

Analysis of Factors Influencing Impulse Buying of Shopee Users Using Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB) Methods

Hendra Praditya Ferdiansyah^{1*}, Devi Ajeng Efrilianda²

^{1,2} Department of Computer Science, Faculty of Mathematics and Natural Sciences, Universitas Negeri Semarang, Semarang, Indonesia

*Corresponding Author: hendrapradyaf@students.unnes.ac.id

ABSTRACT

Technological advances have an impact on the presence of various innovations, especially in the e-commerce sector in Indonesia. This innovation is present as one of the solutions to problems in the trade sector with the presence of the Shopee application which carries online shopping services that can be accessed by consumers online. However, there are still consumers who admit to being disappointed when using the Shopee application, this indicates that there is a complexity that prevents consumers from making impulsive purchases using the Shopee application. Therefore, the purpose of this study is to examine what factors influence impulse buying by Shopee users. The Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB) methods are used to achieve research objectives. This study uses a quantitative approach with a non-probability sampling technique of the purposive sampling type in determining the research sample, namely active users of the Shopee application aged 17 to 36 years. A total of 461 valid respondent data were obtained to be analyzed using SmartPLS 3 software with the partial least squares - structural equation modeling (PLS-SEM) statistical method. Based on the results of the analysis, 8 hypotheses were accepted and 1 hypothesis was rejected from a total of 9 hypotheses submitted. Where perceived usefulness, attitude towards behaviors, and subjective norms have a direct influence on intention impulse buying. In addition, intention impulse buying is also indirectly influenced by trust and price value.

ARTICLE HISTORY

Received 6 August 2024

Revision 9 December 2025

Accepted 5 March 2026

KEYWORD

Consumer Usage Interest;
Impulse Buying;
Shopee;
Technology Acceptance
Model;
Theory of Planned
Behavior;
PLS-SEM

This is an open-access article under the CC-BY-SA license.



1. INTRODUCTION

The more advanced this development, the more sectors are affected by the advancement of this technology. As in the past, people shopped or bought goods face-to-face with sellers in markets or supermarkets. Various e-commerce applications are now very numerous and easily accessible using a smartphone by someone who is connected to the internet network (Pradiani, 2017). Now by using media such as e-commerce applications that make it easy to shop anytime and anywhere as long as the gadget is connected to the internet.

Currently, especially in Indonesia, more and more e-commerce platforms are emerging so plonline competition is increasing. One of the e-commerce that is often used now is Shopee. Shopee is one of the marketplaces that is now quite popular among teenagers to adults. Shopee was officially launched in Indonesia in December 2015 by PT Shopee International Indonesia (Kangean & Rusdi, 2020). Shopee is a mobile application that is an online shopping platform that focuses on the mobile platform so that users can browse, buy, and sell directly from their smartphones. The Shopee application provides a variety of goods, as well as secure payment options, integrated delivery services, and new social elements to make buying and selling more fun, safe, and convenient. Shopee has grown rapidly since its inception.

Yuniarti et al. (2021) argue that in making purchases, e-commerce customers are divided into two types, namely scheduled purchases and impulsive purchases. Tumanggor et al. (2021) said that impulsive purchases occur due to online store stimuli such as shopping festivals, free shipping, price reductions, and fast and easy payments. The definition of impulse buying, according to Almahdi et al. (2023) is consumer behavior where buyers do not evaluate products before buying, or consumers do not plan and are followed by inappropriate thoughts such as not being careful in evaluating prices. They also ignore the quality and usefulness of the product, as well as the assessment of a product that will be selected.

In analyzing the factors that influence impulse buying on the Shopee platform, this study will use two main analysis methods, namely the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB). TAM is a model that provides a strong theoretical framework for analyzing individual technology use (Supriyati & Cholil, 2017). This model is built on the idea that user behavior towards technology is influenced by two main factors, perceived usefulness and perceived ease of use (Davis & Davis, 1989). TAM can provide useful information in the context of users, as is often observed in users who routinely access and browse Shopee every day.

