



From Trust to Action: Navigating the Mediating Role of Attitudinal Loyalty between OCSE and Impulsive Buying Behavior

Rayhan Ananda Irawan, Mike Yolanda*

Universitas Negeri Padang, Indonesia

Email : mikeyolanda@fe.unp.ac.id

DOI: <https://doi.org/10.61987/jemr.v5i2.1965>

ABSTRACT

Keywords:

Online Customer Shopping Experience (OCSE); Online Impulsive Buying; Loyalty; Self-Control

*Corresponding Author

The rapid growth of e-commerce in Indonesia has increased platform competition, yet the impact of Online Customer Shopping Experience (OCSE) on impulsive buying remains unclear. This study explores the influence of functional and psychological dimensions of OCSE on impulsive buying behavior, considering the mediating effect of attitudinal loyalty and the moderating role of self-control.

Method: A quantitative causal research design was used, with data collected from 120 respondents via a survey. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. Functional OCSE (e.g., ease of navigation, informativeness) does not significantly affect attitudinal loyalty or impulsive buying. However, psychological OCSE (e.g., trust, comfort, enjoyment) significantly influences both attitudinal loyalty and impulsive buying. Attitudinal loyalty mediates the relationship between psychological OCSE and impulsive buying, but not the functional pathway. Self-control has a weak and insignificant moderating effect. This study enhances the understanding of OCSE by distinguishing its functional and psychological dimensions. For educational management, the findings suggest that improving the psychological experience on e-learning platforms can increase student engagement, strengthen loyalty, and enhance participation, contributing to more effective learning outcomes.

Article History:

Received: December 2025; Revised: January 2025; Accepted: February 2026

Please cite this article in APA style as:

Irawan, R. A., & Yolanda, M. (2026). From Trust to Action: Navigating the Mediating Role of Attitudinal Loyalty between OCSE and Impulsive Buying Behavior. *Journal of Educational Management Research*, 5(2), 2079-2096.

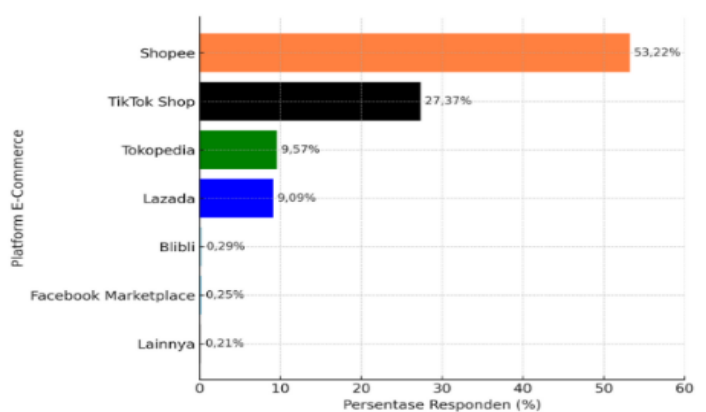
INTRODUCTION

The rapid evolution of digital technology has significantly reshaped consumer lifestyles in Indonesia by enabling seamless e-commerce interactions and highly personalized shopping experiences (Dewi et al., 2023; Jannah et al., 2025). Although these developments enhance efficiency and convenience, they simultaneously intensify impulsive buying behavior through continuous

promotional exposure and easy transaction accessibility (Fitria, 2024; Juliana et al., 2025). Prior studies have identified Online Customer Shopping Experience (OCSE) as a key determinant of such behavior, comprising functional dimensions—such as ease of navigation, information clarity, and system usability—and psychological dimensions, including trust, comfort, and enjoyment (Salim et al., 2025).

However, existing research predominantly examines OCSE as a unified construct and focuses on single-platform contexts, resulting in limited understanding of how its functional and psychological dimensions operate differently across competing e-commerce platforms. This creates a conceptual and empirical gap, particularly in explaining whether platform-specific characteristics shape distinct impulsive buying mechanisms. In Indonesia's highly competitive marketplace, Shopee and Lazada exhibit contrasting strategic features, promotional intensity, and user engagement models, which may produce different experiential and behavioral outcomes (Tanggarachai, 2025; Indriyarti, 2025). Therefore, a comparative analysis is academically necessary to clarify how variations in OCSE dimensions across platforms influence impulsive buying behavior and to refine theoretical explanations within the e-commerce context (Oktaviani & Albari, 2024).

For educational management, understanding how digital platforms shape user behavior can be leveraged to improve e-learning platforms. By integrating engaging and personalized experiences, educational institutions can foster greater student engagement, enhance learning outcomes, and guide students toward more thoughtful decision-making in online learning environments.



Sumber: APJII

GoodStats

Figure 1. The most frequently used e-commerce in Indonesia in April-June 2025

Over the past five years, Lazada's market share in Indonesia has stagnated at 9-10%, consistently ranking fourth behind leaders like Shopee (>50%), Tokopedia, and TikTok Shop, according to goodStats. Despite innovations in 2022-2023 and an AI-based shopping assistant in 2025, website visits declined by 4.75% in 2024 amid fierce competition and shifting consumer preferences toward platforms with superior interactivity, AI features, and transaction ease. This trend underscores the dynamic e-commerce landscape and Lazada's ongoing challenge to enhance relevance and competitiveness.

