

DIGITAL EXPERIENCE AND CUSTOMER LOYALTY: THE MEDIATING ROLES OF IMPULSIVE BUYING AND PURCHASING DECISIONS

Azlan Azhari*¹, Devita Yulia Angraini², Amrial³

¹Faculty of Economics and Business, Universitas Negeri Makassar

²Management Department, Manarang University of West Sulawesi

³Postgraduate Program, Lamappoleonro University

E-mail: azlan.azhari@unm.ac.id*)

Submitted:
26 July 2026

Revised:
14 August 2026

Accepted:
25 August 2026

Abstract

This study aims to analyze the influence of E-Service Quality and Brand Image on Customer Loyalty in e-commerce through Impulsive Buying and Purchasing Decisions s on the Erigo fashion brand. This study uses a quantitative approach with an accidental sampling method, where respondents are consumers who have purchased Erigo fashion products through the e-commerce platform. The number of respondents in this study was 100 people. Data were collected through an online questionnaire and analyzed using the Partial Least Squares (PLS) method with the help of SmartPLS 3 software. The results show that E-Service Quality and Brand Image have a positive and significant effect on Impulsive Buying and Purchasing Decisions s. In addition, Impulsive Buying and Purchasing Decisions s have a positive and significant effect on Customer Loyalty. E-Service Quality and Brand Image also have a positive and significant effect on Customer Loyalty through Impulsive Buying and Purchasing Decisions s. These findings confirm that improving digital service quality and a strong brand image strategically contribute to the formation of impulsive buying behavior and Purchasing Decisions s that ultimately drive Erigo customer loyalty on the e-commerce platform.

Keywords: E-Service Quality, Brand Image, Customer Loyalty, Impulsive Buying, Purchasing Decisions

1. INTRODUCTION

The development of digital technology has transformed the way consumers search for information, interact with brands, evaluate products, and make purchases. These changes are increasingly evident in e-commerce, which has become a vital part of Indonesia's digital economy. The e-Conomy SEA 2024 report, compiled by Google, Temasek, and Bain & Company, shows that Indonesia's digital economy is projected to reach a Gross Merchandise Value (GMV) of US\$90 billion by 2024, a 13% increase compared to 2023, making it the largest in Southeast Asia. The e-commerce sector remains the largest contributor, with a GMV of around US\$65 billion, growing 11% annually. This development is also accompanied by the increasing use of video commerce, which enriches the consumer experience and increases engagement during the online shopping process. This condition shows that e-commerce competition is no longer solely determined by product price and availability, but also by the ability of brands and platforms to create digital experiences that are easy, safe, and engaging, and able to encourage consumers to complete purchases.

These changes have important implications for the fashion industry because fashion products possess visual and symbolic characteristics that enable consumers to evaluate and

form product preferences through digital environments. Research by Park et al. (2012) shows that fashion product attributes, including variety of choices and sensory characteristics, can influence e-impulse buying behavior through web browsing activities. These findings demonstrate that the online shopping environment can be an important stimulus in shaping fashion product purchasing behavior. With the development of increasingly interactive e-commerce, these stimuli are becoming more diverse through product displays, videos, recommendations, interactions, promotions, and various features that enable consumers to have a faster and more engaging shopping experience.

In the context of Indonesia's local fashion industry, Erigo is a brand that has developed through the use of digital ecosystems and has gained exposure in both domestic and international markets. However, successfully building brand exposure and image does not automatically guarantee long-term customer loyalty. The Indonesian local fashion industry continues to face competition from international brands and changing consumer preferences. Heriyati et al. (2024), through their research, showed that the Indonesian local fashion industry faces competition from imported brands and that brand image and perceived quality are important factors in shaping purchase intention. These findings indicate that fashion consumers, particularly Generation Z, have many brand alternatives and evaluate them based on various attributes before making a choice. Therefore, for local brands like Erigo, the strategic challenge is not only to gain consumer attention but also to convert that attention and transactions into sustainable customer relationships.

One factor that has the potential to explain the formation of customer loyalty in an e-commerce environment is E-Service Quality. E-Service Quality refers to the quality of service provided through an electronic environment, including efficiency, system availability, service fulfillment, and security or privacy aspects. Parasuraman et al. (2005) developed ES-QUAL as an instrument to measure e-service quality and emphasized the importance of digital interaction quality in evaluating consumer experience. In the Indonesian context, research by Purwati et al. (2022) showed that E-Service Quality has a positive effect on E-Loyalty, both directly and through E-Satisfaction among Bukalapak e-commerce users. These findings demonstrate that the quality of the digital experience is a crucial element in building long-term relationships between consumers and digital service providers.

However, the influence of e-service quality on loyalty does not always have to be understood as a direct relationship. The e-commerce environment provides various stimuli that can influence consumers' psychological and behavioral responses before loyalty is formed. Ease of navigation, system speed, transaction security, information quality, and service responsiveness can reduce barriers to the shopping process and create a more comfortable experience. These conditions have the potential to increase consumers' tendency to make spontaneous purchases when they find products they find interesting. Research by Lin et al. (2023), for example, shows that in the context of live-streaming shopping, factors such as convenience, interactivity, and playfulness can increase perceived enjoyment, which in turn encourages impulse buying. This research explicitly uses the Stimulus-Organism-Response (SOR) perspective to explain this mechanism.

The phenomenon of impulsive buying is becoming increasingly relevant in the context of fashion e-commerce because the purchasing process can occur quickly and is influenced by visual and situational stimuli. Consumers may enter a platform with a specific purchase

plan, but then are compelled to purchase another product after seeing an appealing product display, promotion, recommendation, or content. Huo et al. (2023) asserted that the development of live-streaming commerce has strengthened the impulse buying phenomenon and demonstrated that environmental stimuli can influence consumers' impulsive responses through specific psychological mechanisms. In fashion products, Park et al. (2012) also found that product characteristics and web browsing patterns are related to e-impulse buying. Thus, impulsive buying behavior can be viewed as one of the behavioral mechanisms linking digital experiences to consumer purchasing actions.

Besides E-Service Quality, Brand Image is an important factor that can shape consumer responses to a brand. Keller (1993) explains that customer-based brand equity is built through the strength, superiority, and uniqueness of brand associations stored in consumers' memories. In the context of Indonesian local fashion, Heriyati et al. (2024) provide empirical evidence that Brand Image plays a role in shaping Generation Z consumers' responses to local fashion products. A positive brand image can help consumers reduce uncertainty when faced with many product alternatives in e-commerce, while also providing symbolic and emotional reasons to choose one brand over another.

Brand image also has the potential to influence impulse buying. When consumers already have a positive association with a brand, stimuli appearing in the digital environment can more easily attract attention and generate purchasing impulses. In the fashion context, the expressive nature of a product and its association with personal identity make brand image increasingly important in the process of forming preferences and purchasing behavior. Therefore, brand image is not only relevant in explaining planned purchasing decisions but can also play a role in shaping spontaneous purchasing responses when consumers interact with products in the digital environment.