Meanwhile, TPB is a concept that describes elements that impact individual behavior in diverse environments (Ajzen, 1991). TPB provides in-depth insight into why individuals choose to take action by concentrating on attitude toward behavior,

attitude, subjective norms, and perceived behavioral control (Al-Mamary & Alraja, 2022). It should be noted that the combination of TAM and TPB provides a complete and in-depth approach to evaluating the interaction between technology and human behavior in the context of impulsive buying (Nurfauzan & Priyono, 2022). In the case of impulsive buying, this knowledge can explain how psychological variables and perceptions impact impulsive buying decisions

2. RESEARCH FRAMEWORK

This study uses the TAM method combined with the TPB method. The TAM method is useful for identifying the main factors (perceived usefulness and perceived ease of use) that influence the level of acceptance of an innovation (Davis & Davis, 1989). Meanwhile, the TPB method is used to describe the understanding of individual behavioral intentions based on attitudes toward behavior, subjective norms, and perceived behavioral control (Ajzen, 1991).

2.1 Research Approaches and Strategies

This study takes a quantitative approach, using purposive sampling, which is a non-probability sampling strategy. The study focuses on the Shopee app. Respondent data were gathered using a questionnaire issued via Google Forms to individual Shopee app users. The demographic information gathered includes phone number, gender, age, education level, and smartphone operating system. The study tries to describe, quantify, and evaluate certain phenomena or factors associated with consumer adoption of technological innovation.

2.2 Sample and Population

Purposive sampling is a non-probability sampling strategy in which participants are chosen based on specific criteria related to the research aims (Sugiyono, 2013). The study's target respondents were Shopee application users aged 17 to 36 years. The Slovin formula established the minimal sample size, which was 400 respondents.

2.3 Research Model

This research integrates TAM and TPB methods. The TAM method is useful for identifying the main factors (perceived usefulness and perceived ease of use) that influence the level of acceptance of an innovation (Davis & Davis, 1989). Meanwhile, the TPB method is used to describe the understanding of individual behavioral intentions based on attitudes toward behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). Figure 1 shows a picture of the framework.

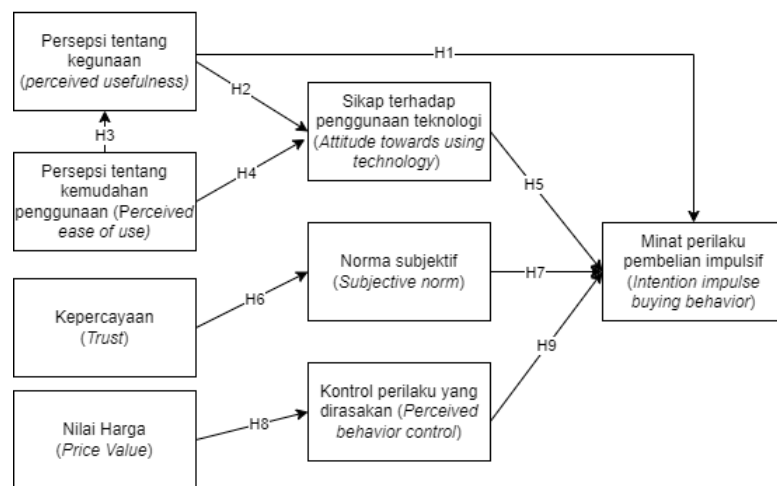


Figure 1. Research Framework

2.4 Research Hypothesis

Perceived usefulness is an important component in consumer acceptance of the system in the context of online shopping, while other aspects such as perceived security, information quality, and perceived privacy also play an important role in improving their professional performance. Based on the research findings of Rahmawati et al. (2023), TAM factors, especially Perceived usefulness, have been shown to greatly influence customers' behavioral intentions regarding online purchases. Previous research findings support the notion that behavioral interest in online purchases has a positive influence on attitudes toward technology use. Based on this theoretical foundation, the following hypotheses are formulated:

H1: Perceived usefulness has a positive influence on intention impulse buying behavior in the Shopee application

H2: Perceived usefulness has a positive influence on attitude towards behavior in impulse buying on the Shopee application

The extent to which a person feels that the use of a technology will be simple is indicated by the perceived ease of use. In the context of online shopping, the main factor that determines consumer acceptance of the system is ease of use, but other aspects such as price, habits, and dangers also play an important role in improving their professional performance. TAM factors, especially Perceived Ease of Use, have been shown to greatly influence customers' behavioral intentions regarding online shopping. The findings Rahmawati and Narsa (2019) study support the notion that perceived ease of use in online shopping has a positive influence on perceptions of usefulness. It can be concluded that if someone feels that an information system technology is easy to use, then he or she will often use the technology. Previous research has shown that perceived ease of use increases perceived usefulness, attitudes, behavioral intentions, and actual use (Liu et al., 2023).

