



## Impulsive Buying in Gen Z: How Online Customer Review, Sales Promotion, and Conformity Influence Impulsive Buying through Consumer Trust (Study on E-Commerce Users in Purwokerto)

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### ABSTRACT

This research aims to examine the effect of online customer reviews, sales promotions, and suitability on impulse buying through customer trust as mediating variables. The sample taken in this study were 108 Gen Z e-commerce users in Purwokerto using a purposive sampling technique. The method of analysis used in this research is descriptive quantitative and uses smart PLS 3.0. Data collection techniques through questionnaires. The research results show that sales promotions and conformity can affect impulse buying. Online customer reviews do not affect impulse buying. Customer trust can mediate conformity to impulsive buying but cannot mediate online customer reviews and sales promotion.

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## INTRODUCTION

E-commerce is one of the contributors to the development of the Indonesian economic sector. The Indonesian e-commerce sector reached a value of IDR 476.3 trillion in 2022, with the number of users projected to reach 196.47 million by the end of 2023, according to recent observations. (Mustajab, 2023).

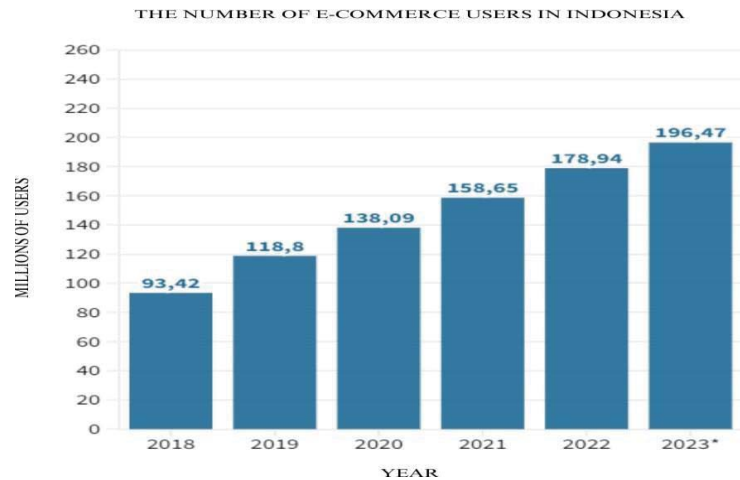


Figure 1. The Demographics of E-Commerce Users in Indonesia  
Source dataindonesia.id

The data presented herewith was obtained from the Central Bureau of Statistics in 2022., Central Java is the third largest region in e-commerce businesses with 541,072 users (Muhamad, 2023). However, this data is not directly proportional to the data on the number of consumers where Central Java is fifth in the contribution of e-commerce transactions with a percentage of 5.5% (Muslim, 2023). It can be concluded that there is an imbalance between the number of sellers and consumers in e-commerce in the Central Java region.

Research by IDN Research Institute and Populuxe, published in the "Indonesia Gen Z Report 2022," shows that Generation Z in Indonesia prefers to shop online using e-commerce platforms. (Purnamasari, 2022). Generation Z likes detailed and up-to-date information that builds trust, thus increasing interest in shopping through e-commerce (Saputra et al., 2019). E-commerce makes it easier in all aspects, creating easier access to the market, so consumer purchasing behavior is shifting from traditional to digital media (Aryani et al., 2021). As e-commerce gains popularity in Indonesia, so gains the phenomenon of impulsive buying (Putri & Pinandito, 2023). This phenomenon is defined as an act of consumer purchasing that is carried out without prior intention or planning. The phenomenon of impulsive buying is influenced by a number of stimulus factors.

The results of research conducted by Cuong (2023) and Chen & Ku (2021) indicate that the online customer review factor exerts an influence on impulsive buying. However, this finding contrasts with the results of research conducted by Masitoh et al. (2024), which suggests that the online customer review factor does not exert a significant influence on impulsive buying. Subsequently,

Musadik & Azmi (2020) and Gardi & Darmawan (2022) present additional factors influencing impulsive buying behavior in response to sales promotions. However, the research conducted by Sari & Hermawati (2020) indicates that sales promotions do not significantly impact impulsive buying. As posited by Muharsih et al. (2023) and Adri et al. (2021), conformity has the potential to influence impulsive buying. Customer trust is a significant factor in purchasing decisions, as it influences individual evaluations of the stimulus received. Consumers are more likely to make a purchase when they have a high level of trust (Putri & Pinandito, 2023). Consumers who trust e-commerce tend to make impulse purchases (Darmawan, 2021).