On the other hand, the Purchasing Decisions represents a crucial stage in the consumer process when determining whether to choose a product or brand. Although Impulse Buying contains elements of spontaneity and unplanning, this behavior can still lead to an actual transaction decision. In an e-commerce environment, consumers may experience an impulsive urge after receiving a certain stimulus, then confirm the product, price, information, and transaction conditions before completing the purchase. Thus, Impulse Buying and the Purchasing Decisions should not be viewed as two completely separate mechanisms, but can form a sequence of behaviors from the emergence of a purchase urge to the transaction decision.

This relationship becomes even more important when linked to customer loyalty. Customer loyalty is demonstrated not only through a single Purchasing Decisions but also through the tendency to make repeat purchases, maintain brand preference, and recommend the brand to other consumers. In an e-commerce environment that offers numerous alternatives, loyalty becomes a strategic challenge because consumers can easily compare products and switch to other brands. Research by Purwati et al. (2022) shows that e-service quality is positively related to e-loyalty in the context of Indonesian e-commerce. Therefore, understanding the quality of the digital experience and consumer behavioral responses after receiving these stimuli is crucial in explaining the formation of loyalty.

Based on this description, there are important conceptual issues. E-Service Quality and Brand Image can theoretically shape customer loyalty, but this influence can occur through

the purchasing behavior process that occurs before loyalty is formed. Previous research has discussed E-Service Quality in relation to satisfaction or loyalty, while other studies have examined Brand Image in relation to purchase intention, Purchasing Decisions, or impulse buying. Research on impulse buying has also developed in the context of e-commerce and live-streaming commerce. However, these studies generally examine the relationship partially or use different mediating mechanisms. For example, Purwati et al. (2022) focused on the relationship between E-Service Quality, E-Satisfaction, and E-Loyalty, while Lin et al. (2023) focused on the stimulus of the live-streaming environment and impulse buying. Meanwhile, Heriyati et al. (2024) positioned Brand Image and Perceived Quality as variables explaining Purchase Intention in the context of local Indonesian fashion.

Thus, the research gap in this study is not solely based on the claim that there is no research on Erigo, but rather on the limitations of research that integrates E-Service Quality and Brand Image as antecedents, Impulsive Buying and Purchasing Decisions as behavioral mechanisms, and Customer Loyalty as an outcome in one empirical model in the context of local Indonesian fashion brands. Specifically, there is still a need to understand how the quality of digital experiences and the strength of brand image can be translated into loyalty through a series of purchasing behaviors, from the emergence of impulsive urges to Purchasing Decisions. This argument provides a stronger research position than simply stating that research on Erigo is still limited.

Theoretically, this relationship can be explained through the Stimulus-Organism-Response (SOR) Framework developed by Mehrabian and Russell (1974). From this perspective, environmental stimuli can influence consumers' internal states, which subsequently result in behavioral responses. In this study, E-Service Quality and Brand Image are positioned as stimuli that can shape consumer responses in an e-commerce environment. Impulsive Buying represents the initial response in the form of a spontaneous purchase urge, while Purchasing Decisions represents consumer actions in determining and completing a purchase. In the next stage, purchasing experiences and positive responses to the brand can contribute to the formation of Customer Loyalty. The use of the SOR perspective is supported by contemporary research that uses it to explain impulse buying behavior in a live-streaming shopping environment.

Keller's (1993) Brand Equity Theory perspective is further used to explain the role of brand image in shaping consumer responses to brands. A strong brand image creates positive, strong, and unique associations that can influence consumer evaluations and choices. Meanwhile, the Consumer Decision-Making perspective is used to explain the consumer process in evaluating alternatives and determining purchasing choices. The integration of these three perspectives allows this study to explain that customer loyalty is not only a consequence of perceptions of digital service quality or brand image, but can also be formed through the purchasing behavior process that occurs between stimulus and outcome.

Therefore, this study aims to (1) analyze the influence of E-Service Quality and Brand Image on Impulsive Buying; (2) analyze the influence of E-Service Quality and Brand Image on Purchasing Decisions; (3) analyze the influence of Impulsive Buying and Purchasing Decisions on Customer Loyalty; and (4) test the role of Impulsive Buying and Purchasing Decisions as mediating variables in the relationship between E-Service Quality and Brand Image with Customer Loyalty of Erigo consumers on the e-commerce platform.

Theoretically, this study is expected to broaden the understanding of the mechanism of consumer behavior in fashion e-commerce by integrating digital service quality, brand image, impulsive buying, purchasing decisions, and loyalty in one empirical framework. Practically, the results of the study are expected to provide input for Erigo and other local fashion brands in improving the quality of digital services, strengthening brand image, and designing purchasing experiences that are able to transform digital stimuli and transactions into sustainable customer loyalty.

2. RESEARCH METHOD

This study uses a quantitative approach with an explanatory research design that aims to explain the causal relationship between E-Service Quality, Brand Image, Impulsive Buying, Purchasing Decisions, and Customer Loyalty. The study was conducted from February to April 2026 with consumers who had purchased Erigo brand fashion products through the Shopee e-commerce platform in South Sulawesi as the subjects. The study population was all Erigo consumers who met these characteristics. Because the population size was not known for certain, the study used a non-probability sampling technique with an accidental sampling method. Respondents were selected based on their willingness to participate and met the criteria, namely residing in South Sulawesi and having purchased Erigo products through Shopee (Sugiyono, 2022). The research data is primary data obtained through distributing questionnaires to respondents. The research instrument used a five-point Likert scale, namely 1 = strongly disagree to 5 = strongly agree. The study used five constructs with a total of 20 indicators consisting of E-Service Quality, Brand Image, Impulsive Buying, Purchasing Decisions, and Customer Loyalty. The research indicators were developed based on previous research and adapted to the context of purchasing Erigo fashion products through the Shopee platform. According to Hair et al., (2014), if the exact population size is unknown, the sample size can be determined by multiplying the number of indicators by 5 to 10. In this study, there are 20 indicators, so the minimum sample size used is $20 \times 5 = 100$ respondents.

The collected data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with the help of SmartPLS 3 software. The analysis was carried out in two stages, namely the evaluation of the measurement model (outer model) and the structural model (inner model). The outer model evaluation was carried out to test the quality of the instrument through the outer loading value, Cronbach's Alpha, Composite Reliability, Average Variance Extracted (AVE). Outer loading was used to assess the ability of the indicator to reflect the construct, while Cronbach's Alpha and Composite Reliability were used to evaluate the construct's reliability. Furthermore, AVE was used to evaluate convergent validity and HTMT was used to evaluate discriminant validity. After the measurement model met the established criteria, the inner model evaluation was carried out through the coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), path coefficient, and collinearity testing. This evaluation was used to determine the model's ability to explain the relationship between variables and the predictive ability of the research model (Hair et al., 2014).

Hypothesis testing was conducted using the bootstrapping procedure in SmartPLS 3 by observing the path coefficient, t-statistic, and p-value. The relationship between variables

is declared significant if the p-value is <0.05 . The test was conducted to determine the effect of E-Service Quality and Brand Image on Impulsive Buying and Purchasing Decisions, as well as the effect of Impulsive Buying and Purchasing Decisions on Customer Loyalty. In addition to the direct effect, this study also tested the indirect effect to determine the role of Impulsive Buying and Purchasing Decisions as mediating variables.