H3: Perception of ease of use (perceived ease of use) has a positive influence on perceived usefulness in impulse buying on the Shopee application

H4: Perception of ease of use (perceived ease of use) has a positive influence on attitudes towards behavior (attitude towards behavior) in impulse buying on Shopee

Attitude towards behavior is described as a person's feelings of good or bad if they have to carry out the specified behavior. Previous research has shown that this mindset positively influences behavioral intentions. However, according to Ajzen (1991), many human actions are beyond their ability to be regulated. This is known as mandatory behavior. Mandatory behavior is defined as an activity that is carried out not of one's own will, but because of work duties or obligations.

H5: Attitude towards behavior has a positive influence on the intention of impulsive buying behavior in the Shopee application

Trust in the context of research is a statement that suspects that an individual's level of trust in an entity, system, or product will have an impact on their behavior or intentions towards that entity, system, or product (Laila, 2019). This hypothesis represents the idea that a person's level of trust in something influences their decision to engage in, utilize, or carry out certain actions related to that object. Security, quality, honesty, and dependability are examples of trustworthiness. Previous research has shown that trust has a significant influence on subjective norms, indicating that an individual's level of trust can influence the subjective norms they feel or believe in in a particular context (Tania & Haryanti, 2020).

H6: Trust has a positive influence on subjective norms in the Shopee application

Subjective norms are pressures or influences felt by individuals from other people or social groups and will affect the individual's intention or interest in doing something. The influence or pressure from people closest to or from the individual's social group is estimated to have a positive or negative influence on the individual's chances of carrying out the behavior discussed in this hypothesis. According to this concept, subjective norms have a major influence on the individual's intention or motivation in carrying out certain activities or behaviors (Rejali et al., 2023).

H7: Subjective norm has a positive influence on the intention of impulse buying behavior in the Shopee application

Price value refers to the prediction that the price of a product or service will have an impact on customer or user behavior. More precisely, this hypothesis states that the price variable will affect the intention or behavior of individuals or groups regarding the purchase or use of products or services. Price value greatly determines the intention to buy online. The same applies to the study conducted by Eneizan et al.

(2019) who argue that the adoption of online shopping is greatly influenced by price and value

H8: Price value has a positive influence on perceived behavioral control in the Shopee application.

Perceived behavioral control is a statement that implies that individuals' perspectives about how much control they have or their ability to perform a particular behavior or action influences their intentions or actions (Ajzen, 1991). This hypothesis emphasizes the idea that people are more likely to engage in an action if they believe they have control over it.

H9: Perceived behavioral control has a positive influence on the intention of impulse buying behavior in the Shopee application.

2.5 Measurement

For hypothesis assessment and testing, this study uses a partial least squares structural equation modeling (PLS-SEM) technique. The Partial Least Squares - Structural Equation Modeling (PLSSEM) framework is made up of two major components: the inner model and the outer model. The outer model is very effective for evaluating data validity and dependability using certain tests. The item used in this study is a 6-point Likert scale ranging from 1 (strongly disagree) to 6 (strongly agree) and was derived from earlier research (Taluke et al., 2019).

3. Results and Discussion

3.1 Result of Data Collection and Data Cleaning

A total of 483 replies were obtained using a questionnaire dissemination technique. The acquired data was cleaned and demographically analyzed using Microsoft Excel. SmartPLS 3 software was then applied for further data processing unique to each variable indication. 22 respondents did not match the inclusion requirements and were eliminated, leaving a total sample size of 461 valid replies. Table 1. Demographic of Respondents.

Table 1. Demographic Result of Respondents

Category	Frequency	Percentage
Gender		
Male	109	24%
Female	352	76%
Age		
17-20	173	38%
21-25	275	60%

Category	Frequency	Percentage
26-30	10	2%
31-35	2	<1%
>36	1	<1%
Education		
Senior Highschool	335	77%
Associate's degree	7	2%
Bachelor's degree	118	26%
Master's degree	1	<1%
Doctoral degree	0	0%
Operating System		
Android	354	77%
IOS	105	23%
Other	2	<1%
Access		
Frequency/Month		
1 – 3	256	56%
4 – 6	107	23%
> 6	99	21%

Table 1 presents the demographic breakdown of the respondents categorized by gender, age, education level, smartphone operating system, and Shopee usage frequency.

