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Antecedents of impulse buying and their implications for online customer satisfaction

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Abstract

Customer satisfaction is the target of every marketing effort, low e-commerce conversion rates are certainly influenced by customer satisfaction after making a transaction. Impulse buying is a crucial factor in a consumer's shopping experience. This study aims to determine the relationship between electronic word of mouth, perceived ease of use, and website quality on impulse buying as the intervening and customer satisfaction on the Sociolla website. The research was conducted using a quantitative method with PLS-SEM analysis using SmartPLS 3. With a total sample of 105 people in Samarinda. The results showed that eWOM has a positive and significant effect on impulse buying and customer satisfaction, perceived ease of use has a positive and insignificant effect on impulse buying but has a significant effect on customer satisfaction, website quality has a positive and insignificant effect on impulse buying but has a significant effect on customer satisfaction.

Key words: Electronic word of mouth; perceive ease of use; impulse buying; customer satisfaction

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INTRODUCTION

The online market has increased significantly as people have become more comfortable with technology and shifted away from traditional shopping methods, With the advent of digitalization, the rapid expansion of e-commerce marketplaces such as Amazon, and the outbreak of covid-19, the brick-to-click system has become popular. The star is e-commerce. E-commerce applied many companies to sell their product and increased the sale of products easily which resulted in convenience for both the sellers and customers in simplifying the process to fulfill the needs and wants of customers. The market for e-commerce is rapidly expanding. Forbes estimates that it will reach 3-4 trillion dollars by 2025.
Sociolla has a low conversion rates despites being the pioneer of Indonesia's first online beauty category store. Low conversion rate relates to the low percentage of website visitors who perform activities that benefit the business owner as a percentage of total website visitors. Conversion rates are critical in any e-commerce business and can be used to determine the performance of online marketing initiatives.
Low conversion rates can be related to a number of causes, providing compelling reasons to perform in-depth study on the overall elements of the website. The obtained data from respondents also offered relevant information about electronic word of mouth, perceived ease of use, and website quality in relation to impulsive buying and customer satisfaction on the sociolla store's website.

According to Al Halbusi & Tehseen (2018), eWOM is a collection of factors that are collectively motivated by a variety of motivations, including the desire to socialize interactively, the desire to preserve social relationships, the desire to be acknowledged, the desire to demonstrate support, and the desire to receive delight through online activities. , eWOM is described as informal communications provided to a targeted group of potential customers via the internet or social media platforms that provide information about products and services (Plidtookpai & Yoopetch, 2021). This study uses the indicators taken from Chan & Ngai (2011)and Ananda et al. (2019) study which are reviews, comments, recommendations, eliminate anxiety, and emerge confidence in buying. eWOM is one of the main points people can be turn into a consumer, a potential buyer will be more convinced after hearing or reading anything regarding any products and brands from anyone on the internet as internet for a lot of people are considered as a trusted place. Thus, the following hypothesis is proposed:
H1: Electronic Word of Mouth has a Positive and Significant Influence on Impulse Buying

Pratama et al. (2019) explained that While ease is defined as the absence of difficulty or the absence of significant effort required to use technology, perception of ease of use refers to an individual's opinion that information technology systems may facilitate their activities without significant effort. Damayanti (2019)defined perceived ease of use as consumers' perception about ease of use, application system operation designed so that consumers do not feel difficulty shopping online. To measure the perceive ease of use, the indicators from Tandon et al. (2016)is taken, which are ease of ordering, ease of purchasing, ease of understanding, and ease of navigation

With today's technology, consumers can make purchases only through smartphones. Websites or apps can be used to search for and purchase products. All these conveniences encourage consumers to buy impulsively as they have no difficulty in accessing the website which gave them no time to think long. Consumers who are in an easily accessible environment are more likely to make impulse purchases, the above statement is also supported by Wells et al. (2011) which states that the ease of finding information and processing transactions will make consumers to do impulse purchases. Thus, the following hypothesis is proposed:
H2: Perceive Ease of Use has a Positive and Significant Influence on Impulse Buying

