

Figure 8 AVE Root Value Results

Based on Figure 4.3, it is found that the root AVE value of each variable is greater than the root AVE of its correlation with other variables so that discriminant validity is fulfilled.

### 4. Model Collinearity Test

A multicollinearity test was carried out to determine the relationship between indicators. To

find out whether the formative indicators experience multicollinearity by knowing the VIF value. A VIF value between 5-10 can be said to mean that the indicator has multicollinearity. The following are the results of the model collinearity testing, namely as follows:

**Collinearity Statistics (VIF)**

Outer VIF Values	Inner VIF Values	
		IMPULSIVE BUYING (Y)
E-SERVQUAL (X1)		4.675
E-TRUST (X3)		4.786
E-WOM (X2)		4.752
IMPULSIVE BUYING (Y)		
ONLINE PROMOTION (X4)		2.042

Figure 9 Model Collinearity Test Results

Based on Figure 9, it can be seen that the VIF value for all variable indicators is <5, so it is said that there is no collinearity between each variable indicator being measured.

5. Model Reliability Test

Construct reliability test as measured by composite reliability and Cronbach's alpha. A construct is declared reliable if it has a composite reliability value above 0.70 and Cronbach's alpha above 0.60. The following are the results of the reliability test as follows:

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
E-SERVQUAL (X1)	0.931	0.935	0.942	0.619
E-TRUST (X3)	0.918	0.923	0.936	0.710
E-WOM (X2)	0.946	0.948	0.954	0.697
IMPULSIVE BUYING (Y)	0.949	0.950	0.957	0.713
ONLINE PROMOTION (X4)	0.858	0.872	0.904	0.704

Figure 10 Reliability Results

Based on these data, it can be seen that the Cronbach's Alpha, Composite Reliability and rho-A values for each variable have met the requirements to be said to be reliable.

Structural Model Test (Inner Model)

After testing the outer model which has met, the next step is testing the inner model (structural model). The inner model can be evaluated by looking at the r-square (indicator reliability) for the dependent construct and the t-statistic value from path coefficient testing. The higher the r-square value means the better the prediction model of the proposed research model. The path coefficients value shows the level of significance in hypothesis testing.

1. R-Square

Variant Analysis (R2) or Determination Test, namely to determine the magnitude of the influence of the independent variable on the dependent variable, the value of the coefficient of determination can be shown in Table 4.7

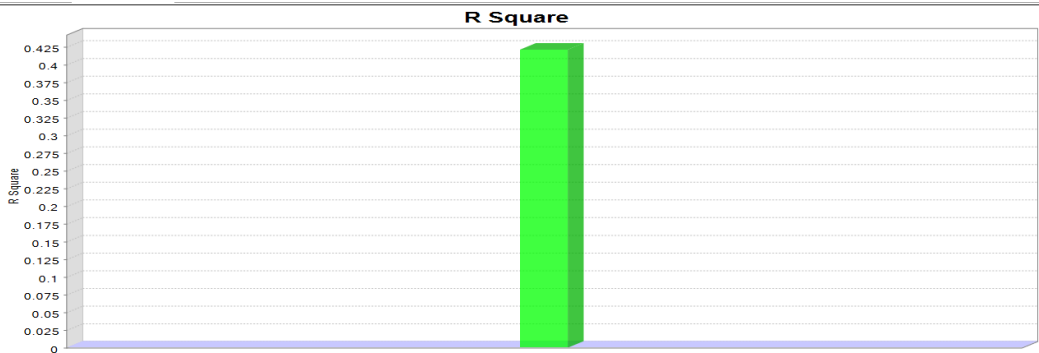


Figure 11 R Square

**R Square**

Matrix	R Square	R Square Adjusted
	R Square	R Square Adjusted
IMPULSIVE BUYING (Y)	0.421	0.418

Figure 12 R Square Path Results

Based on the r-square value in Figure 12, it shows that it is able to explain the variability of the e-service quality construct, electronic word of mouth (e-wom), e-trust and online promotion is able to explain the variability of the impulsive buying construct by 42.1%, and the remaining amount is 57.9% is explained by other constructs outside those examined in this study.

## 2. F-Square

F-square is one of the effect sizes in Partial Least Squares (PLS) analysis. F-square measures the power of an independent variable in explaining the variability of the dependent variable in a PLS model. Specifically, F-square is the proportion of variability in the dependent variable that is explained by the independent variables in the model. The following are the results of the F square test, as follows:

**f Square**

Matrix	f Square
	IMPULSIVE BUYING (Y)
E-SERVQUAL (X1)	0.009
E-TRUST (X3)	0.048
E-WOM (X2)	0.006
IMPULSIVE BUYING (Y)	
ONLINE PROMOTION (X4)	0.001

Figure 13 F Square Test Results



Based on Figure 11, it can be concluded as follows:

- E-service quality against impulsive buying has a value of 0.009
- Electronic word of mouth (e-wom) on impulsive buying has a value of 0.048
- E-trust towards impulsive buying has a value of 0.006
- Online Promotion against impulsive buying has a value of 0.006

### Hypothesis testing

Hypothesis testing is carried out based on the results of Inner Model testing (structural model) which includes r-square output, parameter coefficients and t-statistics. To see whether a hypothesis can be accepted or rejected, include paying attention to the significance values between constructs, t-statistics and p-values. This research hypothesis testing was carried out with the help of SmartPLS (Partial Least Square) 3.0 software. These values can be seen from the bootstrapping results. The rules of thumb used in this research are t-statistics > 1.96 with a significance level of p-value of 0.05 (5%) and the beta coefficient is positive. The hypothesis testing value of this research can be shown in Figure 15 and the results of this research model can be depicted as shown in Figure 14:

#### 1. Direct Effect (Path Coefficient)

Direct effects between two latent variables occur when there is an arrow connecting the two variables, where this effect is measured by the estimated value between the variables. As for the magnitude of the influence of each latent variable directly (direct effects), in this study it has been summarized through the following test results:

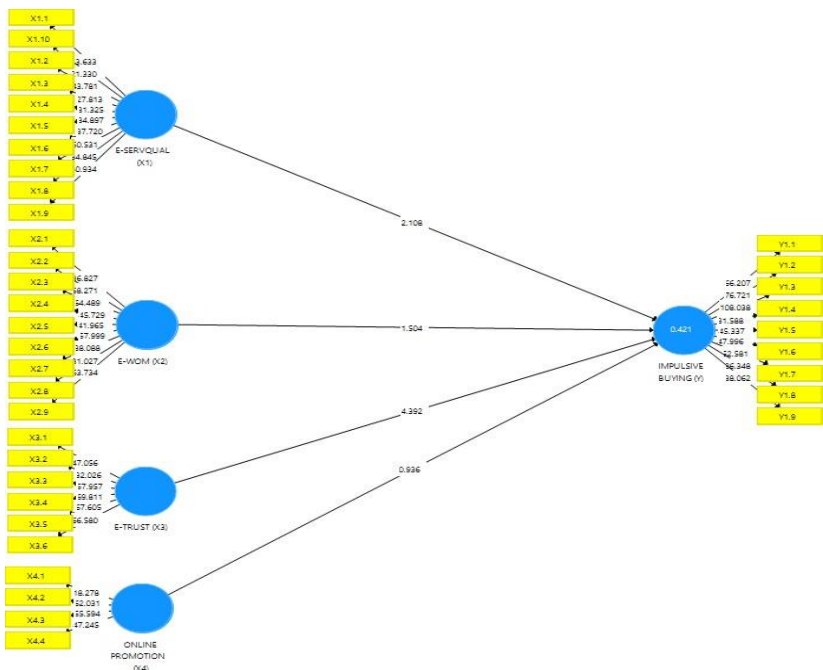


Figure 14 PLS Bootstrapping Results

**Path Coefficients**

Mean, STDEV, T-Values, P-...	Confidence Intervals	Confidence Intervals Bias ...	Samples	Copy to Clipboar	
	Original Sampl...	Sample ...	Standard ...	T Statistic...	P Values
E-SERVQUAL (X1) -> IMPULSIVE BUYING (Y)	0.155	0.158	0.075	2.062	0.040
E-TRUST (X3) -> IMPULSIVE BUYING (Y)	0.363	0.366	0.079	4.622	0.000
E-WOM (X2) -> IMPULSIVE BUYING (Y)	0.130	0.127	0.092	1.414	0.158
ONLINE PROMOTION (X4) -> IMPULSIVE BUYING (Y)	0.042	0.041	0.048	0.877	0.381

Figure 15 Path Coefficient

Based on the results of hypothesis testing in Figure 15, it shows that the first hypothesis states that e-service quality (X1) has a significant influence on impulsive buying (Y), where the e-service quality variable has a statistical value of 2.062 and a p-value of 0.040. The t statistical value of e-service quality is above the t-table value of 1.96 ( $2.029 > 1.96$ ) with a p-value of  $0.040 < 0.05$  so the hypothesis is accepted.

Second hypothesis states that e-wom (X2) does not have a significant influence on impulsive buying (Y), where the e-wom variable has a statistical value of 1.414 and a p-value of 0.158. The e-wom statistical t value is above the t-table value of 1.96 ( $1.414 < 1.96$ ) with a p-value of  $0.158 > 0.05$  so the hypothesis is rejected.

Third hypothesis states that e-trust (X3) has a significant influence on impulsive buying (Y), where the e-trust variable has a statistical value of 4.622 and a p-value of 0.000. The e-trust statistical t value is above the t-table value of 1.96 ( $4.622 > 1.96$ ) with a p-value of  $0.000 < 0.05$  so the hypothesis is accepted.