Karimah & Astuti (2022) stated that online customer reviews significantly influence impulsive buying through customer trust as an intervention variable. Aryanti and Andarini (2023) posited that sales promotion and conformity significantly influence impulsive buying through customer trust as an intervening variable. However, no research has examined the combined interaction of these variables with customer trust as an intervening variable. This research provides a new perspective on the relationship in the context of e-commerce platforms among Generation Z, which can be useful in developing business processes.

## LITERATURE REVIEW

### 1. *S-O-R Theory*

The theory of stimulus (S), organism (O), and response (R) represents an evolution of the stimulus-response theory proposed by Thorndike (1898). The latter theory, however, failed to take into consideration the role of logical reasoning. Conversely, it underscores the notion that the mental has evolved into a mediator between stimulus and response. Jacoby (2002) introduces the concept of the organism. The theory analyses human behaviour based on cognitive and affective statements influenced by the surrounding stimulus (Shah et al., 2021).

Affective reactions should be evaluated together with cognitive reactions because both relationships have an important role in decision making (Parboteeah et al., 2009; Lo et al., 2022). This study focuses on consumer trust as an aspect of the evaluation organism. S-O-R theory applied to impulsive buying online (Liu et al., 2020). So that impulsive buying online can analyse the role of atmosphere encouragement (Floh & Madlberger, 2013). This theory assumes that online customer reviews, sales promotions, and conformity become strong stimuli for impulsive buying behaviour.

### 2. **Online Customer Review**

Electronic word of mouth (E-WOM) in the form of online reviews constitutes an integral aspect of the customer experience, and can be readily accessed (Askalidis & Malthouse, 2016). Online customer reviews are evaluations provided by consumers to sellers following a purchase transaction (Ika Sugiarti & Iskandar, 2021). Consumers provide information on products from a variety of perspectives (Karimah & Astuti, 2022). This information

allows consumers to identify products that meet their requirements in terms of quality, based on the reviews provided by other consumers who have experience using these products (Mo et al., 2015).

### **3. Sales Promotion**

Sales promotion consists of various short-term incentives designed to stimulate the trial or purchase of a product or service, includes consumer promotions like samples, coupons, and premiums, trade promotions such as advertising and display allowances, and promotions for businesses and sales teams like contests for sales staff (Kotler & Keller, 2016). Promotional sales aim to increase sales, generate customer trust, and build brand awareness.

### **4. Conformity**

In the fields of social psychology and strategic management, the term "conformity" is used to describe human behaviour. This behaviour may be altered as a result of external or internal group pressure, leading to changes in attitudes or beliefs (Myers, 2010). Conformity behaviour is a common phenomenon, for example, when a friend buys an item, he will buy it even though he does not like it so as not to be labelled as not slang (Ou et al., 2022). A person who considers his group to be hedonic can cause impulsive buying behavior (Annisa Fitrah & Taufiq Chaidir, 2024).

### **5. Impulsive Buying**

Impulsive buying is an unplanned and spontaneous activity (Ming et al., 2021) by consumers to make purchases (Zhang et al., 2022) because without prior planning (Kotler & Keller, 2016) and without thinking about the next consequences. Online shopping activities more often cause impulsive buying than conventional shopping activities (Wang et al., 2022). The absence of effort to search for the product makes visualization and eye response the main target of sellers to spur cognitive buyers, such as when buying candy and magazines or chewing gum spontaneously displayed near the checkout counter (Kotler & Keller, 2016).

### **6. Customer Trust**

Trust is a strong belief that someone or something can be reliably recognized, or believed. Customer trust is the level of trust in the credibility of a company's product (Ratnawati, 2023). Trust is influenced by perceptions of trust and confidence in business, especially in e-commerce applications. (Riegelsberger & Sasse, 2003).

### **7. The Effect of Online Customer Reviews on Customer Trust**

Cheng & Tian (2020) found that customer engagement can increase the credibility of online reviews, with positive reviews influenced by expertise and negative reviews influenced by participation benefits. Ozturkcan, & Gursory (2014) emphasize its importance in the process of building trust, especially in

terms of quality, quantity, and the ratio of positive and negative reviews. This is supported by previous research conducted by (Hilal & Septin Puji Astuti, 2022).  
**Hypothesis 1:** Online Customer Review (X1) can positively and significantly affect Customer Trust (Z)

#### **8. The Effect of Sales Promotion on Customer Trust**

The significant relationship between sales promotions and consumer trust, suggests that effective promotions increase trust and drive purchasing decisions in online marketplaces (Suhendi et al., 2023). Similarly, sales have a positive impact on online trust and impulsive buying behaviour, suggesting that promotional strategies can foster a sense of reliability among consumers (Cuong, 2023). Customer trust, then, is essential for impulse purchases, with effective sales promotions (Shahchari, 2023). This is supported by previous research by (Aryanti & Andarini, 2023).