A website is an information page that is accessible over the internet and can be visited from anywhere in the globe as long as it is connected to the entire internet network. While the web is a component or a group of components that include text, graphics, and sound animation to create an exciting information medium to visit. Website is very critical for online shop considering the website functions as a distributor of information that the seller wishes to transmit to the buyer, and so the customer's trust is entirely dependent on all of the material presented by the seller on the website offered. Ali (2016) stated that website began to play a part in promoting connections or interests, sales to satisfaction, and consumer or potential customer trust in the company's brand. According to Shia et al. (2016)website quality is a method for determining the quality of a website which has become one of the company's tactics to communicate and make it a tool for transacting with consumers. Tsao et al. (2016) stated that Website quality in e- commerce is based in the standards used for security at every consumer

visit. So overall website quality must display professionalism to attract customers to buy or even retain customers who visit the website. To measure the website quality, the indicators from Rasli et al. (2018) are taken, which are website design, information quality, security and privacy, transaction and payment capability, and delivery service.

The quality of a website can also be an external factor in making impulsive buying; the higher the quality of the website, the more consumers will shop on it. Previous research has suggested that website attributes or design are an environmental cue that can influence impulsive purchasing behavior. Thus, the following hypothesis is proposed:

H3: Website Quality has a Positive and Significant Influence on Impulse Buying

Consumers who are looking for reviews or opinions about a product on websites or online forums frequently use eWOM. This opinion, which can be positive or negative, can then be used by prospective consumers to decide whether or not to purchase a particular product. When consumers receive positive feedback about a product or brand, they will decide to purchase the product, this factor will determine their level of satisfaction after making a purchase. Thus, the following Hypothesis is proposed:

H4: Electronic Word of Mouth has a Positive and Significant Influence on Customer Satisfaction

Customers are generally believed to choose technology if they believe it is simple to use. According to previous research, if a customer suggests that a website could make purchasing easier with minimal effort, they may come to believe that it is simple to use. When a service is convenient, it increases consumers' willingness to use and adapt to the service. Thus, the following hypothesis is proposed:

H5: Perceive Ease of Use has a Positive and Significant Influence on Customer Satisfaction

Advances in information technology have impacted the growth of businesses significantly; advanced technology such as smartphones, laptops, and other gadgets make it easier for potential customers to research things they intend to purchase. When it comes to online shopping, the quality of a website has a significant impact on customer satisfaction. Thus, the following hypothesis is proposed:

H6: Website Quality has a Positive and Significant Influence on Customer Satisfaction

Solomon (2017) explained that impulse buying is an uncontrollable way to spend money. The commodities spent are often desired, not necessities. When a shopper suddenly decides to purchase something in a store, one of two processes occurs: either they are engaged in unplanned buying or they see an item in a store that reminds them of a need they have. Berman et al. (2018)explain that impulse purchases arise when consumers buy products and/or brands they had not planned on buying before entering a store, reading a mail-order catalog, seeing a TV shopping show, turning to the Web, and so forth.

Being able to design a store in such a way that it readily triggers consumers' impulse purchases is critical since it will increase substantially profit and may even turn consumers into satisfied customers as they are able to complete their shopping to the fullest. To measure the impulse buying variable in this study the indicators from Abdullah & Artanti (2021)are taken, which are buying spontaneously, no consideration, do not care for negative consequences, and hard to self-control. According to Akbar et al. (2020) impulsive buying is an unexpected or spontaneous purchase that negatively affects both consumers and sellers. Specific individuals display this conduct to create the impression that they are satisfied with the purchased goods. Thus, the following hypothesis is proposed:

H7: Impulse Buying has a Positive and Significant Influence on Customer Satisfaction

METHOD

This study uses the independent, dependent, and intervening variables. Independent variable being uses are electronic word of mouth (X1), perceive ease of use (X2) and website quality (X3) with impulse buying (Y1) as the intervening variable and customer satisfaction (Y2) as the dependent variable.

This study uses PLS analysis together with SmartPLS software to determine the effect of variables which are electronic word of mouth, perceived ease of use, and website quality on impulse buying and their impact on customer satisfaction. PLS-SEM is a tool for statistical modeling that is widely used in exploratory research to create theories. According to Hair et al. (2010) PLS-SEM performs well with small sample sizes and sophisticated models because it makes few assumptions about the underlying data which makes it perfectly suitable for this research.