E-commerce platforms thrive on key dimensions such as interactivity, informativeness, visual appeal, and ease of navigation, which together create engaging, seamless shopping experiences (Bílková, 2025; Cunha, 2025). Interactivity through live chat, polls, personalized recommendations, and live streaming builds consumer trust and emotional connections, while informativeness via detailed product descriptions, reviews, and educational content reduces uncertainty and boosts purchase intent (Dharmawan et al., 2024; Cahayani et al., 2025). Visual appeal, aesthetic designs, and intuitive navigation further enhance user interaction, minimizing cart abandonment and fostering loyalty (Nabela & Prihandono, 2025; Athaya Gusfi et al., 2024).

Lazada struggles with consumer trust and enjoyment compared to Shopee, as its suboptimal promotions, flash sales, and transaction security fall short of user expectations (Tanggarachai et al., 2025; Thu, 2025). Trust hinges on secure transactions, authentic products, reliable delivery, and responsive service, while enjoyment stems from user-friendly interfaces, diverse payments, and fast access across devices (Oktaviani, 2023). Shopee's superior strategies in these areas drive higher engagement and sales, leaving Lazada to further innovate to remain competitive (Syah et al., 2024).

Attitudinal loyalty reflects consumers' emotional attachment and intent to repurchase or recommend a platform, significantly shaped by interactivity, navigation, and trust ($R^2 = 0.626$). This loyalty encourages long-term use and impulse buys through satisfying experiences and platform security (Kosimwidjaja & Hadiprawoto, 2025). However, self-control moderates this effect by helping users resist excessive spontaneous purchases despite strong loyalty (Defni & Sari, 2024).

The principles of interactivity, informativeness, visual appeal, and ease of navigation in e-commerce can also be applied to online learning platforms. For educational management, integrating interactive features such as live chat, personalized recommendations, and educational content can enhance student engagement and retention. A visually appealing, intuitive platform that ensures ease of access and secure transactions can build trust among learners, fostering emotional attachment and long-term engagement. Furthermore, incorporating features that promote self-control can help students maintain focus and avoid distractions, improving the overall learning experience.

RESEARCH METHODS

This study adopts a quantitative approach with a causal design to examine how the Online Customer Shopping Experience (OCSE) influences online impulsive buying behavior on Lazada. By systematically exploring cause-and-effect relationships, it provides deeper insights into the mechanisms linking these variables, incorporating self-control as a moderator and attitudinal loyalty as a mediator (Sugiono, 2017).

Data were gathered through a structured survey utilizing a comprehensive questionnaire distributed to a sample of Lazada users who had experience or potential for online impulsive buying. A purposive sampling method was implemented to recruit participants who aligned with the established eligibility criteria, so that the data obtained was relevant to the research objectives. The collected data will be analyzed using Structural Equation Modeling (SEM) method with SmartPLS (Partial Least Squares) software, a method that is effective in testing complex relationship models and analyzing mediation and moderation between variables (Hair, 2019).

The population for this research comprises the community residing in Padang City, West Sumatra. Samples were taken from users in Padang City who actively use e-commerce platforms and have experience or potential. Based on data from various sources, the population of Padang City is quite large and continues to grow every year, making it an ideal subject for exploring the phenomenon of impulsive shopping behavior in modern urban environments. The selection of the sample population in Padang City allows researchers to obtain accurate and representative data, given that they are an active, responsive group with the ability to access and understand digital information well.

We carefully selected our sample size required was calculated following established statistical formulas of the number of indicators multiplied by 5, with 32 indicators in this study. Hair et al.'s guideline, ranging from 5 to 10 of the total number of research indicators, was used to determine the minimum sample size required, resulting in 160 respondents. The sample is considered adequate to support the validity of the analysis results and structural model estimates.

The minimum sample size required was calculated using formula of the number of indicators multiplied by 5, with 32 indicators in this study. (Hair, 2019) guideline, ranging from 5 to 10 of the total number of research indicators, was used to determine the minimum sample size required, resulting in 160 respondents. The sample is considered adequate to support the validity of the analysis results and structural model estimates.

Data collection was conducted using a quantitative approach in which respondents completed a structured questionnaire designed based on the operational indicators of each research variable. The instrument was distributed

online through the Google Forms platform to facilitate broader outreach and enable the researcher to efficiently reach respondents who met the predetermined sampling criteria. The use of Google Forms not only simplified the process of accessing participants across Padang City but also supported systematic data recording and management.

Each item was measured using a five-point Likert scale, allowing respondents to indicate their level of agreement consistently and quantitatively. The online survey method was selected for its efficiency, practicality, and suitability for capturing data from active e-commerce users, ensuring that the collected responses accurately reflected the online customer shopping experience of Lazada users in Padang City.