Fourth hypothesis states that online promotion (X4) has a significant influence on impulsive buying (Y), where the online promotion variable has a statistical value of 0.877 and a p-value of 0.006. The brand image t-statistic value is above the t-table value of 1.96 ( $0.877 < 1.96$ ) with a p-value of  $0.381 < 0.05$  so the hypothesis is rejected.

**Discussion****The Influence of E-Service Quality on Impulsive Buying**

E-service quality (ESQ) has a significant influence on impulsive buying (IB). This is in accordance with the test results which show a t-statistic value of 2.062 with a p-value of 0.040. Good ESQ, such as ease of navigation, site speed, and quality of information provided, can improve consumers' shopping experience and encourage impulse purchases. For example, a study by Tandon et al. (2020) showed that "ease of use and reliability of online services increases customer satisfaction which ultimately drives unplanned purchases" (Tandon, Kiran, & Sah, 2020). Meanwhile, other studies have found contradictory results. According to Yoon (2021), "although e-service quality can increase customer satisfaction, it does not always contribute directly to increasing impulse purchases because other factors such as price and promotions may be more influential" (Yoon, 2021).

**The Influence of Electronic Word of Mouth (E-WOM) on Impulsive Buying**

E-WOM does not have a significant influence on IB, with a t-statistic value of 1.414 and a p-

value of 0.158. This suggests that although e-WOM may influence shopping decisions, the effect may be stronger on planned purchases than impulsive ones. For example, research by Wang et al. (2018) found that "peer communication via social media is more effective in influencing planned purchase intentions than impulse purchases because consumers tend to seek validation for larger decisions" (Wang, Yu, & Wei, 2018). Meanwhile, there are studies that show the influence of e-WOM on impulse buying. According to Park and Kim (2020), "e-WOM has a significant impact on impulse buying because recommendations from friends or reviewers can trigger the urge to purchase goods spontaneously" (Park & Kim, 2020).

#### The Effect of E-Trust on Impulsive Buying

E-trust has a significant influence on IB, indicated by a t-statistic value of 4.622 and a p-value of 0.000. A high level of trust in e-commerce platforms can reduce anxiety and increase consumers' tendency to make impulse purchases. McKnight and Chervany (2018) revealed that "consumers' trust in online platforms reduces perceived risk and increases convenience, which directly encourages more spontaneous shopping behavior" (McKnight & Chervany, 2018). Meanwhile, research by Liang et al. (2019) stated that "although trust is important, factors such as previous experience and product price play a greater role in driving impulse purchases" (Liang et al., 2019).

#### The Influence of Online Promotion on Impulsive Buying

Online promotion does not have a significant influence on IB with a t-statistic value of 0.877 and a p-value of 0.381. Online promotions may not always trigger impulse purchases, depending on how the promotion is delivered and the consumer's perception of the promotion's value. Liao and Shen (2020) note that "although online promotions can attract consumers' attention, their effectiveness in driving impulse purchases depends largely on the relevance and consumers' perception of the offer" (Liao & Shen, 2020). Meanwhile, research by Zhang and Kim (2019) shows that "attractive online promotions can significantly encourage impulse purchases by creating a sense of urgency and scarcity" (Zhang & Kim, 2019).

#### The Influence of E-Service Quality, Electronic Word of Mouth (E-WOM), E-Trust and Online Promotion on Impulsive Buying

The combined influence of ESQ, E-WOM, E-Trust, and online promotion on IB shows that not all factors have a significant influence. ESQ and E-Trust proved to be significant, while E-WOM and online promotion did not. This indicates that aspects of trust and service quality are more critical in influencing impulse buying behavior compared to electronic recommendations and online promotions. Verhagen and van Dolen (2017) stated that "trust and quality of online services are key drivers in impulse purchasing decisions because they increase convenience and reduce uncertainty" (Verhagen & van Dolen, 2017). Meanwhile, research by Chen et al. (2021) show that "the combination of e-service quality, e-WOM, e-trust, and online promotion can synergistically increase impulsive buying, because each factor complements each other in influencing consumer decisions" (Chen et al., 2021).

## 5. Conclusion

The results of hypothesis testing in this research reveal that e-service quality and e-trust have a significant influence on impulsive buying. Good e-service quality can improve consumers' shopping experience and encourage them to make unplanned purchases. On the other hand, an alternative view states that although service quality is important, other factors such as price and promotions can be more influential. E-WOM, although not significant in the results of this test, has contradictory support from other studies which found that recommendations from friends or reviewers can trigger impulse purchases. Likewise, although online promotions were not significant in this study, other research shows that attractive promotions can encourage impulse purchases by creating a sense of urgency and scarcity. The combination of e-service quality, e-WOM, e-trust, and online promotion shows that e-service quality and e-trust are the main drivers of impulse buying, while e-WOM and online promotion have a more varied influence. Overall, this research suggests that service quality and trust are key in driving impulse shopping behavior, but it is also important to consider other factors that may play a role in different contexts.

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