The variables in this study were operationalized based on concepts and indicators relevant to the research objectives. Each variable was measured using several indicators tailored to the context of Erigo consumers on the Shopee e-commerce platform. The operational definitions and indicators used in this study are presented in Table 1.

Table 1. Operational Definitions and Indicators of Research Variables

Variables	Operational Definition	Indicator
E-Service Quality (X1)	The quality of electronic services experienced by consumers when purchasing Erigo products through Shopee.	1. Ease of use 2. System reliability 3. Transaction security 4. Service responsiveness
Brand Image (X2)	Consumer perception of Erigo brand image and reputation.	1. Brand identity 2. Brand uniqueness 3. Brand reputation 4. Quality consistency
Impulsive Buying (Y1)	Consumers tend to buy Erigo products spontaneously and unplanned.	1. Unplanned purchases 2. Emotional drive 3. Spontaneous purchase satisfaction 4. Unplanned purchases
Purchasing Decisions (Y2)	The consumer process in determining the choice to purchase Erigo products.	1. Recognition of needs 2. Information search 3. Evaluation of alternatives 4. Buying confidence
Customer Loyalty (Z)	Consumer commitment to continue to choose and purchase Erigo products sustainably.	1. Repurchase 2. Preference for Erigo 3. It's not easy to switch brands 4. Recommend Erigo

Source: *Data Processed, 2026*

3. RESULTS AND DISCUSSION

This research was conducted on consumers of Erigo brand fashion products who shop through e-commerce platforms. Data collection was conducted online using a Google Form questionnaire distributed through social media, adapting to the characteristics of respondents who are active on digital platforms. Based on data collected from 100 respondents, the majority of respondents were women (62%) with a productive age range of 18–25 years (58%), reflecting the main segment of Erigo's digital fashion consumers. In terms of education, respondents were dominated by undergraduate students (51%) and high school graduates/equivalent (29%), indicating a high level of digital literacy in using e-commerce platforms. Meanwhile, based on purchasing intensity, 45% of respondents stated that they shop for Erigo products more than three times a year through digital platforms, reflecting a consumer group with relatively good engagement and loyalty to the brand. Complete respondent characteristics are presented in Table 2 below.

Table 2. Respondent Characteristics

Characteristics	Category	Number (n)	Percentage (%)
Gender	Woman	62	62%
	Man	38	38%
Age	18–25 years	58	58%
	>25 years	42	42%
Last education	Student/Bachelor (S1)	51	51%
	High School/Equivalent	29	29%
	Diploma/Postgraduate	20	20%
Purchase Frequency per Year	>3 times	45	45%
	≤3 times	55	55%

Source: Processed data (2026)

Based on Table 3 of the Outer Model Test presented below, the Average Variance Extracted (AVE) value for all variables is >0.5 and is declared valid. Furthermore, the loading factor value is >0.5. Therefore, it can be concluded that all items in the questionnaire meet validity requirements.

Table 3. Outer Model Test

Variables/indicators	Outer Loading	AVE	Composite Reliability	Cronbach's Alpha
E-Service Quality		0.701	0.904	0.858
X1.1	0.776			
X1.2	0.868			
X1.3	0.869			
X1.4	0.832			
Brand Image		0.619	0.867	0.795
X2.1	0.809			

X2.2	0.762			
X2.3	0.780			
X2.4	0.795			
Impulsive Buying		0.695	0.901	0.854
Y1.1	0.854			
Y1.2	0.814			
Y1.3	0.812			
Y1.4	0.856			
Purchasing Decisions		0.708	0.906	0.861
Y2.1	0.909			
Y2.2	0.779			
Y2.3	0.818			
Y2.4	0.855			
Customer Loyalty		0.656	0.884	0.825
Z.1	0.776			
Z.2	0.779			
Z.3	0.874			
Z.4	0.809			

Source: Processed data (2026)

Table 4. Cross Loading Results

	E-Service Quality	Brand Image	Impulsive Buying	Purchasing Decisions	Customer Loyalty
X1.1	0.776	0.148	0.406	0.434	0.466
X1.2	0.868	0.223	0.466	0.630	0.612
X1.3	0.869	0.156	0.477	0.561	0.574
X1.4	0.832	0.277	0.509	0.669	0.598
X2.1	0.162	0.809	0.468	0.456	0.470
X2.2	0.174	0.762	0.455	0.466	0.455
X2.3	0.188	0.780	0.451	0.402	0.451
X2.4	0.243	0.795	0.526	0.499	0.506
Y1.1	0.500	0.516	0.854	0.672	0.727
Y1.2	0.481	0.501	0.814	0.651	0.677
Y1.3	0.410	0.483	0.812	0.632	0.638
Y1.4	0.466	0.520	0.856	0.773	0.740
Y2.1	0.626	0.573	0.788	0.909	0.813
Y2.2	0.547	0.353	0.623	0.779	0.631
Y2.3	0.531	0.526	0.678	0.818	0.754
Y2.4	0.632	0.484	0.661	0.855	0.740
Z.1	0.615	0.395	0.620	0.694	0.774
Z.2	0.528	0.576	0.655	0.667	0.779
Z.3	0.623	0.518	0.738	0.771	0.874
Z.4	0.423	0.450	0.691	0.705	0.809

Source: Processed data (2026)

In Table 4 above, the cross loading factor value is useful for determining whether the construct has adequate discriminant, namely by comparing the loading value on the intended construct which must be greater than the loading value with other constructs.

Reliability Test

Based on the data in Table 3 above, the results of the Smart PLS calculation obtained a Cronbach's alpha value for all independent and dependent variable items with a Cronbach's alpha value > 0.7 so that it can be said that the measurement scale for all constructs is reliable (Hair et al., 2014).

R Square (R^2) Test

Table 5. R-Square

Variables	R Square	R Square Adjusted
Impulsive Buying	0.545	0.535
Purchasing Decisions	0.777	0.770
Customer Loyalty	0.828	0.820

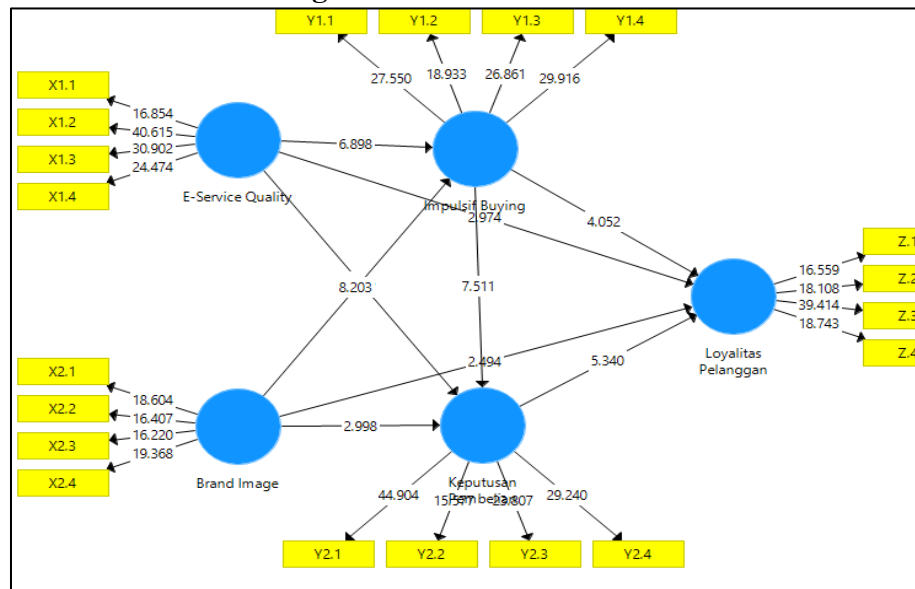
Source: Processed data (2026)