The data in this study were processed through two stages of analysis. To portray respondents' attributes and map distribution of their answers, the analysis was initiated with a descriptive approach, including the calculation of percentages, mean values, and Total Respondent Achievement (TCR). The interpretation of TCR followed the criteria proposed by Arikunto (2002:245), namely that values of 81-100% were categorized as very strong, 61-80% as strong, 41-60% as sufficient, 21-40% as weak, and 0-20% as very weak. The second stage involved inferential statistical analysis using SmartPLS 4.0 software, an application for implementing PLS-

The selection of PLS-SEM was based on its suitability for relatively limited sample sizes, allowing simultaneous testing of causal relationships between independent, dependent, and mediating variables, as well as the ability to evaluate and assess outer model (measurement) and inner model (structural) simultaneously.

RESULTS AND DISCUSSION

Results

In this study, the description of respondents was obtained through the completion of a questionnaire by 120 respondents. This description of the respondents aims to present a basic overview of the basic criteria for research participants. The characteristics analyzed are summarized briefly in Table 1, which includes the profile of research respondents.

Table 1. Frequency of Respondents

Variabel	Kategori	Frekuensi (Orang)	Persentase
Sex	Male	39	32,5 %
	Female	81	67,5%
Respondent Characteristics by Age (years old)	17-20	8	6,7 %

	21-24	102	85%
	25-28	7	5,8 %
	< 29	3	2,5 %
Respondent Characteristics by Education	SMA/SMK Sederajat	33	27,5 %
	Diploma	4	3,3 %
	Bachelor	83	69,2 %
	postgraduate	0	0%
Respondent Characteristics by Employment Status	student	108	90%
	Employed	11	9,2 %
	Unemployed	1	0,8 %
Respondent Characteristics by Salary-Based	< Rp.1.000.000	77	64,2 %
	Rp.1.000.000- Rp. 3.000.0000	38	31,7 %
	Rp.3.000.000- Rp. 5.000.0000	3	2,5 %
	> Rp. 5.000.0000	1	1,7 %
Respondent Characteristics by Lazada Usage Duration	<3 month	46	38,3 %
	3-7 month	22	18,3 %
	8-12 month	9	7,5 %
	>1 year	43	35,8 %

Source: Primary Data 2026

Validity was tested using two measurement methods, namely convergent validity and discriminant validity. According to (Hair, 2019), convergent validity is achieved when the outer loading exceeds 0.7. The following is an illustration of the relationship between variables, including paylater and flash sale as independent, hedonic motives as mediating variables, and impulsive buying as a dependent. Based on Table 2, all variable instruments show outer loadings >0.70, meeting the convergent validity criteria recommended in PLS-SEM analysis. The high outer loading proves that each statement item is able to consistently reflect the latent construct being measured, so that the research measurement tools meet the eligibility standards for further model testing.

Table 2. Outer Loading

Item	Attitudinal Loyalty	Functionality Customer	Online Impulsive Buying	Psychology Component	Self Control
AL.1	0.848				
AL.2	0.878				

AL.3	0.908	
AL.4	0.863	
AL.5	0.887	
AL.6	0.888	
AL.7	0.794	
FC.1	0.886	
FC.10	0.882	
FC.11	0.905	
FC.12	0.911	
FC.13	0.898	
FC.14	0.887	
FC.15	0.877	
FC.16	0.657	
FC.2	0.908	
FC.3	0.897	
FC.4	0.916	
FC.5	0.798	
FC.6	0.922	
FC.7	0.922	
FC.8	0.920	
FC.9	0.858	
OI.1		0.853
OI.2		0.822
OI.3		0.867
OI.4		0.876
OI.5		0.676
OI.6		0.776
OI.7		0.729
PC.1		0.827
PC.10		0.921
PC.11		0.610
PC.2		0.895
PC.3		0.853
PC.4		0.911
PC.5		0.880
PC.6		0.890
PC.7		0.879
PC.8		0.928
PC.9		0.923
SC.1		0.922
SC.2		0.876
SC.3		0.893
SC.4		0.887
SC.5		0.905
SC.6		0.839

Source: Primary Data 2026

Discriminant validity can be observed from the cross-loading values of each variable's indicators, as presented in Table 3.