3.2 Measurement Model Analysis Results (Outer Model)

3.2.1 Validity Testing

A total of 35 indicators revealed eight indicators with factor loadings less than 0.7: PU4, PEOU1, PEOU4, ATU4, and PBC4. To confirm the measurement model's validity, these eight indicators were excluded from further study. The individual item reliability test, which was performed on the remaining 30 indications, found that eight still had factor loadings less than 0.7 on Figure 2.

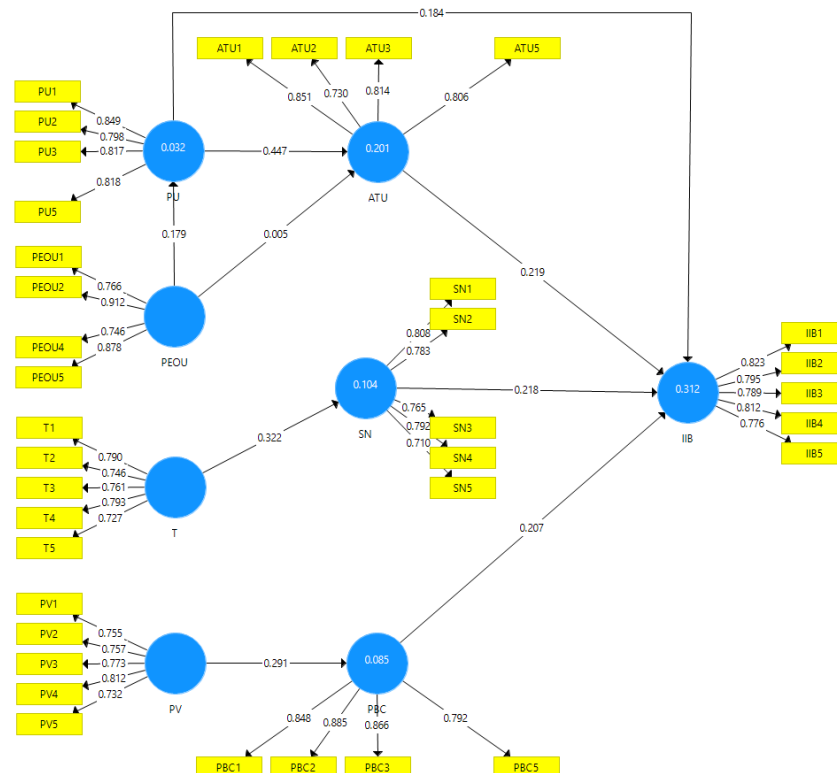


Figure 2. Outer loading, F-Square, and AVE value after modification

Aside from the individual indicator loadings, convergent validity may be tested using the Average Variance Extracted (AVE) value for each component in the study model. Following the stated minimum restriction of 0.5 (Sarstedt et al., 2017), all 10 variables included in this investigation had Average Variance Extracted (AVE) values that were above the criterion. This suggests that the measurement model has excellent convergent validity. The AVE for Trust was the lowest at 0.584, while Perceived Behavioral Control (PBC) was the highest at 0.720.

Discriminant validity evaluates the degree to which constructs within a research model differ from one another. Cross-loading guarantees that each indication has a larger outer loading on its designated build than it does on any other construct (Sarstedt et al., 2017). The findings of this investigation indicated that all indicators fit this condition. The Fornell-Larcker Criterion then compares each construct's AVE to their squared correlations. The second stage in examining discriminant validity is to calculate the Fornell-Larcker Criterion Ratio (FLCR) for each variable included in the study. A variable is said to have discriminant validity if the FLCR value for its connection with itself surpasses the FLCR values for its relationships with other variables. Table 2 shows that all variables have discriminant validity since the $\sqrt{AVE}$ values for each variable's connection with itself are higher than the $\sqrt{AVE}$ values for its associations with other variables (Hair et al., 2022). Table 2. Shows the Fornell-Larcker value