The test on the structural model was conducted to examine the relationship between latent constructs, including the R-Square test. Based on the data in Table 5 above, it can be seen that the R-Square value for the Impulsive Buying (Y1) variable is 0.545. This means that the Impulsive Buying variable can be explained by the E-Service Quality (X1) and Brand Image (X2) variables by 54.5%, while the remaining 45.5% is explained by other variables outside this research model. The R-Square value for the Purchasing Decisions (Y2) variable is 0.777. This means that the Purchasing Decisions variable can be explained by the E-Service Quality (X1) and Brand Image (X2) variables by 77.7%, while the remaining 22.3% is explained by other variables outside this research model. The R-Square value for the Customer Loyalty (Z) variable is 0.828. This means that the Customer Loyalty variable can be explained by the variables E-Service Quality (X1), Brand Image (X2), Impulsive Buying (Y1), and Purchasing Decisions (Y2) by 82.8%, while the remaining 17.2% is explained by other variables outside this research model.

Hypothesis Testing

To determine the relationship between latent variables in this research model, we can look at the results of the path coefficient estimates and their significance levels or P Values. To test the hypothesis in the proposed research, we can look at the magnitude of the P Value. If the P Value < 0.05 , then H_0 is rejected and H_a is accepted or has a significant effect that is correlated with the t-statistic value, where the t-statistic value is $> t$ -table. The explanation can be seen in Tables 6 and 7 below:

Figure 1. Outer Model



Source: Processed data, 2026

Table 6. Bootstrapping Results

Direct Effect Hypothesis Testing	Path Coefficients	T Statistics	P Values
<i>E-Service Quality</i> -> Impulsive Buying	0.435	6,898	0,000
<i>E-Service Quality</i> -> Purchasing Decisions	0.370	6,493	0,000
<i>E-Service Quality</i> -> Customer Loyalty	0.176	2,974	0.003
<i>Brand Image</i> -> Impulsive Buying	0.499	8,203	0,000
<i>Brand Image</i> -> Purchasing Decisions	0.187	2,998	0.003
<i>Brand Image</i> -> Customer Loyalty	0.116	2,494	0.013
<i>Impulsive Buying</i> -> Purchasing Decisions	0.501	7,511	0,000
<i>Impulsive Buying</i> -> Customer Loyalty	0.318	4,052	0,000
Purchasing Decision -> Customer Loyalty	0.426	5,340	0,000

Source: Processed data (2026)

In this study, testing was carried out *indirect effect* to determine the indirect effect of the independent latent variable on the dependent latent variable with a double mediation effect. The results of the indirect effect are presented in Table 7 below:

Table 7. Indirect Effect Results

Indirect Effect Hypothesis Testing	Path Coefficients	T Statistics	P Values
E-Service Quality -> Impulsive Buying -> Purchasing Decisions	0.218	5,576	0,000
Brand Image -> Impulsive Buying -> Purchasing Decisions	0.250	5,431	0,000

E-Service Quality -> Impulsive Buying -> Customer Loyalty	0.138	3,769	0,000
Brand Image -> Impulsive Buying -> Customer Loyalty	0.159	3,317	0.001
E-Service Quality -> Purchasing Decision -> Customer Loyalty	0.158	3,991	0,000
Brand Image -> Purchasing Decisions -> Customer Loyalty	0.080	2,464	0.014
Impulsive Buying -> Purchasing Decisions -> Customer Loyalty	0.213	4,564	0,000
E-Service Quality -> Impulsive Buying -> Purchasing Decisions -> Customer Loyalty	0.093	3,768	0,000
Brand Image -> Impulsive Buying -> Purchasing Decisions -> Customer Loyalty	0.107	4,169	0,000

Source: Processed data (2026)

Based on the results of PLS data processing in Table 6, the path coefficient estimation and in Table 6, the indirect effect test above which includes the P Value, can be explained with the following hypothesis:

1. *E-Service Quality* has a positive and significant effect on impulsive buying. **(hypothesis accepted)**
2. *E-Service Quality* has a positive and significant influence on purchasing decisions. **(hypothesis accepted)**
3. *Brand Image* has a positive and significant effect on impulsive buying. **(hypothesis accepted)**
4. *Brand Image* has a positive and significant influence on purchasing decisions. **(hypothesis accepted)**
5. *Impulsive Buying* has a positive and significant effect on customer loyalty. **(hypothesis accepted)**
6. Purchasing decisions have a positive and significant effect on customer loyalty. **(hypothesis accepted)**
7. *E-Service Quality* has a positive and significant effect on customer loyalty. **(hypothesis accepted)**
8. *Brand Image* has a positive and significant effect on customer loyalty. **(hypothesis accepted)**
9. *E-Service Quality* has a positive and significant effect on customer loyalty through impulsive buying. **(hypothesis accepted)**
10. *E-Service Quality* has a positive and significant effect on customer loyalty through purchasing decisions. **(hypothesis accepted)**
11. *Brand Image* has a positive and significant effect on customer loyalty through impulsive buying. **(hypothesis accepted)**
12. *Brand Image* has a positive and significant effect on customer loyalty through purchasing decisions. **(hypothesis accepted)**

Discussion

The Influence of E-Service Quality (X1) on Impulsive Buying (Y1)

Based on the data analysis results from the structural model testing, the results showed that e-service quality directly had a positive and significant effect on consumer impulsive buying. This result indicates that the quality of electronic services provided by the e-commerce platform in selling Erigo fashion products is significantly able to encourage consumers to make unplanned purchases.

This test shows that E-Service Quality has a strong influence in driving consumer impulsive buying behavior on the Erigo e-commerce platform. This indicates that the convenience of the digital shopping experience significantly influences consumers' tendency to make spontaneous purchases. E-Service Quality indicators such as ease of navigation and platform interface, system speed and reliability, transaction security and personal data protection, as well as customer service quality and responsiveness are the main factors that drive the emergence of impulsive buying behavior among Erigo consumers.

E-commerce platforms that provide a seamless, fast, and secure shopping experience are considered capable of creating a shopping environment conducive to the emergence of impulse purchases. Ease of navigation that allows consumers to quickly find Erigo products, combined with attractive product displays and a personalized recommendation system, has been shown to increase consumer desire to make purchases beyond their initial plans. Guaranteed transaction security and responsive customer service also reduce psychological barriers that typically prevent consumers from making impulse purchases.