Table 3. Cross-loading

Item	Attitudi nal Loyalty	Functionality Costumer	Online Impulsive Buying	Psycholgy Componen	Self Control
AL.1	0.847	0.555	0.635	0.571	0.560
AL.2	0.877	0.555	0.664	0.579	0.564
AL.3	0.908	0.607	0.673	0.564	0.556
AL.4	0.863	0.641	0.696	0.599	0.575
AL.5	0.888	0.638	0.627	0.631	0.575
AL.6	0.888	0.563	0.611	0.550	0.534
AL.7	0.795	0.739	0.792	0.713	0.649
FC.1	0.655	0.883	0.647	0.817	0.806
FC.10	0.653	0.881	0.673	0.786	0.735
FC.11	0.629	0.908	0.667	0.807	0.730
FC.12	0.703	0.909	0.763	0.852	0.753
FC.13	0.682	0.898	0.690	0.810	0.774
FC.14	0.635	0.886	0.646	0.804	0.741
FC.15	0.632	0.884	0.616	0.842	0.777
FC.2	0.623	0.907	0.685	0.824	0.782
FC.3	0.595	0.898	0.670	0.806	0.758
FC.4	0.622	0.918	0.683	0.852	0.803
FC.5	0.598	0.799	0.652	0.708	0.668
FC.6	0.647	0.925	0.663	0.833	0.778
FC.7	0.654	0.922	0.681	0.842	0.837
FC.8	0.638	0.924	0.674	0.856	0.826
FC.9	0.625	0.860	0.624	0.738	0.758
OI.1	0.735	0.684	0.863	0.672	0.612
OI.2	0.566	0.525	0.821	0.557	0.484
OI.3	0.663	0.666	0.886	0.712	0.637
OI.4	0.650	0.542	0.860	0.566	0.435
OI.6	0.557	0.418	0.741	0.456	0.306
OI.7	0.658	0.785	0.760	0.787	0.847
PC.1	0.619	0.722	0.648	0.823	0.653
PC.10	0.625	0.852	0.735	0.927	0.827
PC.2	0.663	0.819	0.707	0.894	0.740
PC.3	0.648	0.764	0.676	0.853	0.671
PC.4	0.592	0.841	0.655	0.919	0.768
PC.5	0.580	0.797	0.675	0.893	0.806
PC.6	0.574	0.803	0.680	0.903	0.787
PC.7	0.608	0.814	0.665	0.888	0.764
PC.8	0.673	0.863	0.750	0.928	0.807

PC.9	0.676	0.853	0.728	0.922	0.797
SC.1	0.569	0.760	0.612	0.784	0.923
SC.2	0.604	0.712	0.629	0.706	0.876
SC.3	0.560	0.731	0.568	0.722	0.893
SC.4	0.594	0.704	0.586	0.715	0.887
SC.5	0.552	0.721	0.607	0.744	0.906
SC.6	0.654	0.922	0.681	0.842	0.837

Source: Primary Data 2026

The table above demonstrates that the correlations between each variable and its corresponding indicators exceed those with other indicators, with all values surpassing the 0.7 threshold. Consequently, All indicators evaluated in this study demonstrate clear discriminant validity.

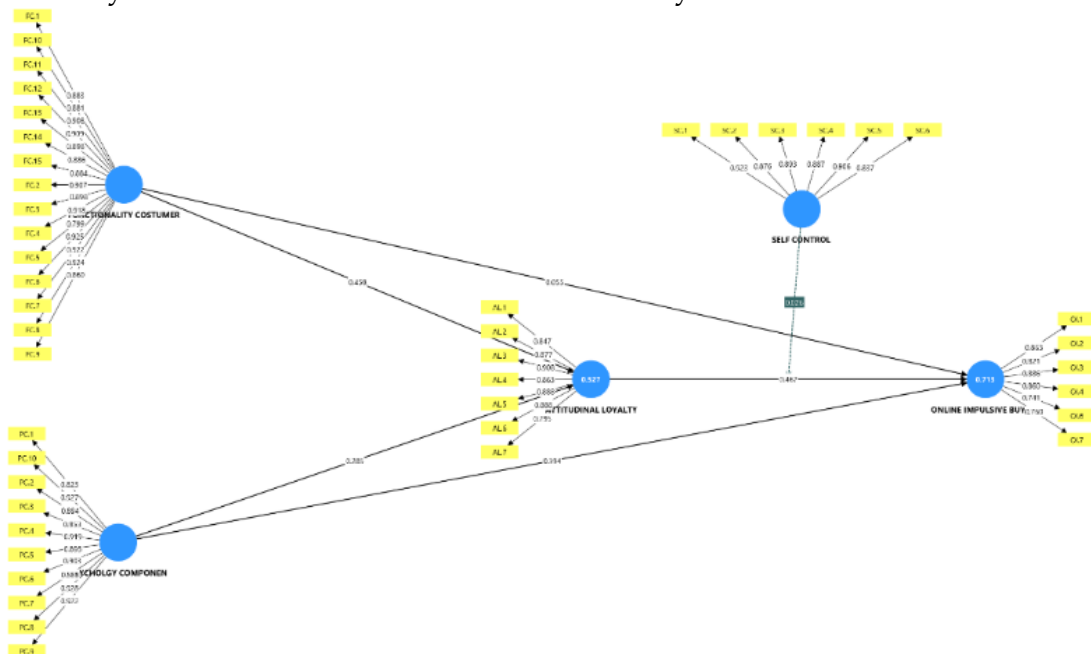


Figure 2. Final Output Model of PLS

The Average Variance Extracted (AVE) value aims to assess discriminant validity of each construct, both for endogenous and exogenous variables in the model. AVE describes the extent of the relationship or intercorrelation between indicators within each latent construct, thereby showing the extent to which these indicators truly represent the variables being measured. The following presents calculation of the AVE value for each construct tested using SmartPLS software in Table 4.