**Hypothesis 2:** Sales Promotion (X2) can positively and significantly affect Customer Trust (Z)

#### **9. The Effect of Conformity on Customer Trust**

Pressure from the social environment can influence a person's trust attitude, whereas the level of trust in society can affect a person's likelihood to trust personally (Shaleva, 2019). As a result, people who live among groups that have high trust can spread trust to other groups (Dinesen, 2013). In e-commerce, conformity behaviour has an impact on customer trust in purchasing decisions (G. Wang et al., 2015). In research (Aryanti & Andarini, 2023) and (Hilal & Astuti, 2022) support the effect of conformity on consumer trust.

**Hypothesis 3:** Conformity (X3) can positively and significantly affect Customer Trust (Z)

#### **10. The Effect of Online Customer Reviews on Impulsive Buying**

Online customer reviews are part of e-WOM (Ramadan et al., 2021). In the context of electronic word-of-mouth (e-WOM), the quality of information is determined by informational influence, whereas the quantity of information displayed as a whole is influenced by normative influence (Filieri, 2015). Online reviews are currently key to product detailing and have a significant impact on purchasing decisions (Katole, 2022). Thus, it can stimulate to make impulsive purchases. Research (Hilal & Septin Puji Astuti, 2022) supports this by showing the results of online customer reviews affect impulsive buying.

**Hypothesis 4:** Online Customer Review (X1) can positively and significantly affect Impulsive Buying (Y)

#### **11. The Effect of Sales Promotion on Impulsive Buying**

Solomon et al. (2018) in Wiranata & Hananto (2020) argue that sales promotions stimulate direct purchases to try a product within a certain period. The positive impact of sales promotion on impulsive buying, especially in the context of online platforms (Mutanafisa & Retnaningsih, 2021). The more

intense the sales promotion, the higher the level of impulsive buying (Andani & Wahyono, 2018). In accordance with the findings of the research conducted by (Farchina et al., 2023) which states that sales promotion has a positive and significant effect on creating impulsive buying.

**Hypothesis 5:** Sales Promotion (X2) can positively and significantly affect Impulsive Buying (Y)

### **12. The Effect of Conformity on Impulsive Buying**

Consumptive behaviour and conformity are interrelated because individuals with high conformity will change their behaviours to resemble the group. Aspects of conformity include cohesiveness, agreement, obedience, and the presence of useful information (Vatmawati, 2019). According to Pradipta & Kustanti (2021) One of the causes of individuals making impulse buying is social factors, namely the surrounding community, which influences individuals in making certain decisions. Research Yuliani (2022) the results indicated a strong correlation between conformity and impulsive buying behaviours.

**Hypothesis 6:** Conformity (X3) can positively and significantly affect Impulsive Buying (Y)

### **13. The Effect of Customer Trust on Impulsive Buying**

The role of trust in consumer decision-making is a significant one (Pappas, 2016). Customer trust in online stores will affect impulsive buying behaviours because consumers will basically research the online store (Adriansyah & Rahman, 2022). The higher the trust, the stronger the possibility of making impulsive purchases (Putri & Pinandito, 2023). This is supported by previous research conducted by (Moreno et al., 2022) found that there is a significant influence between customer trust on impulse buying.

**Hypothesis 7:** Customer Trust (Z) can positively and significantly affect Impulsive Buying (Y).

### **14. The Effect of Online Customer Reviews on Impulsive Buying Through Customer Trust**

Research has found a strong positive correlation among online customer reviews and impulsive buying through customer trust (Cuong, 2023) and (Fahrozi et al., 2022). These reviews influence consumers' purchase intentions by increasing their trust in the seller (Luo & Li, 2013). The reliability dimension of brand trust serves as a mediator in the relationship between online customer reviews and the intention to purchase (Chang et al., 2013). Furthermore, online customer reviews have a direct positive affect on impulsive purchases by customer trust (Hilal & Septin Puji Astuti, 2022) and (Sanapang & Ardyan, 2024).

**Hypothesis 8:** Customer Trust (Z) can mediate positively and significantly affect relationship between Online Customer Review (X1) and Impulsive Buying (Y).