The participants in this study are the online consumers of Sociolla that resides in Samarinda City whose exact number is not known due to no source or information that states with certainty the number of online consumers of Sociolla as a whole. The sample for this study is 105 individuals who meet the following criteria: at least 17 years old, have transacted on the Sociolla website at least twice, and domiciled in Samarinda. Given the presence of 21 indicators in this study, the researcher decided take the reference based on Hair et al. (2010) advises on how to count the sample size with 5 to 10 times the number of indicators used, on a final note the researcher to use 105 sample (21 × 5). Purposive sampling is used, or the sample is aimed subjectively. Purposive sampling is in accordance with the researcher's assumption that the selected sample will provide information or data in accordance with the research objectives.

This research makes use of quantitative data, which are numerical data or data derived from questionnaire scoring. This research uses two types of data: primary data, which is acquired directly from respondents via Google Form to answer research questions, and secondary data, which is gained from theses, textbooks, journals, and websites.

RESULTS AND DISCUSSION

Indicators of the impact of electronic word-of-mouth, perceived ease of use, and website quality on impulse buying and customer satisfaction at Sociolla online consumers in Samarinda are used as the variables in this study. This study aims to determine the impact of perceived ease of use, website quality, and electronic word of mouth on impulse buying and customer satisfaction. An overview of the sample in this study was one of the 105 respondents who participated in the research. In this sample study, the respondents' characteristics were divided into categories based on their gender, ages, jobs, incomes, and districts of residence.

From the table above, it is found that the respondents who filled out the questionnaire were dominated by female as many as 91 people (86,7%). Most of the respondents are of the aged 17 – 22 y. o as many as 86 people (81,9%). Profession of student/college students as many as 82 people (78,1%). Incomes of < Rp 2.000.000 as many as 75 people (71,4%). Lastle, the respondents mostly live in the Samarinda Ulu district or as many as 33 people (31,4%).

Data processing techniques using Partial Least Square (PLS) with the SEM method require two models, the outer model and the inner model, with the outer model or measurement model serving as an evaluation of the validity and reliability of the research variables. In addition, it analyses and depicts the link between variables and their associated indicators (Hair et al., 2010). The first model examined is seen in the figure below.

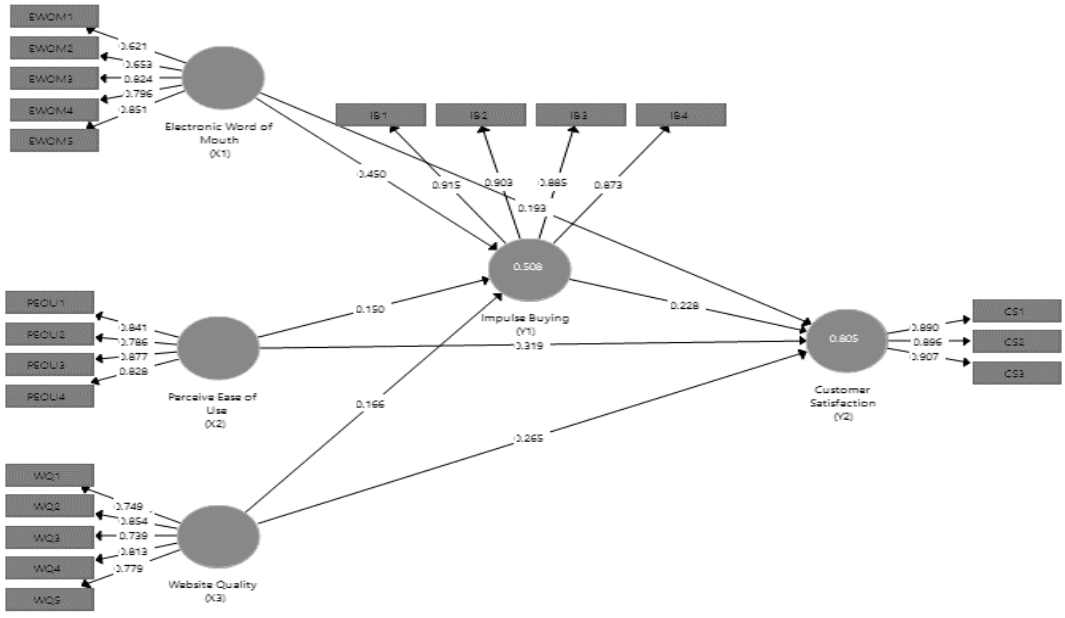

Figure 1.
First Model of Loading Factors

In the table below, the outer loading factors or values of each study variable indicators are presented.