Table 4. Output AVE

Variable	Average Variance Extracted (AVE)
Attitudinal Loyalty	0.752
Functionality Costomer	0.774
Online Impulsive Buying	0.645
Psychology Componen	0.756
Self Control	0.788

The data displayed in preceding table reveal that each variable has an AVE > 0.5, indicating requirement for convergent validity has been satisfied. R-square is a value between 0 and 1 that describes the extent to which the combination of exogenous variables can predict the variation of endogenous variables. The greater the value approaches one, The greater the quality of regression model.

Table 5. R Square

Variable	R-square	R-square adjusted
Attitudinal Loyalty	0.563	0.555
Online Impulsive Buying	0.688	0.675

The data processing results in the table above reveal an R-square value of 0.563 (adjusted R-square of 0.555) for attitudinal loyalty as the endogenous variable. This suggests that the online customers' shopping experience (OCSE) accounts for 56.3% of the variation in attitudinal loyalty among Lazada e-commerce users, while the remaining 43.7% stems from factors beyond this study's model.

Table 6. Direct, indirect and mediating effect

Hypotheses	Original sample (O)	T statistics (O/STDEV)	P values
Attitudinal Loyalty -> Online Impulsive Buying	0.452	5.353	0
Functionality Costomer -> Attitudinal Loyalty	0.241	1.424	0.077
Functionality Costomer -> Online Impulsive Buying	0.115	0.711	0.239
Psychology Componen -> Attitudinal Loyalty	0.522	2.982	0.001
Psychology Componen -> Online Impulsive Buying	0.394	2.254	0.012
Functionality Costomer -> Attitudinal Loyalty -> Online Impulsive Buying	0.109	1.407	0.08
Psychology Componen -> Attitudinal Loyalty -> Online Impulsive Buying	0.236	2.315	0.01
Self Control X Attitudinal Loyalty -> Online Impulsive Buying	0.034	0.783	0.217

To test the direct and indirect effects hypothesis, as well as the moderating effect, bootstrapping in Smart PLS software is required. Where the T Statistics value must be > 1.96 , and the P Value must be < 0.05 , then the hypothesis can be accepted and is significant.

With a T-statistic of 0.711, a p-value of 0.077, and an original sample coeff. of 0.115, hypothesis results demonstrate that functional customer value exerts a negative but statistically insignificant influence on online impulsive buying. The findings of this study reveal that first hypothesis is not supported, indicating that functional customer value does not positively influence online impulsive buying.

Psychology Customer has a positive and significantly impact Psychological customer value positively and significantly influences online impulsive buying, as demonstrated by hypothesis testing results: a T-statistic of 2.254 (> 1.96), a p-value of 0.012 (< 0.05), and an original sample value of 0.394. Thus, the study's findings support the second hypothesis, confirming this positive and significant effect.

Because the statistical indicators show $T = 1.424$ (< 1.96), $p = 0.077$ (> 0.05), and an original sample coeff. of 0.241, correlation between functional customer value and attitudinal loyalty is statistically insignificant and negative. Therefore, the third hypothesis cannot be accepted, as no positive and significantly impact on Attitudinal Loyalty is established.

Supported by hypothesis test results ($T = 2.982 > 1.96$; $p = 0.001 < 0.05$; original sample = 0.522), psychological customer value demonstrates a positive and statistically significant impact on online attitudinal loyalty. Accordingly, fourth hypothesis is accepted, confirming that Psychology Customer positively and significantly influences Attitudinal Loyalty.

Attitudinal loyalty exerts a positive and significantly on online impulsive buying, as evidenced by hypothesis testing results showing a T-statistic of 5.353 (> 1.96), a p-value of 0.000 (< 0.05), and an original sample value of 0.452. Accordingly, the fifth hypothesis is accepted, confirming attitudinal loyalty's positive and significantly impact on online impulsive buying.

The mediating role of Attitudinal Loyalty in correlation between Functional Customer and Online Impulsive Buying is negative and statistically insignificant, as reflected by hypothesis test results ($T = 1.407 < 1.96$; $p = 0.080 > 0.05$; original sample = 0.109). Consequently, the sixth hypothesis is rejected, indicating Attitudinal Loyalty does not mediate impact of Functional Customer on Online Impulsive Buying.

A significantly indirect impact is identified through attitudinal loyalty in correlation between psychological customer value and online impulsive buying, as reflected by $T = 2.315$ and $p = 0.010$, with a coeff. of 0.236. Accordingly, seventh hypothesis receives empirical support, establishing attitudinal loyalty as a positive and meaningful mediator.

With a T-statistic < critical threshold (0.783) and a p-value > 0.05 (0.217), along with a coeff. of 0.034, interaction results reveal that self-control provides only a marginal moderating contribution to association between attitudinal loyalty and online impulsive buying. Consequently, its role in altering this relationship is relatively weak.