### 15. The Effect of Sales Promotion on Impulsive Buying Through Customer Trust

The purpose of sales promotion is to gain high sales volume through the development of effective sales promotion tactics that attract customers to buy (Munte et al., 2022). So that sales promotion can influence consumer trust and habits (Ekasari, 2020). However, sales promotion does not directly influence buying interest (Sinaga, 2022). (Eka Mayastika Sinaga, 2022). Trust has a vital role in mediating the effect of sales promotion on repeat purchases (Munte et al., 2022) including impulsive purchases (Cuong, 2023). Research Aryanti & Andarini (2023) supports the impact of sales promotion on impulsive buying through customer trust.

**Hypothesis 9:** Customer Trust (Z) can mediate positively and significantly affect relationship between Sales Promotion (X2) and Impulsive Buying (Y).

### 16. The Effect of Conformity on Impulsive Buying Through Customer Trust

When consumers do not have sufficient information, it is probable that judgments will be made based on observations or the opinions of others, particularly when the observed group makes a significant number of purchases, conformity behaviours will be higher and consumers will tend to buy (Huang Y.C, 2017). During transaction activities, primarily e-commerce, conformity will build customer trust. (Wang et al., 2015). With the higher conformity, the higher the impulsive buying behaviours will be (Muharsih et al., 2023). This is in line with the research (Aryanti & Andarini, 2023).

**Hypothesis 10:** Customer Trust (Z) can mediate positively and significantly affect relationship between Conformity (X3) and Impulsive Buying (Y).

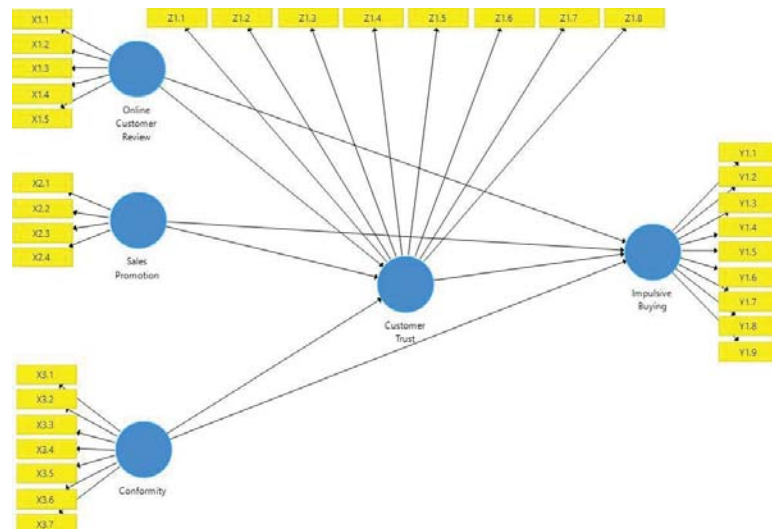


Figure 2. Hypothesis Direction

## METHODOLOGY

This research is designed to examine the relationship between online customer reviews, sales promotion, and conformity to impulsive buying by using consumer confidence as an intervening variable using quantitative data. Research using SEM PLS 3.0. The research population was aimed at individuals aged 18-27 years old who are Generation Z e-commerce users in Purwokerto, Indonesia. The total of 108 respondents with purposive sampling technique using specific requirements on the questionnaire distributed through Google Form. Respondents who met the criteria were asked to indicate whether they strongly agree, agree, neutral, disagree, or strongly disagree with a Likert scale.

## RESULT AND DISCUSSION

### 1. Respondent Characteristics

Table 1. Characteristics of Respondents

Respondent Profile		Percentage
Residence	Purwokerto South	31,60%
	Purwokerto West	20,20%
	Purwokerto East	26,30%
	Purwokerto North	21,90%
Sex	Male	41,20%
	Female	58,80%
Age	18 - 20	29,80%
	21 - 22	43,90%
	23 - 24	14,90%
	25 - 27	11,40%
Education	Primary School	0,00%
	Junior high school	4,40%
	Senior high school	39,50%
	Diploma 1/2/3/4	9,60%
	Scholar 1/2/3	46,50%
Work	Students	60,60%
	Teacher/Lecturer	2,60%
	Civil Servants	0,00%
	Entrepreneur	7,90%
	Self-employed	14,00%
	Other	14,90%
Income/month	≤ IDR 2,000,000	62,30%
	IDR 2,000,000 - IDR 6,000,000	28,10%
	IDR 6,000,000 - IDR 10,000,000	4,40%
	≥ IDR 10,000,000	5,30%

The measurement model will be able to proceed to the inner model stage if it matches with the criteria of being valid and reliable. The indicators of each variable have met the criteria, so it only needs to be run once, as shown in Table 2. Likewise, with AVE, all variables are greater than 0.5, so they meet the convergent validity criteria (Purwanto & Sudargini, 2021). All the indicators and variables are validated. This model is said to be reliable if the Composite Reliability value is greater than 0.6. Looking at Table 2, all variables meet the reliability criteria.