Table 2. Discriminant validity Fornell-Larcker value

	ATU	IIB	PBC	PEOU	PU	PV	SN	T
ATU	0,802							

	ATU	IIB	PBC	PEOU	PU	PV	SN	T
IIB	0,424	0,799						
PBC	0,267	0,339	0,848					
PEOU	0,140	0,141	0,148	0,816				
PU	0,448	0,403	0,318	0,269	0,821			
PV	0,493	0,506	0,291	0,136	0,360	0,766		
SN	0,313	0,347	0,071	0,072	0,253	0,285	0,772	
T	0,553	0,417	0,368	0,220	0,397	0,502	0,322	0,764

3.2.2 Reliability Testing

The consistency with which a research instrument produces identical findings when utilized in comparable research situations is referred to as its dependability. This study evaluates dependability using internal consistency metrics, especially the Cronbach's alpha value for each variable. A Cronbach's alpha value of ≥ 0.7 is optimal (Hair et al., 2022). However, a value of ≥ 0.6 is acceptable provided the composite reliability value is ≥ 0.70 (Nurfauzan & Priyono, 2022). Table 3 shows the results of the internal consistency tests for the variables used in this study.

Table 3. Reliability value

Variable	Cronbach's Alpha	Composite Reliability	Information
Attitude Towards Behaviour (ATU)	0,814	0,878	Reliable
Intention Impulse Buying Behaviour (IIB)	0,858	0,898	Reliable
Perceived Behavioral Control (PBC)	0,870	0,911	Reliable
Perceived Ease of Use (PEOU)	0,759	0,856	Reliable
Perceived Usefulness (PU)	0,839	0,892	Reliable
Price Value (PV)	0,826	0,877	Reliable
Subjective Norms (SN)	0,831	0,881	Reliable
Trust (T)	0,823	0,875	Reliable

3.3 Structural Model Analysis (Inner Model)

To evaluate the fit of the inner model, this study uses partial least squares structural equation modeling (PLS-SEM). The assessment criteria include model fit indices (e.g., SRMR, Chi-square, and NFI), Fsquare, R-square, and path coefficients.

Table 4. Model Fit Value

Criterion	Saturated Model	Information
SRMR	0,069	Good fit

Chi-Square	2342,686	Good fit
NFI	0,723	Fit

In Table 4 above limit values for each criteria include SRMR < 0.08 (Agustin et al., 2022), Chi-square ≥ 0.05 (Sahoo, 2019), and NFI > 0.9 (Bentler & Bonett, 1980). The study of model fit indicators produced positive findings. The SRMR value of 0.060 suggests a decent match, and the Chi-square value of 1904.84 is likewise within acceptable limits an excellent fit. The NFI score of 0.707, while lower than the ideal value of 0.9 or higher, is acceptable owing to its closeness to the benchmark.

Table 5. R-square value

Variable	R-Square	Information
Attitude Towards Behaviour (ATU)	0,202	Weak
Intention Impulse Buying (IIB)	0,312	Weak
Perceived Behavioral Control (PBC)	0,085	Very Weak
Perceived Usefulness (PU)	0,072	Very Weak
Subjective Norms (SN)	0,104	Very Weak

The third inner model analysis is R-Square. The R-Square criteria are weak if the R-Square value is less than 0.25. Weak if the score is between 0.25 and 0.49. Medium if the score is between 0.50 and 0.74. And strong if the score is more than 0.75\

3.3.1 Hypothesis Testing

Based on the analysis results, 8 hypotheses were accepted, and 1 hypotheses were rejected from a total of 9 hypotheses that had been proposed.

Table 6. Path coefficient value

Hypothesis	Relationship	Original sample	T Statistics	P Values	Information
H1	PU -> IIB	0,229	3,322	0,000	Accepted
H2	PU -> ATU	0,312	8,243	0,000	Accepted
H3	PEOU -> PU	0,431	5,136	0,000	Accepted
H4	PEOU -> ATU	0,021	0,493	0,622	Rejected
H5	ATU -> IIB	0,218	4,144	0,000	Accepted
H6	T -> SN	0,322	7,256	0,000	Accepted
H7	SN -> IIB	0,218	4,756	0,000	Accepted
H8	PV -> PBC	0,291	5,193	0,000	Accepted
H9	PBC -> IIB	0,207	4,251	0,000	Accepted

3.3.1.1 Perceived Usefulness

The relationship H1 between PU and IIB is calculated with the original sample score of 0.229 ($O \geq 0$), the t-statistic score of 3.322 ($T \geq 1.96$), and the p-value score of 0.000 ($P < 0.05$). This shows that we can conclude that users have a significant beneficial impact on the perception of the usefulness of Shopee application users.