Table 1.
Outer Loading Results

Variable	Indicator	Loading Factor
Electronic Word of Mouth	EWOM1	0.621
	EWOM2	0.653
	EWOM3	0.824
	EWOM4	0.796
	EWOM5	0.851
Perceive Ease of Use	PEOU1	0.841
	PEOU2	0.786
	PEOU3	0.877
	PEOU4	0.828
Website Quality	WQ1	0.749
	WQ2	0.854
	WQ3	0.739
	WQ4	0.813
	WQ5	0.779
Impulse Buying	IB1	0.915
	IB2	0.903
	IB3	0.885
	IB4	0.873
Customer Satisfaction	CS1	0.890
	CS2	0.960
	CS3	0.907

According to Table above, the indicators EWOM1 and EWOM2 have values below 0.7, which is below the required value. A recalculation is performed by removing the two indicators from the model. The outcome is depicted in the figure below.

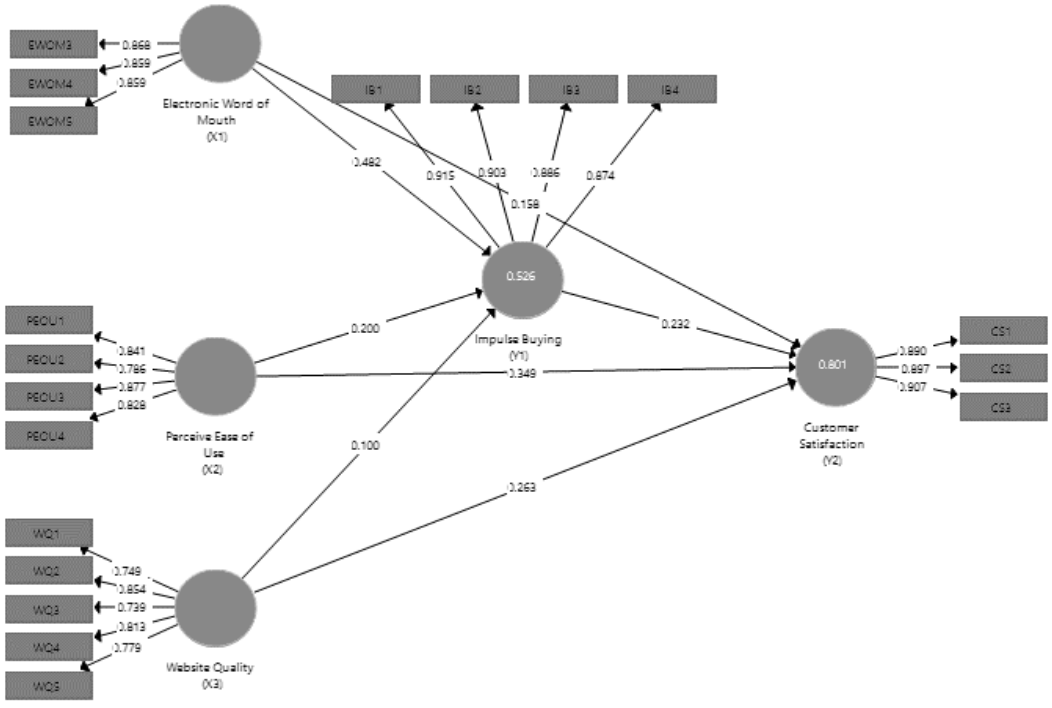

Figure 2.
Final Model of Loading Factor

After the final model has been established with all indicators having values greater than 0.7, the AVE (Average Variance Extracted) calculation is performed. The discriminant validity is met if the AVE value is greater than the correlation between the latent variable and other variables. A value of AVE less than or equal to 0.5 implies that the concept explains more than fifty percent of the variance of its indicator; hence, the indicator can be considered as valid. (Yudaruddin, 2021)

Discriminant validity can be seen in the cross-loading between the indicators and the construct, which is considered to meet discriminant validity if the cross-loading indicator value in the variable is the highest among other variables. The cross-loading value for each indicator is listed in the table below.