Discussion

The findings of this study seek to elucidate and interpret the influence of Online Customer Shopping Experience (OCSE) on online impulse buying, with attitudinal loyalty as a mediator and self-control as a moderator among Lazada e-commerce users in Padang City. After analyzing the data using PLS-SEM analysis techniques on 120 respondents, the findings are consistent with prior research outcomes (Muhammad, 2024). These findings align with prior research indicating that functional dimensions—such as ease of navigation and informativeness—exert a positive yet non-significant direct effect on impulsive buying behavior among Shopee users. The study suggests that these functional aspects prove more effective in fostering consumer attitudinal loyalty, which subsequently serves as a mediating factor, rather than directly driving impulsive purchases.

Drawing from the data analysis results, customer psychology has a positive and significant influence on online impulsive purchasing. With a T-value exceeding the critical threshold ($2.254 > 1.96$) and a p-value < 0.05 (0.012), alongside an original sample estimate of 0.394, the psychological dimensions in OCSE, which include trust, comfort, and enjoyment, play a crucial role in shaping consumers' affective and cognitive responses during the online shopping process. This finding is supported by the observation that trust is a fundamental factor in digital transactions, particularly given the high perceived risk of online shopping (Khan, 2023; Handoyo, 2024). When consumers have high trust in the platform, seller, and payment system, psychological barriers and concerns about risk tend to be reduced, making them more willing to make impulse purchases.

The data analysis results demonstrate that functional customer value exerts a positive and significant influence on attitudinal loyalty. This relationship is substantiated by the hypothesis testing outcomes, which reveal a T-statistic value of $1.424 < 1.96$, a p-value of 0.077 or > 0.05, and an original sample value of 0.241. This indicates that even if the Lazada platform has adequate functional customer features, it does not necessarily influence the attitudinal loyalty of customers. The results of this study are in line with the findings stated by (Sri Handayani et al., 2020), which state that functional customer features do not have a significant impact on attitudinal loyalty. The study confirms that attitudinal loyalty is more influenced by emotional experiences and perceptions of long-term value than purely functional aspects.

With a T-statistic of $2.982 > 1.96$, a p-value of $0.001 < 0.05$, and an original sample coefficient of 0.522, the hypothesis testing confirms a statistically significant and positive impact of psychological customer features on online attitudinal loyalty. The psychological dimensions of OCSE, which include trust, comfort, and enjoyment, play an important role in shaping customer attitudinal loyalty to e-commerce platforms. Positive psychological experiences encourage the formation of emotional commitment and customer preference, which are the main foundations of long-term loyalty (Kindra & Dash, 2008). Another study supporting these findings found that trust in e-commerce platforms reduces perceived risk and increases customer confidence in transactions, thereby fostering positive attitudes and a tendency to continue using the platform (Wang et al., 2023; Ikhlah et al., 2024).

Based on results data analysis obtained, the attitudinal loyalty test has a positive and significant impact on online impulsive buying. This is proven by the results of the hypothesis testing with a T-statistic value of $5.353 > 1.96$, a p-value of 0.000 or < 0.05 , and an original sample value of 0.452. Attitudinal loyalty towards online impulsive buying behavior on the Lazada platform can be understood through the emotional and cognitive attachment of customers to the platform. Customers who have high attitudinal loyalty to Lazada tend to show a strong commitment to continue shopping, even though in many cases, these purchases are impulsive. This loyalty is formed from trust, satisfaction, and consistent positive experiences in interacting with Lazada's services and products (Grace et al., 2024).

Furthermore, (Grace et al., 2024) also states that attitudinal loyalty can encourage customers to remain loyal even though there are many other platform options on the market. This commitment leads consumers to visit and browse various products on Lazada more frequently, thereby increasing the likelihood of unplanned or impulsive purchases. A pleasant shopping experience and trust in the platform provide a strong emotional boost in spontaneous purchasing decisions. The statistical evidence ($T < 1.96$; $p > 0.05$; estimate = 0.109) demonstrates a negative and insignificant indirect pathway through attitudinal loyalty in connecting functional customer features to online impulsive buying. As such, attitudinal loyalty does not assume a mediating role in this association.

These research findings (Muhammad, 2024) state that several functional dimensions have a positive but insignificant impact on impulsive buying through attitudinal loyalty among Shopee users. The study also shows that the mediating role of attitudinal loyalty only occurs partially in certain dimensions, such as interactivity, and does not apply comprehensively. A significantly positive indirect impact is identified through attitudinal loyalty in linking psychological customer features to online impulsive buying, as demonstrated by

$T = 2.315$, $p = 0.010$, and a coefficient of 0.236. Therefore, attitudinal loyalty effectively bridges OCSE psychology experienced by customers with their attitudes toward online impulsive buying behavior.

The results are also supported by (Nabela & Prihandono, 2025), which found that customer attitude loyalty also acts as a mediating variable in the correlation between the psychological dimensions of OCSE, which include trust, comfort, and enjoyment, and impulsive online purchasing behavior. The psychological dimensions of OCSE create strong emotional attachment and affective evaluation toward the e-commerce platform, thereby forming customer attitude loyalty toward Lazada. A T-statistic of 0.783, which < 1.96 , together with a p-value of $0.217 > 0.05$ and an original sample coefficient of 0.034, indicates that the interaction between self-control and attitudinal loyalty in explaining online impulsive buying is not statistically significant. Therefore, self-control moderates this correlation only slightly, exerting a weak influence that minimally strengthens or weakens it.