The second hypothesis (H2) is the relationship between the PU variable and ATU. H2 can be stated as accepted, this is because the original sample value has a positive value of 0.312 ($O \geq 0$) so it can be concluded that the relationship between the two variables in the hypothesis has a positive relationship direction. The hypothesis gets a T Statistics value of 8.243 ($T \geq 1.96$), P-Values get a value of 0.000 ($P \leq 0.05$), and an F-Square value of 0.228 (moderate effect) so it can be concluded that the relationship between the variables in the hypothesis has a significant effect with a small effect. Thus, Shopee developers or stakeholders need to strengthen the perceived usefulness of their platform, such as improving features that are useful for users in shopping, providing relevant offers and promotions, and ensuring that the user interface remains intuitive and easy to use.

3.3.1.2 Perceived Ease of Use

Based on the results of the analysis at the path coefficient test stage, the results of the analysis show that H3 is accepted. This explains that the PEOU variable has an influence on the PU variable. It was found that H3 got an original sample value of 0.431 ($O \geq 0$) which indicates that the direction of the relationship between the variables in the third hypothesis has a positive relationship direction. Then, from the results of the analysis, it was found that the T-Statistics value of the relationship was 5.136 ($T \geq 1.96$), P-Values obtained a value of 0.000 ($P \leq 0.05$), and the F-Square value was 0.078 (small effect) which indicates that the relationship between the variables has a significant effect with a moderate effect.

Based on the results of the analysis obtained from the inner model analysis, it is known that H4 the relationship between the PEOU variable and the ATU variable has an original sample value of 0.021 ($O \geq 0$). The T-Statistics value is obtained at 0.493 ($T \geq 1.96$), and the P-Values value is obtained at 0.662 ($P \leq 0.05$). Based on the results of the analysis, it can be concluded that H4 is rejected.

3.3.1.3 Attitude Towards Behavior

The fifth hypothesis (H5) is that ATU plays a significant positive role on IIB in the use of Shopee. The calculation results of the relationship between ATU and IIB have an original sample score of 0.28 ($O \geq 0$), a t-statistic score of 4.144 ($T \geq 1.96$), and a p-value score of 0.000 ($P \leq 0.05$). This means that it can be identified that the quality of the attitude towards behavior system has a significant role on Shopee users. Based on this, the ATU variable has a positive influence on the IIB variable on consumers who

make impulse purchases on Shopee. Thus, Shopee developers or stakeholders need to strengthen users' positive attitudes towards shopping behavior on their platform, such as improving a pleasant shopping experience and offering attractive promotions.

3.3.1.4 Trust

The data from the structural model analysis results that have been explained above describe that the sixth hypothesis (H6) is accepted. This proves that the T variable has a positive relationship direction and has a significant effect with a small effect on the consumer SN variable when using the Shopee application. These results are based on the original sample value obtained from the analysis test results of 0.322 ($O \geq 0$) then from the T-Statistics value obtained 7.256 ($T \geq 1.96$), P-Values obtained a value of 0.000 ($P \leq 0.05$), and the F-Square value of 0.112 (small effect).

3.3.1.5 Subjective Norms

H7 is the relationship between the SN variable and the IIB variable. Based on the test results, it was found that the hypothesis obtained an original sample value of 0.218 ($O \geq 0$), a T-Statistics value of 4.756 ($T \geq 1.96$), P-Values of 0.000 ($P \leq 0.05$), and an F-Square value of 0.054 (small effect). Reviewing the results of the analysis, it can be identified that the SN variable has a positive relationship direction and has a significant effect with a small effect on the IIB variable so that H7 can be accepted.