The findings of this study align with those of Parasuraman et al. (2005), who found that e-service quality dimensions, particularly efficiency, system availability, and privacy, significantly influence satisfaction and online purchasing behavior. Meanwhile, Verhagen & van Dolen (2011) explicitly demonstrated that website quality positively influences online impulsive buying behavior by increasing consumers' positive emotions while shopping. This finding is further supported by Lazarus & Folkman (in Beatty & Ferrell, 1998), who explain that a conducive shopping environment, including satisfactory service quality, can trigger positive affect that encourages unplanned purchases. Therefore, e-Service Quality can be viewed as an important catalyst that directly triggers consumers' impulsive buying behavior for Erigo fashion products on e-commerce platforms.

The Influence of E-Service Quality (X1) on Purchasing Decisions (Y2)

Based on the data analysis results from the structural model testing, the results showed that E-Service Quality directly has a positive and significant effect on consumer purchasing decisions. These results indicate that the quality of electronic services perceived by consumers on the Erigo e-commerce platform is significantly able to encourage consumers to make mature and planned purchasing decisions for Erigo fashion products.

This test shows that E-Service Quality has a significant influence on consumer purchasing decisions for Erigo. This indicates that consumers not only consider products from a functional and aesthetic perspective, but also pay close attention to the overall quality of the digital shopping experience. E-Service Quality indicators such as ease of use and platform navigation, system reliability and consistency, security and trustworthiness of digital transactions, and the quality of after-sales service are key considerations for consumers when deciding to purchase Erigo products online.

E-commerce platforms that consistently deliver high-quality digital shopping experiences have been proven to build consumer trust, ultimately driving purchasing decisions. When consumers perceive a platform as easy to use, secure transactions, and responsive customer service, they will be more confident in making purchasing decisions for Erigo products. Conversely, poor online shopping experiences, such as slow systems, complicated payment processes, or unresponsive service, can hinder or even lead to Purchasing Decisions s being abandoned.

The findings of this study align with Kotler & Keller (2016), who asserted that perceived service quality is a key determinant in consumer purchasing decision-making. Parasuraman et al. (2005) also empirically demonstrated that high e-service quality directly impacts online purchasing decisions. Similarly, Zeithaml et al. (2002) found that consumers satisfied with e-service quality exhibit stronger purchase intentions and higher conversion rates. Kim & Park's (2013) research in the context of Korean fashion e-commerce also consistently demonstrated that digital service quality significantly impacts online fashion product purchasing decisions. Therefore, investing in improving e-service quality is an essential strategy for Erigo to drive purchase conversions on digital platforms.

The Influence of Brand Image (X2) on Impulsive Buying (Y1)

Based on the data analysis results from the structural model testing, the results showed that brand image directly has a positive and significant effect on consumer impulsive buying. This result indicates that consumers' positive perceptions of Erigo's brand image significantly trigger spontaneous buying impulses on the e-commerce platform.

Based on this test, it shows that Brand Image has an important role in triggering Impulsive Buying behavior of Erigo consumers. This indicates that a strong brand image not only builds long-term loyalty, but also plays a role in encouraging spontaneous purchases driven by emotions and positive associations with the brand. Brand Image indicators such as the strength of Erigo's brand identity, the uniqueness and superiority of the product compared to competitors, the brand's reputation as a local fashion brand with global quality, and the positive associations that consumers have with Erigo are the main triggering factors for the emergence of impulsive purchases.

Erigo, a local fashion brand that has penetrated the international market and boasts a strong reputation among Indonesian youth, is considered capable of creating high emotional appeal. When consumers see new Erigo products on e-commerce platforms, positive associations built from previous experiences, user testimonials, and intense social media exposure encourage spontaneous purchase intentions. Erigo's brand identity, consistent with an urban and modern lifestyle, reinforces the emotional drive that triggers impulsive buying behavior.

The findings of this study are in line with Keller (1993) who stated that a strong brand image, consisting of strong, favorable, and unique brand associations, will create an emotional bond between consumers and the brand that has the potential to trigger unplanned purchasing behavior. Park et al. (2012) also found that consumers with a strong emotional bond to a brand tend to show higher levels of impulsive buying. This is reinforced by Rook & Fisher (1995) who explained that positive emotions triggered by brand stimuli are the main antecedent of impulsive buying behavior. In the digital context, Floh & Madlberger (2013) proved that brand salience has a significant influence on online impulsive buying

behavior. Therefore, a strong brand image can be seen as an effective emotional catalyst in driving impulsive buying behavior of consumers of Erigo fashion products on e-commerce platforms.

Influence of Brand Image (X2) on Purchasing Decisions (Y2)

Based on the results of data analysis from the structural model testing, the results obtained show that Brand Image directly has a positive and significant effect on consumer purchasing decisions. These results indicate that consumers' positive perceptions of Erigo's brand image are significantly able to encourage consumers to make planned purchasing decisions for Erigo fashion products.

Based on this test, it shows that Brand Image has a strong influence in shaping consumer purchasing decisions towards Erigo brand fashion products. This indicates that consumers not only consider the function and price of the product, but are also greatly influenced by their perception of brand image in the purchasing decision-making process. Brand Image indicators such as the strength of Erigo's brand identity and positioning, the uniqueness of the product as a local fashion brand with global quality, the brand's reputation and credibility in the Indonesian fashion market, and the consistency of product quality that forms positive associations are the main factors that influence consumer purchasing decisions.

Erigo, known as a pioneering local Indonesian fashion brand with international reach, has successfully built a strong and trusted brand image in the minds of consumers. Erigo's reputation, built through participation in the international fashion scene, strategic collaborations with public figures, and consistency in presenting quality products with designs relevant to young people's lifestyles, has made consumers more confident and confident in making purchasing decisions. A positive brand image reduces consumers' perception of risk and strengthens their belief that choosing Erigo products is the right decision.

The findings of this study are in line with Kotler & Armstrong, (2018) who emphasized that brand image is a very influential determining factor in the consumer purchasing decision process, because brands with a positive image will be perceived as a safer and more valuable choice. Keller, (1993) also emphasized that brand equity built from a strong brand image directly influences consumer preferences and purchasing decisions. Research by Saeed et al., (2013) in the fashion industry proves that brand image has a significant influence on purchasing decisions, especially for products that have high symbolic and expressive value such as fashion. Research by Jalilvand & Samiei (2012) also shows that strong and unique brand associations contribute directly to consumer purchasing decisions. Therefore, a strong brand image is an effective strategic asset in driving purchasing decisions while strengthening Erigo's position in the Indonesian e-commerce fashion market.

The Influence of Impulsive Buying (Y1) on Customer Loyalty (Z)

Based on the data analysis from the structural model testing, the results showed that impulsive buying directly has a positive and significant effect on customer loyalty. This result indicates that impulsive buying behavior by consumers on e-commerce platforms significantly contributes to the formation of customer loyalty towards the Erigo fashion brand.

Based on this test, it shows that Impulsive Buying has a significant role in building Erigo Customer Loyalty. This indicates that positive experiences from satisfying spontaneous purchases can strengthen consumers' emotional attachment to the brand and encourage repeat purchasing behavior. Impulsive Buying indicators such as the tendency to buy Erigo products without prior planning, a strong emotional urge when seeing new Erigo products, emotional satisfaction from spontaneous purchases, and a high frequency of unplanned purchases are factors that contribute to the formation of customer loyalty.