Table 2.
Cross Loading Results

Indicators	Electronic Word of Mouth (X_1)	Perceive Ease of Use (X_2)	Website Quality (X_3)	Impulse Buying (Y_1)	Customer Satisfaction (Y_2)
EWOM3	0.868	0.581	0.634	0.617	0.648
EWOM4	0.859	0.594	0.592	0.609	0.640
EWOM5	0.859	0.643	0.715	0.580	0.685
PEOU1	0.640	0.841	0.731	0.544	0.749
PEOU2	0.618	0.786	0.670	0.486	0.690
PEOU3	0.596	0.877	0.800	0.547	0.696
PEOU4	0.828	0.828	0.714	0.510	0.645
WQ1	0.667	0.646	0.749	0.465	0.651
WQ2	0.578	0.742	0.854	0.598	0.735
WQ3	0.537	0.657	0.739	0.479	0.584
WQ4	0.694	0.734	0.813	0.478	0.710
WQ5	0.481	0.665	0.779	0.481	0.595
IB1	0.659	0.623	0.599	0.915	0.642
IB2	0.677	0.535	0.564	0.903	0.706
IB3	0.540	0.517	0.527	0.886	0.600
IB4	0.611	0.564	0.586	0.874	0.651
CS1	0.669	0.709	0.751	0.681	0.907
CS2	0.712	0.786	0.772	0.613	0.897
CS3	0.673	0.755	0.726	0.670	0.890

According to the preceding table above, the correlation between each indicator and its associated variable is greater than the correlation with other variables. This indicates that latent variables predict indicators within their own block more accurately than indicators within other blocks.

In addition to the validity test, a reliability test was carried out to assess the measuring instrument's internal consistency. Reliability demonstrates the precision and consistency with which a measuring instrument makes measurements. This study employs two approaches to assess reliability: Cronbach's Alpha and Composite Reliability. Cronbach's Alpha assesses the minimum value of a construct's reliability, whereas Composite Reliability evaluates the actual value of a construct's reliability. In measuring the internal consistency of a construct, however, composite reliability is considered better. Composite Reliability must be greater than 0.70, according to the rule of thumb. The values of Cronbach's Alpha and Composite Reliability for each variable are provided below.

Table 3.
Cronbach’s Alpha and Composite Reliability Results

Variables	Cronbach’s Alpha	Composite Reliability
Electronic Word of Mouth (X1)	0.827	0.897
Perceive Ease of Use (X2)	0.853	0.901
Website Quality (X3)	0.847	0.891
Impulse Buying (Y1)	0.917	0.941
Customer Satisfaction (Y2)	0.880	0.926

According to table above, the Cronbach's Alpha and Composite Reliability output values for all variables are greater than 0.70. This demonstrates that each variable has met Cronbach's Alpha and Composite Reliability, leading to the conclusion that all latent variables have a good level of reliability.

The inner or structural model test for the goodness-of-fit model is evaluated and measured by assessing the proportion of variance explained by measuring and assessing the R2 for the dependent or

endogenous variable of the research model using the Q2 test, as well as by assessing the magnitude of the structural path coefficient. Q2 predictive relevance measures how well the resulting structural model with PLS.

R2 is used to describe the effect of independent or exogenous factors on dependent or endogenous variables, i.e., if they have a significant effect. Q2 is determined by the determination coefficient (R2) of all endogenous variables. The magnitude of Q2 ranges from 0 to 1; the closer the value is to 1, the more accurate the model. The findings of R2 and the predictive relevance test formula for Q2 are shown in the next table.