Table 2. Variables, Indicators, Loading Factor Running, AVEs and Composite Reliability

Variables	Indicators	Loading Factors <sup>a</sup> Running	AVEs <sup>b</sup>	Composite Reliability
<b>Online Customer Review</b> (Lackermair et al., 2013)	Information such as ratings or reviews in consideration of purchases in E-Commerce	0.863	0.697	0.920
	Read product reviews before making a purchase on E-Commerce	0.861		
	Comparing positive and negative reviews in E-Commerce purchases	0.793		
	Negative reviews are a reason not to buy products on E-Commerce	0.794		
	Positive reviews are my reason for not buying products on E-Commerce	0.859		
<b>Sales Promotion</b> (Kotler & Keller, 2016)	Tend to buy products on E-Commerce because of coupons such as discounts	0.595	0.568	0.838
	Shop at E-Commerce as long as there are promo packages such as <i>buy one free one</i>	0.852		
	Shop for products on E-Commerce because it displays interesting products	0.759		
	Considering contests when shopping on E-Commerce (example: there is a giveaway by fulfilling some conditions to get the prize offered)	0.785		
<b>Conformity</b> (Meyers, 2010)	Following recommendations given by peers on an <i>E-Commerce</i> platform regarding product choices	0.829	0.519	0.883
	Making online purchases in <i>E-Commerce</i> , I tend to follow the prevailing trends	0.713		
	Willing to provide positive reviews or testimonials regarding my purchase experience to peers on <i>e-commerce</i> platforms	0.673		
	When a friend suggests a particular payment method in <i>E-Commerce</i> , I tend to use it	0.669		
	Trusting the steps my peers recommend for a safe online shopping experience, such as looking at reviews first	0.758		
	Willing to adjust purchase choices on E-commerce platforms to match preferences or recommendations of peers	0.687		
	Accept and understand the changing trends in E-commerce introduced by peers in my <i>circle</i>	0.701		
<b>Impulsive</b>	Often buy things on <i>E-Commerce</i> that I don't necessarily need	0.818	0.521	0.906

<b>Buying</b> (Halim et al., 2020)	Have you ever experienced buying goods on <i>E-Commerce</i> suddenly and thinking about it later?	0.720	0.621	0.929
	Tend to over-shop on <i>E-Commerce</i>	0.813		
	Detailed information about products in <i>E-Commerce</i> encourages me to buy the goods I need	0.616		
	Tend to buy products on <i>E-Commerce</i> if discounts are available	0.726		
	Make purchases in <i>E-Commerce</i> based on the experience of other users	0.537		
	Often make an additional budget specifically for the purchase of products that I want in <i>E-Commerce</i> suddenly	0.692		
	Feeling more impulsive in shopping behavior when using electronic payment methods	0.719		
	Spending financial planning to spend on <i>E-Commerce</i>	0.808		
<b>Customer Trust</b> (Mayer et al., 1995)	E-Commerce platforms consistently demonstrate expertise and technical capabilities in handling transactions	0.686	0.621	0.929
	Believe that <i>E-Commerce</i> websites are able to ensure the security and privacy of personal information	0.796		
	Believes that the <i>E-Commerce</i> platform truly cares about the satisfaction and well-being of its customers	0.803		
	<i>E-Commerce</i> platforms are responsive to customer concerns and actively seek to address any issues promptly	0.833		
	Believe that the <i>E-Commerce</i> platform has my best interests in mind when recommending products or services	0.804		
	Believe that <i>E-Commerce</i> platforms provide accurate and honest information about products, prices, and promotions	0.768		
	The <i>E-Commerce</i> platform is transparent about its policies, and I feel confident in its commitment to ethical business practices.	0.832		
	Trust that the <i>E-Commerce</i> platform delivers on its promises and commitments regarding product quality and delivery	0.771		

