

INFLUENCE OF ATTITUDINAL LOYALTY ON ONLINE IMPULSE BUYING WITH SELF-CONTROL AS A MODERATING VARIABLE



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ABSTRACT

This study aims to analyze the effect of attitudinal loyalty on online impulsive buying, with self-control acting as a moderating variable. A quantitative approach was employed by collecting data from 85 respondents who had shopped through e-commerce platforms in Indonesia. The data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach to test the proposed hypotheses. The results indicate that attitudinal loyalty has a significant effect on impulsive buying behavior, suggesting that stronger emotional attachment and favorable attitudes toward an online platform may increase spontaneous purchasing tendencies. Furthermore, self-control significantly moderates the relationship between attitudinal loyalty and impulsive buying with negative direction, meaning that individuals with higher self-control are less likely to engage in impulsive purchases even when they exhibit strong loyalty. Interestingly, among the dimensions of the online shopping experience, only ease of navigation and trust significantly influence attitudinal loyalty. This finding suggests that functional efficiency and perceived security play a more crucial role in building consumer loyalty than purely hedonic factors such as enjoyment. Overall, the study highlights the importance of platform usability and trust-building strategies while also emphasizing the role of individual psychological traits in shaping impulsive buying behavior.

Keywords: *Attitudinal Loyalty; Impulsive Buying; Self-Control; E-Commerce; Online Shopping Experience*

Received : 01-08-2025

Revised : 05-03-2026

Approved : 08-03-2026

Published : 09-03-2026



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INTRODUCTION

Today, major changes in technology has caused to changes in shopping styles, with consumers shifting from going to physical stores to shopping online through e-commerce and that situation is also supported by rapid technological developments and the dominance of Generation Z in the market demographic (Wardhana, et al. 2023). Loyalty can simply be defined as a long term commitment to repurchase or reuse a preferred product or service (Kotler et al., 2019) and has become one of the most important factors or variables determining a company's success in the market, regardless of the industry (Wilson, 2020). This is evident from previous research which states that customers with greater loyalty, especially attitudinal loyalty, towards e-commerce platforms are more likely to engage in impulsive buying online (Gulfraz, 2022). Loyalty, which plays an important role as a way to protect market share, consists of two parts, namely attitudinal and behavioral (Wardhana and Susilawaty, 2021).

Attitudinal loyalty concentrates on the cognitive basis of loyalty and isolates service purchases motivated due to strong resistance from other buyers as a result of limitations in a given situation (Nyagadza et al., 2022). Meanwhile, behavioral loyalty is defined as the frequency of customer purchases and the sequence of purchases with a particular brand or company. When a customer has strong behavioral loyalty, it encourages them to return (Saini and Singh, 2020). Furthermore, attitudinal loyalty is measured, among other things, by recommendations to others, while behavioral loyalty is measured by other items, such as purchase frequency (Lin et al., 2023). Based on these definitions, both attitudinal and behavioral loyalty have a positive impact on purchasing, but upon closer examination, it can be assumed that attitudinal loyalty will have a stronger impact on impulsive buying because of the emotional influence that produces a stronger attitude.

With this background, this study aims to study the relationship between attitude loyalty and impulsive buying. By understanding this relationship, it is expected to provide deeper insights for marketers and brand managers to design strategies that can increase attitudinal loyalty while encouraging impulsive buying, which in turn can contribute to sales growth and business sustainability. In addition, this study will explore the factors underlying the creation of attitudinal loyalty, namely the shopping experience.

LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESES

Attitudinal loyalty

In this research, attitudinal loyalty is defined as an attitude that emphasizes strong positive feelings from customers toward sellers or brands and encourages deep emotional commitment from customers (Saini and Singh, 2020). Attitudinal loyalty indicates the likelihood of retaining or the willingness to recommend a product, brand, or service to others, and encompasses the affective and cognitive aspects of loyalty (Rodríguez-Rad and del Rio-Vázquez, 2023).

Self Control

Self-control is one of the emotion-oriented coping strategies used to regulate feelings when facing stress and often takes the form of "me time" (Sudarji et al., 2022). That's why it's not surprising that this variable is often linked to a person's shopping behavior. In other literature, self-control refers to an ability of individuals to manage their emotions and mind. emotions, and behavior in the face of unwanted urges and temptations, enabling them to maintain careful psychological behavior, with the ultimate outcome

being that they reject immediate benefits in exchange for achieving long-term benefits (Gulfranz, 2022).