Impulse purchases that provide positive experiences and emotional satisfaction have been proven to strengthen consumers' relationships with the Erigo brand. Each time consumers make a satisfying impulse purchase, they build positive memories and strong emotional associations with the brand. The accumulation of these positive experiences gradually builds loyalty and commitment to the brand, allowing consumers who initially purchase spontaneously to become loyal customers and even brand advocates who recommend Erigo to others.

The findings of this study support the concept of Oliver (1999), who defines customer loyalty as a deep commitment to repurchase or patronize a preferred product or service consistently in the future. Repeated and satisfying impulse purchases contribute to the formation of this commitment. Verplanken & Sato (2011) also found that positive impulse buying habits can develop into loyal behavior patterns towards a particular brand. In the context of fashion e-commerce, Dawson & Kim (2009) proved that satisfaction from online impulse buying has a positive effect on repeat purchase intentions. Therefore, Impulsive Buying can be seen as a behavioral bridge that connects the initial purchase stimulation with the formation of long-term loyalty towards the Erigo brand.

The Influence of Purchasing Decisions (Y2) on Customer Loyalty (Z)

Based on the data analysis from the structural model testing, the results showed that Purchasing Decisions directly and significantly influence Customer Loyalty. These results indicate that mature and planned purchasing decisions for Erigo products significantly contribute to the formation of sustainable customer loyalty.

Based on this test, it shows that Purchasing Decisions have a very important role in building Erigo Customer Loyalty. This indicates that consumers who make rational and mature purchasing decisions based on in-depth consideration of the quality, value, and reputation of the Erigo brand tend to be more loyal customers than consumers who buy impulsively. Purchasing Decision Indicators such as recognizing needs and careful consideration before purchasing, searching for comprehensive information about Erigo products, systematic evaluation of alternatives, and the steadfastness of decisions in choosing Erigo over other brands are factors that strengthen customer loyalty.

Consumers who make purchasing decisions based on a thorough evaluation process tend to have realistic expectations for the product. When these expectations are met or even exceeded, the satisfaction they experience is deeper and more lasting than that experienced with impulse purchases. This deep satisfaction forms a solid foundation for long-term customer loyalty to Erigo. Consumers who are satisfied with their purchasing decisions are more likely to make repeat purchases, recommend Erigo to those closest to them, and are less likely to switch to competing brands even when offered attractive offers.

The findings of this study are in line with Oliver, (1999) who emphasized that customer loyalty is formed through a repeated cycle of satisfaction, starting from a Purchasing Decisions that results in a positive experience. Kotler & Keller, (2016) also stated that consumers who make purchasing decisions based on in-depth evaluations of brand quality and value tend to show higher levels of loyalty. Zeithaml's (1988) research proved that positive value perceptions from purchasing decisions directly influence repeat purchase intentions and brand loyalty. Dick & Basu, (1994) also explained that true loyalty is formed when a strong attitude towards a brand, built through a series of satisfying purchasing decisions, is combined with repeat purchasing behavior. Therefore, a mature and satisfying Purchasing Decisions is the main foundation in forming sustainable Customer Loyalty towards the Erigo fashion brand.

The Influence of E-Service Quality (X1) on Customer Loyalty (Z)

Based on the results of data analysis from the structural model testing, the results obtained showed that E-Service Quality has a positive and significant direct effect on Customer Loyalty ($\beta = 0.176$; $t = 2.974$; $p = 0.003$). These results indicate that the quality of electronic services perceived by consumers on the Erigo e-commerce platform directly contributes to the formation of loyalty, regardless of impulsive buying behavior or purchasing decisions made by consumers.

The coefficient value of this direct path is relatively smaller compared to the influence of E-Service Quality on Impulsive Buying (0.435) and Purchasing Decisions (0.370), which indicates that most of the influence of E-Service Quality on Customer Loyalty works indirectly through these two mediating variables. Nevertheless, the significance of this direct influence remains important theoretically and practically, because it shows that fundamental aspects of digital service quality, such as system reliability and transaction security, can form trust and comfort that directly influence consumer commitment to the brand, without having to go through a specific purchasing process first.

This finding is consistent with research by Eryigit & Fan (2021), which demonstrated that e-service quality significantly influences online customer loyalty, both directly and through the mediation of other variables. Antwi et al.'s (2022) research on online retail consumers in Ghana also confirmed that e-service quality dimensions, such as reliability and customer service quality, are important determinants of customer loyalty in digital markets in developing countries, a context relevant to the characteristics of the Indonesian e-commerce market. Therefore, improving e-service quality can be viewed as a dual strategy that simultaneously builds loyalty directly and through strengthening Erigo's consumer purchasing behavior.

The Influence of Brand Image (X2) on Customer Loyalty (Z)

Based on the results of data analysis from the structural model testing, the results obtained were that Brand Image had a positive and significant direct effect on Customer Loyalty ($\beta = 0.116$; $t = 2.494$; $p = 0.013$). These results indicate that consumer perceptions of Erigo's positive brand image directly contribute to the formation of customer loyalty, although the magnitude of its contribution is relatively smaller compared to the mediation pathway through Impulsive Buying and Purchasing Decisions.

This relatively small path coefficient value indicates that Brand Image influences Customer Loyalty more indirectly, namely through the formation of purchasing behavior

first, rather than directly forming long-term consumer commitment. In other words, a strong brand image needs to be translated first into a real purchasing experience, whether spontaneous or planned, before it is truly converted into solid loyalty.

This finding aligns with Heriyati et al. (2024) who found that brand image significantly influences purchasing decisions among Indonesian Generation Z consumers, but its effects on long-term outcomes such as loyalty and recommendations tend to be stronger when mediated by other behavioral and cognitive variables, such as perceived quality. Therefore, Erigo's brand image strengthening strategy needs to be integrated with efforts to encourage consistent purchasing transactions, so that positive brand associations can be optimally converted into sustainable customer loyalty.

The Influence of E-Service Quality (X1) through Impulsive Buying (Y1) on Customer Loyalty (Z)

The results of the hypothesis testing indicate that E-Service Quality has a positive and significant effect on Customer Loyalty through Impulsive Buying, thus Impulsive Buying acts as an effective intervening variable. This finding indicates that Erigo's e-service quality not only directly influences customer loyalty but also works through stimulating impulsive buying behavior which ultimately contributes to the formation of loyalty.

Empirically, Erigo consumers who experience high e-service quality on the online shopping platform will have a more enjoyable and hassle-free shopping experience. This positive digital shopping experience creates a conducive environment for the emergence of impulse buying behavior. E-Service Quality functions as a shopping environment stimulus that triggers emotional and cognitive urges to make spontaneous purchases, while repeated and satisfying impulse buying gradually builds loyalty to the platform and brand.

From an indicator perspective, E-Service Quality, built through easy navigation and an intuitive interface, consistent system reliability, guaranteed transaction security, and high customer service responsiveness, has been proven to create a digital shopping ecosystem that supports the emergence of Impulsive Buying. The easy-to-use platform allows consumers to quickly find and explore Erigo products, while a reliable and secure system reduces anxiety that can hinder spontaneous purchasing decisions. Furthermore, Impulsive Buying, which provides emotional and functional satisfaction, strengthens consumer engagement with Erigo, thereby encouraging the formation of sustainable customer loyalty.