AVE: Average Variant Extract

- Acceptable value of Loading Factor is greater than 0.5
- Acceptable value of AVE is greater than 0.5
- Acceptable value of Composite Reliability is greater than 0.6

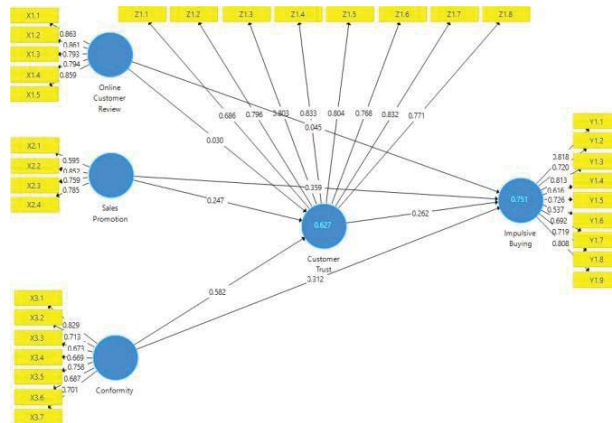


Figure 3. Smart PLS 3.0 algorithm

Table 3. R Square

	R Square	R Adjusted
Customer Trust	0.627	0.617
Impulsive Buying	0.751	0.741

According to Table 3, it is found that the R-squared value for the effect of the independent variable (X) on consumer confidence as an intervening variable (Z) is 0.627 or 62.7%, the remaining 37.3% is influenced by other variables outside this study and on impulsive buying as a dependent variable (Y) of 0.751 or 75.1%, other variables external to this study influence the remaining 24.9%.

Table 4. Relationships, Path Coefficients, P values and Results

	Relationships	Path Coefficients	P values	Results
H1	Online Customer Review → Customer Trust	0.030	0.397	Rejected
H2	Sales Promotion → Customer Trust	0.247	0.018	Accepted
H3	Conformity → Customer Trust	0.582	0.000	Accepted
H4	Online Customer Review → Impulsive Buying	0.053	0.294	Rejected
H5	Sales Promotion → Impulsive Buying	0.424	0.000	Accepted
H6	Conformity → Impulsive Buying	0.464	0.001	Accepted
H7	Customer Trust → Impulsive Buying	0.262	0.005	Accepted
H8	Online Customer Review → Customer Trust → Impulsive Buying	0.008	0.409	Rejected
H9	Sales Promotion → Customer Trust → Impulsive Buying	0.065	0.074	Rejected
H10	Conformity → Customer Trust → Impulsive Buying	0.153	0.005	Accepted

The result of the relationships, path coefficients and P-values are described in Table 4. There are seven hypotheses of direct influence relationships and three hypotheses of indirect influence relationships. Based on Table 2, five direct relationships have an effect, and two relationships have no effect. As for indirect relationships, there is one relationship that has a significant effect, others have no effect.

- Hypothesis 1: Online Customer Review (X1) can positively and significantly affect Customer Trust (Z)

Based on table 2, the direct effect measurement results that the P-Value of 0.397 is greater than sig (0.05). Online customer reviews have no effect on customer trust. So, it can be said that the hypothesis is rejected. Online customer reviews do not encourage consumers to believe due to irrelevant information (Hartini et al., 2022). Currently, many service providers provide good reviews of online stores in e-commerce. The authenticity of reviews is often questioned, as many consumers realize that reviews can be manipulated or fabricated, leading to scepticism about their reliability (Ou et al., 2024). Many reviews can create information overload, making it difficult for consumers to

distinguish which reviews are genuine and relevant, thus reducing their trust in the overall rating system (Yang & Kruschke, 2024). Negative reviews often receive more attention than positive reviews, which can alter perceptions and lead to distrust in the product or service under review (Beck et al., 2023).

- Hypothesis 2: Sales Promotion (X2) can positively and significantly affect Customer Trust (Z)

Based on table 2, the direct effect measurement results that the P-Value of 0.018 is smaller than sig (0.05). Sales promotion has an effect on customer trust. So, it can be said that the hypothesis is accepted. Sales promotions can significantly influence trust in a brand, especially in the context of online shopping (Ekasari, 2020). This influence is further mediated by brand trust, with sales promotions that play on price (the existence of price discounts) playing an important role in shaping consumer behaviours (Luk & Yip, 2008). The combined influence of sales promotion and trust on purchase decisions has been observed in e-commerce marketplaces (Suwaryu & Taufiqurahman, 2022). Sales promotions such as discounts, gifts, or special offers can attract consumer attention. So that consumers feel they are benefiting from the promotion, their trust in the brand or product will increase. Then, if consumers are satisfied with the product chosen through promotion, it will strengthen trust. This finding is in line with research conducted by (Aryanti & Andarini, 2023) and (Wibowo, 2022).