Online Customer's Shopping Experience

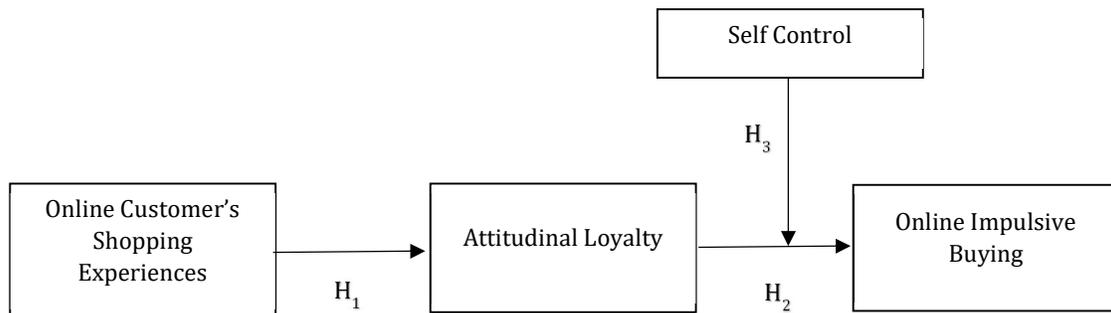
In this research, the online shopping experience consists of two variables, namely functionality and interactivity. The functionality component consists of four dimensions, namely interactivity, informativeness, visual engagement, and ease of search, while the interactivity component consists of four dimensions, namely trust, convenience, and enjoyment (Gulfranz, 2022). The purpose of the shopping experience is to achieve consumer behavioral and attitudinal loyalty, or in other words, building loyalty is necessary for successful management of customer experiences and emotions (Cachero-Martínez and Vázquez-Casielles, 2021).

Online Impulsive Buying

Trust in the available information and the popularity of that information can encourage impulsive buying, because consumers still evaluate products before deciding to buy them. (Christanti dan Kembau, 2024).

Research Framework

This conceptual model shows that Online Customer's Shopping Experience has a significant effect on Attitudinal Loyalty, which then encourages Online Impulsive Buying. In this relationship, Self Control acts as a moderating variable that determines how strongly attitudinal loyalty triggers impulsive buying behavior



Source : Edited by researcher,2025

Figure 1
Research Framework

Hypotheses

Referring to the concept in Figure 1, the following hypothesis is obtained

- H₁: Online shopping experience has a significant effect on attitude loyalty online shopping*
- H₂: Attitudinal loyalty has a significant effect on online impulsive buying loyalty online shopping.*
- H₃: Self-control moderates the relationship between attitude loyalty and online impulsive buying loyalty online shopping.*

METHOD

The method used in this research is quantitative. This research uses samples at a specific point in time, or in other words, this research is cross-sectional research (Sekaran and Bougie, 2020). The population in this research is consumers who have used e-commerce such as TikTok, Shopee, and Tokopedia. The target sample in this research is around 200 people, referring to Sekaran and Bougie (2020), which suggests a sample size of more than 30 and less than 500. The respondent profile will focus on two questions, namely what e-commerce will be used and products that are usually purchased without planning.

The data obtained will be classified into several sectors such as clothing, food, and so on. Data collection will be conducted using primary data obtained through an online survey using a questionnaire, which will employ the commonly used Likert scale. This type of scale is designed to assess how strongly respondents agree with a statement, following the pattern: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree (Sekaran and Bougie, 2020).

The data obtained will first undergo validity and reliability testing of the measurement tool. After validity and reliability testing, the data will be analyzed using Structural Equation Modeling (SEM) to test the causal relationships between variables (H_1 , H_2 , and H_3) while verifying the measurement model (Hair et al., 2021).

RESULTS AND DISCUSSION

Based on the data collected, the total number of respondents in this survey was 85 people. The majority of respondents were male (53%) and female (47%), indicating a fairly balanced gender distribution. In terms of age, the majority of respondents (92%) were in the "Under 27 years old" category, while the remainder were distributed across the age groups 27-42 years old (6%), 43-58 years old (2%), and 59-74 years old (1%). This indicates that the survey was dominated by young people, particularly students, who accounted for 93% of the total respondents.

A small proportion of respondents worked as private sector employees (5%) or civil servants (2%). In terms of monthly expenses, the majority of respondents (65%) have expenses below Rp 2,000,000, followed by those with expenses of Rp 2,000,000–3,999,999 (28%), Rp 4,000,000–5,999,999 (5%), and above Rp 6,000,000 (2%). The most frequently visited marketplace or e-commerce platform by respondents is Shopee, mentioned by 70% of respondents, followed by Tokopedia (20%), TikTok Shop (12%), and other platforms such as Lazada, Blibli, as well as physical stores like Hypermart and Indomaret with smaller percentages.