3.3.1.6 Price Value

H8 in this study is that PV has a positive and significant effect on PBC. After the test was carried out, the original sample value of the relationship between the two variables was 0.291 ($O \geq 0$) so it can be identified that the relationship between the variables has a positive relationship direction. Furthermore, the T-Statistics value was obtained at 5.193 ($T \geq 1.96$), P Values obtained a value of 0.000 ($P \leq 0.05$), and the F-Square value was 0.095 (small effect) which indicates that the relationship between the variables has a significant effect

3.3.1.7 Perceived Behavioral Control

After testing, it was found that the H9 obtained an original sample value of 0.207 ($O \geq 0$), T-Statistics of 4.251 ($T \geq 1.96$), P-Values of 0.000 ($P \leq 0.05$), and an F-Square value of 0.055 (small effect). Based on the three values that have been obtained, it can be identified that the PBC variable has a positive relationship direction and has a significant effect on the IIB variable with a small effect so that the ninth hypothesis can be accepted

4. CONCLUSION

This study aims to determine the factors that influence consumer interest in making impulsive purchases on the Shopee application. Of the 9 hypotheses that have been proposed, it was revealed that only 1 hypothesis was rejected because it did not have a significant influence based on the data obtained, namely H4: PEOU does not influence the ATU variable.

A total of 8 hypotheses were accepted, namely H1: PU influence the IIB; H2: PU influence the ATU; H3: PEOU influence the PU; H5: ATU influence the IIB; H6: T influence the SN; H7: SN influence the IIB; H8: PV influence the PBC; and H9: PBC influence the IIB so that the relationship between these variables can be concluded as factors that influence impulse buying on the Shopee application. It can be concluded that consumers will continue to make impulsive purchases if stakeholders increase perceived usefulness by improving features that make it easier for consumers to shop, such as personalized product recommendations and intuitive user interfaces.

Building a positive attitude towards technology use (attitude towards behavior) by presenting interesting innovations, such as augmented reality to try products virtually and a safe and fast payment system. Strengthening subjective norms through effective marketing campaigns, for example by involving influencers and building a community of active users who share their positive experiences. Increasing perceived behavioral control by providing shopping budget settings and promo notifications that are segmented according to user preferences.

In addition, it is also necessary to build consumer trust by increasing transaction security and delivery reliability. This can be done through more transparent buyer protection features, verified seller reviews and ratings, and easy and fast return policies. Finally, providing price value by providing attractive offers and discounts, profitable loyalty programs, and frequent and quality flash sales. Emphasizing price transparency by displaying clear price comparisons and discount information can also add to the appeal.

5. REFERENCES

- Agustin, P. A., Nuryana, I. K. D. J. J. o. E. I. S., & Intelligence, B. (2022). Analisa Perbandingan Pengguna Aplikasi Tiktok dengan Snack Video menggunakan Metode UTAUT dan EUCS. 3(4), 80-90. <https://ejournal.unesa.ac.id/index.php/JEISBI/article/view/48646>
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50, 179-211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Al-Mamary, Y. H. S., & Alraja, M. M. (2022). Understanding entrepreneurship intention and behavior in the light of TPB model from the digital entrepreneurship perspective. *International Journal of Information Management Data Insights*, 2(2), 100106. <https://doi.org/https://doi.org/10.1016/j.jjime.2022.100106>