- Hypothesis 3: Conformity (X3) can positively and significantly affect Customer Trust (Z).

Based on table 2, the direct effect measurement results that the P-Value of 0.000 is smaller than sig (0.05). Conformity has an effect on customer trust. So, it can be said that the hypothesis is accepted. Conformity behaviours increase customer engagement and purchase intention, especially in online group buying, where recommendations from friends and family play an important role in shaping consumer decisions (Ou et al., 2022). Peers or groups will usually exchange information about products. The impact of social information, such as product ratings from friends, is more pronounced than opinion leaders, implying that personal connections foster greater trust in e-commerce transactions (Jia & Liu, 2017). This information can help individuals make better decisions (Ulfa, 2017). This research is in line with Aryanti & Andarini (2023), which indicates that conformity has a role in trust in e-commerce purchases.

- Hypothesis 4 : Online Customer Review (X1) can positively and significantly affect Impulsive Buying (Y)

Based on table 2, the results of measuring the direct effect that the P-Value 0.294 is greater than sig (0.05). Online customer reviews have no effect on impulsive buying, but are not significant. So, it can be said that the hypothesis is rejected. This finding is in line with research (Masitoh et al., 2024). Reviews given either positive or negative, do not create different beliefs (Hartini et al.,

2022). This means that the review feature in e-commerce does not always encourage consumers to make impulse purchases. Impulse purchases tend to use emotions as consumers feel a sudden urge to make a purchase (Fasyni et al., 2021). While the process of reading and considering is more cognitive and rational (Zhang et al., 2018). Then, recommendations and reviews from familiar people such as friends and family can influence impulse purchases more than online reviews. Because friends and family have a higher trust impact than the opinions of strangers (Xu et al., 2019).

- Hypothesis 5 : Sales Promotion (X2) can positively and significantly affect Impulsive Buying (Y)

Based on table 2, the direct effect measurement results that the P-Value of 0.000 is smaller than sig (0.05). Sales promotion has a significant effect on impulsive buying. So, it can be said that the hypothesis is accepted. This finding is in line with the results of research (Ahmad Musadik & Abdul Ghani Azmi, 2020), (Farchina et al., 2023) and (Gardi & Darmawan, 2022). The better the sales promotion, the more it will mediate consumers for hedonic motivation, thereby increasing impulsive purchases (Andani & Wahyono, 2018). Widyastuty & Untari (2021) confirmed the direct effect of promotion on impulsive buying Marhaeni et al. (2024) support these results by showing the effect of flash sale announcements and free shipping on spontaneous purchasing decisions. E-commerce often provides promotions such as discounts and free shipping to attract consumers, which can cause emotions of fear of losing opportunities. According to Stern (1962) impulsive behaviours caused by promotions offered indicates women's shopping habits. This is in line with the results of the research conducted that women dominate the respondent population.

- Hypothesis 6 : Conformity (X3) can positively and significantly affect Impulsive Buying (Y)

Based on table 2, the direct effect measurement results that the P-Value of 0.001 is smaller than sig (0.05). Conformity affects impulsive buying. So, it can be said that the hypothesis is accepted. This is in line with research that has been done before (Aryanti & Andarini, 2023) (Muharsih et al., 2023) and (Adri et al., 2021). The high level of conformity will make individuals not want to be left behind by their group or friends. (Pradipta & Kustanti, 2021). In the context of purchasing, conformity can influence individuals to imitate the attitudes of their peers or groups (Tversk, 2009) this explanation is logical because Generation Z does not want to be outdated and has a fear of missing out (FOMO) with peers (Iklimah et al., 2023). This influence is powerful when peers are close and susceptible to social influence (X. Luo, 2005). So that the higher the conformity will affect impulsive buying (Yuliani, 2022).

- Hypothesis 7 : Customer Trust (Z) can positively and significantly affect Impulsive Buying (Y)

Based on table 2, the direct effect measurement results that the P-Value of 0.005 is smaller than sig (0.05). Customer trust affects impulsive buying. So, it can be said that the hypothesis is accepted. Customer trust can significantly

influence impulsive buying, as shown by several studies conducted by (Hilal & Septin Puji Astuti, 2022) and (Aryanti & Andarini, 2023). One of the factors that consumers consider in purchasing decisions is trust (Wibowo, 2022). This trust includes the belief that the store can provide quality products, reliable delivery, and good service (Sari & Suroso, 2015). So, beliefs about the attractiveness of online stores and user convenience can lead to impulsive purchases (Verhagen & Dolen, 2011).