The results are in line with findings which state that self-control is unable to moderate the influence of attitudinal loyalty on impulsive buying (Defni, 2024; Kurniasari, 2025). The study shows that although functional components have a positive effect on attitudinal loyalty, self-control fails to play a moderating role in the subsequent path to impulsive buying behavior. Furthermore, these findings receive further support from prior research (Elvaretta et al., 2024), which concluded that self-control plays a greater role in reducing impulsive buying behavior in general, but not specifically through the mechanism of loyalty. This means that self-control works as an independent individual factor, not as a variable that strengthens or weakens the interplay between attitudinal loyalty and impulsive buying.

Drawing from consumer behavior in e-commerce, these insights can be applied to the management of e-learning platforms. Just as consumers are motivated by trust, comfort, and enjoyment in online shopping, students' engagement with online learning platforms can be influenced by psychological dimensions such as trust in the platform, user-friendly interfaces, and interactive learning tools. To foster long-term student engagement and loyalty, educational platforms should integrate features that enhance the learning experience, including secure systems, personalized learning paths, and enjoyable content delivery methods. Furthermore, providing students with tools to manage their learning behaviors can reduce impulsive actions and foster deeper, more thoughtful engagement with the course material, just as self-control influences consumer purchasing decisions. By applying these strategies, educational managers can create more engaging, supportive, and effective learning environments.

CONCLUSION

This research reveals that the functional dimensions of Online Customers' Shopping Experience (OCSE), such as interactivity, informativeness, visual engagement, and ease of navigation and search, have a negative effect on attitudinal loyalty and online impulsive buying on the Lazada platform in Padang City. Therefore, Lazada management is advised to continuously improve the quality of these features to foster stronger positive customer attitudes. This approach not only strengthens loyalty but also encourages a more responsible and sustainable shopping experience for users. Meanwhile, the psychological dimensions of OCSE—including trust, comfort, and enjoyment—indicate a positive and statistically significant correlation with attitudinal loyalty and online impulsive buying. Lazada management is advised to maintain transaction security and improve elements that create comfort and enjoyment in shopping. Such strategies can deepen customer emotional bonds while ensuring that loyalty does not trigger excessive consumption, especially among individuals with low self-control.

A contrasting mediating pattern emerges, where attitudinal loyalty weakens the impact of the functional dimensions of OCSE on impulsive buying but strengthens the influence of psychological dimensions, reflecting its significant contribution to consumer behavior mechanisms. Thus, Lazada needs to integrate improvements in both functional and psychological OCSE to optimize this mediation pathway, ultimately supporting the growth of a harmonious platform where loyalty becomes a positive driver for the e-commerce ecosystem. For consumers, increased self-control awareness is essential, especially when high attitudinal loyalty toward Lazada has the potential to reinforce impulsive buying. Although an enjoyable shopping experience provides satisfaction, consideration of long-term financial needs must remain a priority. This humanistic approach encourages consumers to enjoy digital convenience while maintaining a healthy life balance. In educational management, these insights can be applied to e-learning platforms by enhancing psychological engagement through trust, comfort, and enjoyment while also providing functional features such as easy navigation and content informativeness. Educators can foster greater student loyalty and responsible online learning behaviors by balancing engagement with the promotion of self-regulation, ultimately creating a more effective and sustainable learning environment.

REFERENCES

- Bílková, R., & Kašparová, M. (2025, May). A Multidimensional Analysis of Multimedia Elements Influencing the Visual Attractiveness of E-Commerce Websites. In *2025 IEEE Zooming Innovation in Consumer Technologies Conference (ZINC)* (pp. 159–164). IEEE. <https://doi.org/10.1109/ZINC65316.2025.11103540>
- Cunha, M. N., & Krupsky, O. P. (2025). Transforming online retail: The impact of augmented and virtual reality on consumer engagement and experience in e-commerce. *Uluslararası Sosyal Siyasal ve Mali Araştırmalar Dergisi*, 5(1), 189–201. <https://doi.org/10.70101/ussmad.1630528>
- Defni, S. S., & Sari, A. Y. (2024). The effect of online customer shopping experience on online impulsive buying on Shopee: attitudinal loyalty as mediator and self control as moderation. *Marketing Management Studies*, 4(4), 382–392.
- Dewi, G. D. P., & Lusikooy, A. E. (2023). E-commerce transformation in Indonesia: Innovation and creative destruction. *Nation State: Journal of International Studies*, 6(2), 117–138. <https://doi.org/10.24076/nsjis.v6i2.1304>
- Dwi Oktaviani, R., & Albari. (2024). Analisis hubungan antara online customers' shopping experience, sikap loyalitas, dan online impulsive buying: Studi pada pengguna e-commerce Shopee di Indonesia. *Jurnal Mahasiswa Bisnis & Manajemen*, 02(05), 133–151.
- Elvaretta, F., Manajemen, P. A., & Bisnis, D. (2024). Faktor antecedent impulsive buying: Studi peran mediasi attitudinal loyalty dan moderasi dari self-control. *Religion Education Social Laa Roiba Journal*, 7, 1213. <https://doi.org/10.47476/reslaj.v7i5.6887>
- Fitria, N. (2024). Perilaku konsumen di era digital: Perspektif ekonomi makro dan mikro. *Jurnal Dinamika Sosial dan Sains*.
- Grace, N. E., Program, Z. F., Manajemen, S., Ekonomi, F., & Bisnis, D. (2024). Pengaruh content marketing dan shopping lifestyle terhadap impulse buying pada e-commerce Lazada. *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, 5, 3945. <https://doi.org/10.47467/elmal.v5i9.3719>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2019). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Sage Publications. <https://doi.org/10.3926/oss.37>
- Handoyo, S. (2024). Purchasing in the digital age: A meta-analytical perspective on trust, risk, security, and e-WOM in e-commerce. *Heliyon*, 10(8). <https://doi.org/10.1016/j.heliyon.2024.e29714>
- Ikhlah, M., & Khori, R. L. (2024). The effect of risk perception and online trust on purchase intention in e-commerce. *International Review of Management and Marketing*, 14(6), 109. <https://doi.org/10.32479/irmm.17111>