Conceptually, these findings reinforce the Stimulus-Organism-Response (SOR) Framework (Mehrabian & Russell, 1974) which explains that shopping environment stimuli (E-Service Quality) influence consumer emotional and behavioral responses (Impulsive Buying) which ultimately result in long-term outcomes (Customer Loyalty). The results of this study are in line with Verhagen & van Dolen (2011) and Shen & Khalifa (2012) who showed that digital service quality mediates the relationship between platform features and online impulsive buying behavior. Thus, improving E-Service Quality is a strategic investment that not only increases shopping satisfaction but also indirectly builds Erigo customer loyalty through the Impulsive Buying mediation channel.

The Influence of E-Service Quality (X1) through Purchasing Decisions (Y2) on Customer Loyalty (Z)

The results of the hypothesis testing indicate that E-Service Quality has a positive and significant effect on Customer Loyalty through Purchasing Decisions, thus Purchasing Decisions act as an effective intervening variable. This finding indicates that Erigo's e-service quality encourages consumers to make informed and satisfying purchasing decisions, which in turn builds strong customer loyalty.

Empirically, Erigo consumers who experience a high-quality digital shopping experience are more confident and confident in making purchasing decisions. The product evaluation process facilitated by a quality platform, from easy search, comprehensive product information, transaction security, to responsive after-sales service, enables consumers to make informed decisions. These informed purchasing decisions result in deeper and more sustainable satisfaction, which lays the foundation for long-term customer loyalty to Erigo.

From an indicator perspective, e-service quality, reflected in platform ease of use, system reliability and consistency, transaction security and trustworthiness, and responsive customer service, has been shown to support optimal purchasing decision-making. Platforms that provide comprehensive product information, reliable customer reviews, and a simple checkout process enable consumers to effectively evaluate alternatives before making a purchase. These satisfying purchasing decisions then contribute to the formation of loyalty, characterized by repeat purchases and recommendations to others.

Conceptually, these findings reinforce the Technology Acceptance Model (TAM) developed by Davis (1989), which asserts that perceived ease of use and usefulness of technology influence user attitudes and behavior, including purchasing decisions and loyalty. The results of this study are also in line with those of Zeithaml et al., (2002) and Kim et al., (2009) who found that e-service quality influences repeat purchase intentions through consumer satisfaction. Thus, e-service quality serves as a digital foundation that facilitates quality purchasing decisions and ultimately results in sustained customer loyalty to Erigo.

The Influence of Brand Image (X2) through Impulsive Buying (Y1) on Customer Loyalty (Z)

The results of the hypothesis testing indicate that Brand Image has a positive and significant effect on Customer Loyalty through Impulsive Buying, thus Impulsive Buying acts as an effective intervening variable. This finding indicates that Erigo's positive brand image not only directly influences loyalty but also works through stimulating impulsive buying behavior that contributes to the formation of customer loyalty.

Empirically, Erigo's strong brand image creates deep emotional associations in consumers' minds. When consumers encounter new Erigo products on e-commerce platforms, the positive associations they have developed, including a strong brand identity, a reputation as a global-class local fashion brand, and consistent product quality, spontaneously trigger a purchase impulse. Brand image serves as an emotional stimulus that lowers psychological barriers to unplanned purchases, as consumers feel safe and confident when purchasing a brand they already know and trust.

From an indicator perspective, Erigo's brand image, built through the strength of its brand identity, product uniqueness compared to competitors, its reputation in the

international fashion scene, and positive consumer associations, has proven effective in triggering impulsive buying. A strong brand identity creates a sense of familiarity and trust that reduces consumer hesitation in making spontaneous purchases. Furthermore, the accumulation of positive experiences from satisfying impulse purchases gradually strengthens consumers' emotional attachment to Erigo and forms ongoing loyalty.

Conceptually, these findings reinforce Brand Equity Theory (Keller, 1993) which asserts that brand equity built from a strong brand image creates differential consumer responses to brand marketing activities, including the tendency to make impulsive purchases. These results are also in line with Park et al., (2012) and Floh & Madlberger (2013) who proved that brand salience and positive brand image have a significant influence on impulsive buying behavior which then contributes to brand loyalty. Thus, a strong Brand Image is a strategic asset for Erigo that not only encourages spontaneous purchases but also indirectly builds strong customer loyalty.

The Influence of Brand Image (X2) through Purchasing Decisions (Y2) on Customer Loyalty (Z)

The results of the hypothesis testing indicate that Brand Image has a positive and significant effect on Customer Loyalty through Purchasing Decisions, thus Purchasing Decisions act as an effective intervening variable. This finding indicates that Erigo's positive brand image encourages consumers to make mature and rational purchasing decisions, which ultimately contributes to the formation of strong and sustainable customer loyalty.

Empirically, consumers with a positive perception of Erigo's brand image will have stronger confidence in their evaluation and Purchasing Decisions -making processes. A positive brand image serves as a signal of quality and trustworthiness, reducing uncertainty in the Purchasing Decisions process. When consumers make Purchasing Decisions based on strong positive perceptions of Erigo, they tend to have appropriate expectations and higher satisfaction, ultimately forming the foundation for long-term loyalty.

Viewed from an indicator perspective, Erigo's Brand Image, reflected in the strength of its brand identity, product uniqueness and differentiation, brand reputation and credibility, and consistent quality that form positive associations, has been proven to support an optimal purchasing decision-making process. Consumers who perceive Erigo as a brand with a positive image will find it easier to make purchasing decisions, because a trusted brand becomes a cognitive shortcut in the alternative evaluation process. This mature and satisfying purchasing decision then contributes significantly to the formation of customer loyalty characterized by long-term commitment to the brand.

Conceptually, these findings enrich the Consumer Decision-Making Model (Engel, Blackwell, & Miniard, 1995) by emphasizing the role of brand image as a key factor in the decision-making process that ultimately shapes customer loyalty. The results of this study are also in line with Keller, (1993), Kotler & Keller, (2016), and Saeed et al., (2013) who consistently prove that a strong brand image has a positive influence on purchasing decisions and brand loyalty, especially for fashion products that have high symbolic and expressive value. Thus, Brand Image is a strategic element that connects positive consumer perceptions with long-term purchasing commitments, making it a key pillar in Erigo's customer loyalty-building strategy in the Indonesian e-commerce ecosystem.

4. CONCLUSION

Based on the research results, it can be concluded that E-Service Quality and Brand Image have a positive and significant effect on Impulsive Buying and Purchasing Decisions of Erigo consumers on the e-commerce platform. Digital service quality, which includes ease of navigation, system reliability, transaction security, and service responsiveness, can create a shopping experience that encourages consumers to make spontaneous purchases while supporting the evaluation and purchasing decision-making process. On the other hand, a strong and positive Brand Image can build emotional associations and quality perceptions that encourage Impulsive Buying and strengthen consumer purchasing decisions. Furthermore, Impulsive Buying and Purchasing Decisions are proven to have a positive and significant effect on Customer Loyalty, indicating that a satisfying purchasing experience, whether spontaneous or through careful consideration, can build consumer attachment and commitment to Erigo. In addition, Impulsive Buying and Purchasing Decisions are proven to significantly mediate the effect of E-Service Quality and Brand Image on Customer Loyalty. These findings confirm that purchasing behavior is an important mechanism linking digital service quality and brand image strength with the formation of sustainable customer loyalty.