- Hypothesis 8: Online Customer Trust (Z) can mediate positively and significantly affect relationship between Online Customer Review (X1) and Impulsive Buying (Y).

Based on table 2, the measurement results indirect effect that the P-Value of 0.409 is smaller than sig (0.05). Customer trust is unable to influence online customer reviews on impulsive buying. So, it can be said that the hypothesis is rejected. Online customer reviews do not always foster trust, which may be due to negative reviews and doubt about the authenticity of online reviews in e-commerce. In addition, consumer confidence does not mediate the possibility of impulsive buying overriding rationality (N. Purwanto, 2020). Gauthier & Gauthier (2001) added a rational perspective to the discussion, stating that trust is a rational act based on judgment and understanding. Meanwhile, impulsive buying is based on emotions (Ayu, 2020). Thus, although trust is important, it may not be enough to counteract consumers' impulsive tendencies (Syahchari, 2023).

- Hypothesis 9: Customer Trust (Z) can mediate positively and significantly affect relationship between Sales Promotion (X2) and Impulsive Buying (Y).

Based on table 2, the results of measuring the indirect effect that the P-Value 0.074 is greater than sig (0.05). Customer trust is unable to influence sales promotion on impulsive buying. So, it can be said that the hypothesis is rejected. With attractive sales promotions, potential buyers will feel compelled to buy suddenly without the need to go through trust. Although trust can increase impulse purchases, it does not necessarily mediate the effects of sales promotions effectively. For example, sales promotions, celebrity endorsements, and social interactions positively influence consumer trust and impulse purchases, but trust alone does not guarantee impulse purchases when promotions are present (Alyandro et al., 2024). Sales promotions do not always increase customer trust in the same way across all conditions (Cuong, 2023). Lifestyle factors and social media marketing increase trust but do not directly lead to impulse purchases (Aldiaz et al., 2024).

- Hypothesis 10: Customer Trust (Z) can mediate positively and significantly affect relationship between Conformity (X3) and Impulsive Buying (Y).

Based on table 2, the results of measuring the indirect effect that the P-Value of 0.005 is smaller than sig (0.05). Customer trust is able to influence

conformity on impulsive buying. So, it can be said that the hypothesis is accepted. The research findings show a relationship between conformity to impulsive buying through customer trust, which is in line with the research (Aryanti & Andarini, 2023). Conformity is a strong factor in building trust (G. Wang et al., 2015). When making decisions by observing others, it will affect beliefs based on the person's decision because they think they have more information (Jia & Liu, 2017). Thus, belief in conformity, information exchange, and social support can facilitate impulsive influence (Hu et al., 2019).

## **CONCLUSIONS AND RECOMMENDATIONS**

Based on the study's results, the first hypothesis states that online customer reviews do not influence impulsive buying, which suggests that the rational process of reading reviews is opposite to the emotional impulse in impulse buying. In contrast, the second hypothesis confirmed sales promotions have a significant impact on impulsive buying, with consumers tending to make spontaneous purchases when faced with discounts or special promotions. The third hypothesis shows that social conformity also has a significant effect on impulsive buying, where individuals tend to imitate the behaviours of their group to avoid being left behind. In addition, the fourth hypothesis confirms that customer trust in a brand or online store increases the likelihood of impulse buying. Although online customer reviews did not significantly affect customer trust in the fifth hypothesis, sales promotion, and conformity increased customer trust in the sixth and seventh hypotheses. However, customer trust did not mediate the relationship between online customer reviews and impulsive buying in the eighth hypothesis. Between sales promotion and impulsive buying in the ninth hypothesis, but significantly mediates the relationship between social conformity and impulsive buying in the tenth hypothesis. Researchers advise that the variables of sales promotion, conformity, and customer trust that influence impulsive buying can be a concern for e-commerce.

## **FURTHER RESEARCH**

In the process of conducting this research, as for the limitations found, namely the variation of R-squared for the influence of the independent variable (X) on consumer confidence as an intervening variable (Z) is 0.627 or 62.7%, the remaining 37.3% is influenced by other variables outside this study and on impulsive buying as the dependent variable (Y) of 0.751 or 75.1%, the remaining 24.9% is influenced by others variables outside this study.

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