- Indriyarti, E. R. (2025). Determinants of Online Customers' Attitudinal Loyalty and Impulsive Purchasing on Shopee: The Role of Visual Engagement and Enjoyment. *Journal of Business & Applied Management*, 18(1), 01–22. <https://doi.org/10.30813/jbam.v14i1.2680>
- Jannah, M., Mahmuda, Z., & Alankrita, A. (2025). The Digital Economy Boom: How E-Commerce is Reshaping Indonesia's Market. *Indonesia Discourse*, 2(1), 33–58.
- Juliana, D., Yunita, I., & Susanto, B. F. (2025). Pengaruh teknologi digital terhadap perilaku konsumen di era industri 4.0. *Jurnal Mahasiswa Ekonomi Bisnis (JMEB)*, 2(1).
- Khan, W. A., & Abideen, Z. U. (2023). Effects of behavioural intention on usage behaviour of digital wallet: the mediating role of perceived risk and moderating role of perceived service quality and perceived trust. *Future Business Journal*, 9(1), 73. <https://doi.org/10.1186/s43093-023-00242-z>
- Kindra, G. S., & Dash, S. (2008). Website design, trust, satisfaction, and e-loyalty: The Indian experience. *Online Information Review*, 32(6). <https://doi.org/10.1108/14684520810923935>
- Kurniasari, J. Y., & Christian, M. (2025). Unveiling Online Impulsive Buying on E-Commerce Platforms During Ramadan: The Role of Informativeness, Trust, Attitudinal Loyalty, and Self-Control. *360: Revista de Ciencias de la Gestión*, 1–21. <https://doi.org/10.18800/360gestion.202510.005>
- Nabela, A., & Prihandono, D. (2025). The influence of visual appeal, discount price, and perceived interactivity on impulse buying with perceived enjoyment as a mediating variable (Study on marketplace consumers in Semarang City). *The 2nd International Students Conference*, 2(1).
- Salim, D. R., Safitri, H., Nuriansyah, F., & Hakam, L. I. (2025). Transformasi pola konsumsi masyarakat Indonesia di era digital: Implikasi terhadap keberlanjutan ekonomi dalam perspektif SDGs 12. *Jurnal Ekonomi dan Bisnis*, 18.
- Sri Handayani, R., Kusuma Dewi, C., Studi Administrasi Bisnis, P., & Komunikasi dan Bisnis, F. (2020). Pengaruh customer satisfaction, calculative commitment, dan corporate image terhadap attitudinal loyalty dan behavioral loyalty pada program Pasti Prima Pertamina. *Jurnal Sekretaris dan Administrasi Bisnis*, 4(1). <https://doi.org/10.31104/jsab.v4i1.155>
- Tanggarachai, S., Rozali, A. Z., & Hartini, H. (2025). Exploring the Mobile Shopping Experience: A Comparative Study of Perceived Service Quality on Lazada and Shopee Platforms. *Journal of Engineering Research and Education (JERE)*, 17, 226–241. <https://doi.org/10.58915/jere.v17.2025.2932>

- THU, K. M. (2025). The Key Factors Influencing Purchase Intention of Gen Z Foreigners for E-Commerce Apps: A Comparative Study of Shopee & Lazada in Bangkok (Doctoral dissertation, SIAM University). *Doctoral Dissertation, SIAM University*.
- Wang, C., Liu, T., Zhu, Y., Wang, H., Wang, X., & Zhao, S. (2023). The influence of consumer perception on purchase intention: Evidence from cross-border E-commerce platforms. *Heliyon*, 9(11). <https://doi.org/10.1016/j.heliyon.2023.e21617>