- Almahdi, M., Radhi, J., Alhawaj, F., & Najeeb, A. (2023). Impulse Buying Behaviors in a Digital World. In (pp. 199-209). https://doi.org/10.1007/978-3-031-35525-7_13
- Bentler, P. M., & Bonett, D. G. (1980). Significance tests and goodness of fit in the analysis of covariance structures. *Psychological Bulletin*, 88(3), 588.
- Davis, F., & Davis, F. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, 13, 319. <https://doi.org/10.2307/249008>
- Eneizan, B., Mohammed, A. G., Alnoor, A., Alabbodi, A. S., & Enaizan, O. (2019). Customer acceptance of mobile marketing in Jordan: An extended UTAUT2 model with trust and risk factors. *International Journal of Engineering Business Management*, 11, 1847979019889484.
- Hair, J., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2022). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). <https://doi.org/10.1007/978-3-030-80519-7>
- Kangean, S., & Rusdi, F. (2020). Analisis Strategi Komunikasi Pemasaran dalam Persaingan E-Commrece di Indonesia. *Prologia*, 4, 280. <https://doi.org/10.24912/pr.v4i2.6504>
- Laila, A. (2019). Pengaruh Personality Traits Dan Website Quality Terhadap Online Impulse Buying (Studi pada Konsumen Shopee Indonesia). *VOLATILITAS*, 1(2). <http://ejournal.umpwr.ac.id/index.php/volatilitas/article/view/6184>
- Liu, M., Jia, W., Yan, W., & He, J. (2023). Factors influencing consumers' repurchase behavior on fresh food e-commerce platforms: An empirical study. *Advanced Engineering Informatics*, 56, 101936. <https://doi.org/https://doi.org/10.1016/j.aei.2023.101936>
- Nurfauzan, J. A., & Priyono, A. (2022). Analisis TAM dan TPB dalam Penerimaan Aplikasi Perdagangan Saham Seluler (Mobile) di Kalangan Investor di Indonesia. *Selekta Manajemen: Jurnal Mahasiswa Bisnis & Manajemen*, 1(4), 79-96. <https://journal.uui.ac.id/selma/article/view/24883>
- Pradiani, T. (2017). Pengaruh sistem pemasaran digital marketing terhadap peningkatan volume penjualan hasil industri rumahan. *Jurnal Ilmiah Bisnis Dan Ekonomi Asia*, 11(2), 46-53. <https://doi.org/https://doi.org/https://doi.org/10.32812/jibeka.v11i2.45>
- Rahmawati, R. N., & Narsa, I. M. (2019). Penggunaan e-learning dengan Technology Acceptance Model (TAM). *Jurnal Inovasi Teknologi Pendidikan*, 6(2), 127-136.
- Rahmawati, W., Yuniarta, A., & Rahmawati, E. D. (2023). Minat Konsumen Membeli Produk Online Melalui Tik Tok Shop Ditinjau Dari Kepercayaan, Kualitas Dan Pengiriman Barang. *Journal of Student Research*, 1(3), 39-47.
- Rejali, S., Aghabayk, K., Esmaeli, S., & Shiwakoti, N. (2023). Comparison of technology acceptance model, theory of planned behavior, and unified theory of acceptance and use of technology to assess a priori acceptance of fully automated vehicles. *Transportation Research Part A: Policy and Practice*, 168, 103565. <https://doi.org/https://doi.org/10.1016/j.tra.2022.103565>
- Sahoo, M. (2019). Structural Equation Modeling: Threshold Criteria for Assessing Model Fit. In (pp. 269-276). <https://doi.org/10.1108/978-1-78973-973-220191016>
- Sarstedt, M., Ringle, C., & Hair, J. (2017). Partial Least Squares Structural Equation Modeling. In https://doi.org/10.1007/978-3-319-05542-8_15-1

- Sugiyono. (2013). Metode penelitian pendidikan pendekatan kuantitatif, kualitatif dan R&D. Alfabeta.
- Supriyati, S., & Cholil, M. J. (2017). Aplikasi technology acceptance model pada sistem informasi manajemen rumah sakit. *Jurnal Bisnis dan Manajemen UMS*, 17(1), 81-102. <https://doi.org/https://doi.org/10.20961/smbr>
- Taluke, D., Lakat, R. S., & Sembel, A. (2019). Analisis preferensi masyarakat dalam pengelolaan ekosistem mangrove di pesisir pantai kecamatan loloda kabupaten halmahera barat. *Spasial*, 6(2), 531-540.
- Tania, A., & Haryanti, D. S. (2020). Subjective Norm, Attitudes, Trust, Terhadap Purchase Intentions Pada Buah Dan Makanan Organik. *Media Bisnis*, 12(2), 201-212.
- Tumanggor, S., Hadi, P., & Sembiring, R. (2021). Pembelian impulsif pada e-commerce shopee (studi pada konsumen shopee di Jakarta Selatan). *Journal of Business and Banking*, Volume 11 Number 2. <https://doi.org/10.14414/jbb.v11i2.2733>
- Yuniarti, Y., Tan, M. I., Siregar, A. P., & Amri, A. I. S. (2021). Faktor Yang Mempengaruhi Impulse Buying Konsumen Saat Moment Hari Belanja Online Nasional (Harbolnas). *Jurnal Manajemen Terapan Dan Keuangan*, 10(01), 153-159.