Based on the research findings, Erigo and its partner e-commerce platforms are advised to continue to comprehensively improve the quality of their digital services, particularly through optimizing interfaces and ease of navigation, enhancing system reliability, strengthening transaction security, and developing responsive, artificial intelligence-based customer service. These efforts need to be integrated with a strategy to strengthen brand image through consistent marketing communications, collaboration with relevant influencers, and continuous product innovation to strengthen positive brand perceptions and drive purchases and customer loyalty. For further research, it is recommended to expand the research object to various local fashion brands operating in e-commerce and expand the scope of the research area. Future research can also consider other variables, such as customer satisfaction, brand trust, and perceived value, and use qualitative, mixed methods, or longitudinal approaches to gain a deeper understanding of the dynamics of consumer behavior and the development of customer loyalty to fashion brands in the digital ecosystem.

REFERENCES

- Antwi, S., Gbolonyo, P. K., & Jiang, C. (2022). Do e-service quality and customer satisfaction affect loyalty in e-retailing? Evidence from Ghanaian online consumers. *TIJAB (The International Journal of Applied Business)*, 6(1), 17–34.<https://doi.org/10.20473/tijab.v6.I1.2022.32706>
- Beatty, S. E., & Ferrell, M. E. (1998). Impulse buying: Modeling its precursors. *Journal of Retailing*, 74(2), 169–191.[https://doi.org/10.1016/S0022-4359\(99\)80092-X](https://doi.org/10.1016/S0022-4359(99)80092-X)
- Davis, F.D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319–340.<https://doi.org/10.2307/249008>
- Dawson, S., & Kim, M. (2009). External and internal trigger cues of impulse buying online. *Direct Marketing: An International Journal*, 3(1), 20–34.<https://doi.org/10.1108/17505930910945714>
- Dick, A.S., & Basu, K. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22(2), 99–113.<https://doi.org/10.1177/0092070394222001>
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). *Consumer Behavior* (8th ed.). Dryden Press.
- Eryiğit, C., & Fan, Y. (2021). The effects of convenience and risk on e-loyalty through the mediating role of e-service quality: A comparison for China and Turkey. *Journal of International Consumer Marketing*, 33(5), 613–626.<https://doi.org/10.1080/08961530.2021.1879704>
- Floh, A., & Madlberger, M. (2013). The role of atmospheric cues in online impulse-buying behavior. *Electronic Commerce Research and Applications*, 12(6), 425–439.<https://doi.org/10.1016/j.elerap.2013.06.001>
- Google, Temasek, & Bain & Company (2024) — e-Conomy SEA 2024. Indonesia's digital economy and e-commerce data.
- Hair, JF, Black, WC, Babin, BJ, & Anderson, RE (2014). *Multivariate Data Analysis*

(Seventh Ed). Pearson.

- Heriyati, P., Bismo, A., & Erwinta, M. (2024). Jakarta's Generation Z and local fashion industry: Unveiling the impact of brand image, perceived quality, and country of origin. *Binus Business Review*, 15(1), 69–77. <https://doi.org/10.21512/bbr.v15i1.10162>
- Huo, C., Wang, X., Sadiq, M. W., & Pang, M. (2023). Exploring Factors Affecting Consumer's Impulse Buying Behavior in Live-Streaming Shopping: An Interactive Research Based Upon SOR Model. *SAGE Open*, 13(2). DOI: 10.1177/21582440231172678.
- Jalilvand, M.R., & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention. *Marketing Intelligence & Planning*, 30(4), 460–476. <https://doi.org/10.1108/02634501211231946>
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1–22. <https://doi.org/10.1177/002224299305700101>
- Kim, J., & Park, J. (2013). A consumer shopping channel extension model: attitude shift toward the online store. *Journal of Fashion Marketing and Management*, 17(1), 106–117. <https://doi.org/10.1108/13612021311305274>
- Kim, S., Shaw, T., & Schneider, H. (2009). Web site design benchmarking within industry groups. *Internet Research*, 19(5), 542–553. <https://doi.org/10.1108/10662240910998069>
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.
- Lin, S.C., Tseng, H.T., Shirazi, F., Hajli, N., & Tsai, P.T. (2023). Exploring factors influencing impulse buying in live streaming shopping: A stimulus-organism-response (SOR) perspective. *Asia Pacific Journal of Marketing and Logistics*, 35(6), 1383–1403. <https://doi.org/10.1108/APJML-12-2021-0903>
- Mehrabian, A., & Russell, J. A. (1974). *An Approach to Environmental Psychology*. MIT Press.

- Oliver, R.L. (1999). When is consumer loyalty? *Journal of Marketing*, 63(4_suppl1), 33–44. <https://doi.org/10.1177/00222429990634s105>
- Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). ES-QUAL: A multiple-item scale for assessing electronic service quality. *Journal of Service Research*, 7(3), 213–233. <https://doi.org/10.1177/1094670504271156>
- Park, E. J., Kim, E. Y., Funches, V. M., & Foxx, W. (2012). Apparel product attributes, web browsing, and e-impulse buying on shopping websites. *Journal of Business Research*, 65(11), 1583–1589. <https://doi.org/10.1016/j.jbusres.2011.02.043>
- Purwati, M., Pradhanawati, A., & Hidayat, W. (2022). The Effect of E-Service Quality on E-Loyalty with E-Satisfaction as an Intervening Variable. *Journal of Business Administration*, 11(2), 310–320. DOI: 10.14710/jiab.2022.34754.
- Rook, D. W., & Fisher, R. J. (1995). Normative influences on impulsive buying behavior. *Journal of Consumer Research*, 22(3), 305–313. <https://doi.org/10.1086/209452>
- Saeed, R., Lodhi, R.N., Rana, M.I., Naeem, F., Mahmood, Z., & Ahmed, N. (2013). Impact of brand image on consumer Purchasing Decisions s. *World Applied Sciences Journal*, 23(10), 1381–1386. <https://doi.org/10.5829/idosi.wasj.2013.23.10.559>
- Shen, K. N., & Khalifa, M. (2012). System design effects on online impulse buying. *Internet Research*, 22(4), 396–425. <https://doi.org/10.1108/10662241211250172>
- Sugiyono. (2022). *Quantitative, Qualitative, and R&D Research Methods*. Alfabeta.
- Verhagen, T., & van Dolen, W. (2011). The influence of online store beliefs on consumer online impulse buying: A model and empirical application. *Information & Management*, 48(8), 320–327. <https://doi.org/10.1016/j.im.2011.08.001>
- Verplanken, B., & Sato, A. (2011). The psychology of impulse buying: An integrative self-regulation approach. *Journal of Consumer Policy*, 34(2), 197–210. <https://doi.org/10.1007/s10603-011-9158-5>
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22. <https://doi.org/10.1177/002224298805200302>

Zeithaml, V. A., Parasuraman, A., & Malhotra, A. (2002). Service quality delivery through web sites: A critical review of instant knowledge. *Journal of the Academy of Marketing Science*, 30(4), 362–375. <https://doi.org/10.1177/009207002236911>