Some respondents also mentioned combinations of platforms, such as Shopee and Tokopedia or Shopee and TikTok Shop. In summary, the majority of survey respondents are students or college students under the age of 27 with monthly expenditures below Rp 2,000,000, and Shopee is the most dominant online shopping platform used. After profiling the respondents, validity and reliability tests were conducted, with the first variable tested being online shopping experience, which consists of two variables: functional with four dimensions and interactivity with three dimensions. Overall, the online shopping experience variable meets the criteria for reliability and convergent validity, although the visual engagement value tends to be low.

Validity measures the degree to which observations accurately reflect the behavior that is the focus of your research, while reliability refers to the consistency of observations, typically whether two (or more) observers, or the same observer on different occasions, observing the same event arrive at the same results (Sekaran and Bougie, 2020).

Table 1
Validity and Reliability tests

Variable	Composite Reliability (CR)	Average Variance Extracted (AVE)
Attitudinal loyalty	0,90	0,60
Online impulsive buying	0,91	0,62
Self Control	0,85	0,62

Source: Data Analyzed, 2025

The validity and reliability analysis of the three variables in this research showed results that met the measurement standard criteria. Based on the Table 1, the Composite Reliability (CR) value for the Customer Loyalty variable was 0.90, Impulsive Buying was 0.91, and Self-Control was 0.85. A CR value exceeding 0.70 indicates that the three variables have very good internal consistency, meaning that the indicators used to measure each variable are strongly interrelated and reliable.

In addition, the Average Variance Extracted (AVE) value for Customer Loyalty is 0.60, Impulsive Buying is 0.62, and Self-Control is 0.62. An AVE value exceeding 0.50 indicates that these variables have good convergent validity, meaning that most of the variance of the indicators can be explained by the underlying construct. Thus, it can be concluded that the three variables in this research are not only reliable but also valid, making them suitable for further analysis in the research.

Path coefficient tests are used to assess the relationship between latent variables in a structural model while showing insignificance or significance levels when research hypotheses are tested, where path coefficient values can indicate the direction and strength of the relationship between variables. (Hair et al., 2021).

Table 2
Path Coefficient

Hypothesis	P Values
Online shopping experience → Attitudinal loyalty	0.018
Attitudinal loyalty → Online impulsive buying	0.019
Self-control → attitude loyalty and online impulsive buying	0,012

Source: Data Analyzed, 2025

Referring to the Table 2, it can be concluded that both hypotheses 1 and 2 are supported because all p-values are below 0.05. These results indicate that not all dimensions of online shopping experience contribute significantly to attitude loyalty. Only navigation (ease of navigation) and trust play a key role.

In addition, attitude loyalty is proven to be an important driver of impulsive buying behavior. The implication is that companies need to focus on improving the quality of website navigation and building customer trust to strengthen loyalty, which in turn can increase impulsive buying. Dimensions such as enjoyment may require additional strategies to achieve stronger statistical significance.

Hypothesis 3 resulted in a p-value of 0.012, which is below 0.05 with a negative direction of 0.24. This indicates that the self-control variable is able to moderate the relationship between attitude loyalty and impulsive buying. Furthermore, a negative direction means that the higher the self-control, the weaker the positive relationship between impulsive buying and attitude loyalty. In other words, individuals with high self-control tend not to change their attitude loyalty even if they make impulsive purchases.

CONCLUSION AND SUGGESTION

This study finds that attitudinal loyalty significantly influences online impulse purchasing, with online shopping experience (particularly ease of navigation and trust) as the main driving factors. Additionally, self-control was found to negatively moderate this relationship, meaning that individuals with high self-control are less likely to be influenced by attitudinal loyalty when making impulse purchases. These findings have practical implications for marketers to focus on improving platform navigation and building customer trust to strengthen attitudinal loyalty, while also considering strategies that can reduce the impact of self-control, such as limited offers or exclusive discounts.

For future research, it is recommended to expand the sample to include a more diverse range of age groups and professions, and to explore other dimensions of the online shopping experience that may influence outcomes, such as service personalization or transaction speed.

There are two implications of this study, namely Theoretical implications highlight that this study extends the Cognitive-Affective-Behavioral Model in loyalty literature by demonstrating how attitudinal loyalty, rooted in cognitive and emotional commitment, directly triggers impulsive behavior—a less explored link in prior research. Additionally, the moderating role of self-control aligns with Dual-System Theory, reinforcing that impulsive buying is a battle between emotional triggers (loyalty) and cognitive restraint. Practical implications suggest that e-commerce platforms should prioritize intuitive website navigation and robust security features to strengthen attitudinal loyalty, while deploying time-sensitive promotions to counteract high self-control tendencies. For future research, expanding the sample to include diverse demographics and exploring additional mediators (e.g., emotional arousal) is recommended.

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