Table 4.
R-Square Results

Variables		R-Square
Impulse Buying (Y1)		0.526
Customer Satisfaction (Y2)		0.801

As shown in the table above, the R2 value for the variable obtained by Impulse Buying is 0.526. This indicates that 52.6% of this variable can be explained by Electronic Word of Mouth, Perceive Ease of Use, and Website Quality while the remaining 47.4% is explained by variables outside the scope of this study. Similarly, the coefficient of 0.802 for the variable Customer Satisfaction indicates that this variable may be described by Electronic Word of Mouth, Perceive Ease of Use, and Website Quality to the extent of 80.2%, while the remaining 19.8% is explained by variables outside the scope of this study. The predictive importance of Q2 for the structural model can be determined as follows:

$Q2 = 1 – (1 – R12) (1 – R22)$
$Q2 = 1 – (1 – 0.526) (1 – 0.802)$
$Q2 = 1 – (0.474) (0.198)$
$Q2 = 1 – 0.093852$
$Q2 = 0.906148 = 0.906$

The calculation results can explain the phenomenon of Impulse Buying and Customer Satisfaction have a predictive relevance value of 0.906 or 90.6%, which can be interpreted as a sign that the model is excellent, while the remaining variance (9.4%) can be explained by variables not included in the model. In addition, the structural model tested in this study included eleven coefficients representing the path parameters of the link between exogenous and endogenous variables, as indicated in the table as follow.

Table 5.
Path Coefficients Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
eWOM → Impulse Buying	0.482	0.480	0.117	4.120	0.000
PEOU → Impulse Buying	0,200	0.182	0.238	0.842	0.400
Website Quality → Impulse Buying	0.100	0.117	0.236	0.422	0.674
eWOM → Customer Satisfaction	0.158	0.159	0.075	2.117	0.035
PEOU → Customer Satisfaction	0.349	0.337	0.109	3.204	0.001
Website Quality → Customer Satisfaction	0.263	0.280	0.112	2.359	0.019
Impulse Buying → Customer Satisfaction	0.232	0.223	0.083	2.791	0.005

Each relationship hypothesis is statistically tested using simulation in PLS itself. In this instance, the study sample was used to run the PLS Bootstrapping structural model. To lessen the issue of anomalies in the research data, bootstrapping tests are also run.

It is crucial to determine the level of significance for each variable based on table 4.21. The exogenous variable has a significant effect on the endogenous variable if the T-statistics value is greater than or equal to 1.96; otherwise, it has no significant effect. In addition, there are path coefficients with

a range of -1 to 1 that indicate positive or negative relationships between hypothesis that are statistically insignificant. The closer the correlation is to 1 with a p-value of 0.05, the greater it is, and the closer it is to -1 or below 0 with a p-value of 0.05, the weaker it is. (Hair et al., 2010)

This study also employs intervening variables or indirect effects, specifically the Impulse Buying variable. Consequently, the following table outlines the indirect impacts of data processing using PLS.

Table 6.
Path Coefficient (Indirect Effect) Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
eWOM → Impulse Buying → Customer Satisfaction	0.112	0.110	0.045	2.482	0.013
Perceive Ease of Use → Impulse Buying → Customer Satisfaction	0.046	0.044	0.065	0.710	0.478
Website Quality → Impulse Buying → Customer Satisfaction	0.023	0.029	0.068	0.342	0.773

The parameters of the hypothesis test compare t values of the path coefficient findings; if T-statistics (>1.96), the exogenous variable has a significant effect on the endogenous variable, and if T-statistics (1.96), the exogenous variable does not have a significant effect. The following is a description of the hypothesis test's conclusions.

H_1 Testing (Electronic Word of Mouth on Impulse Buying)

The relationship between Electronic Word of Mouth and Impulse Buying is explained by Hypothesis 1, where the coefficient value is 0.482 and the T-statistic is 4.120 (>1.96). The study's findings reveal that Electronic Word of Mouth has a positive and significant effect on Impulse Buying. Therefore, Hypothesis 1 is accepted.

H_2 Testing (Perceive Ease of Use on Impulse Buying)

The relationship between Perceive Ease of Use and Impulse Buying is explained by Hypothesis 2, where the coefficient value is 0.200 and the T-statistics is 0.842 (<1.96). The study's findings reveal that Perceive Ease of Use has a positive and insignificant effect on Impulse Buying. Therefore, Hypothesis 2 is rejected.

H_3 Testing (Website Quality on Impulse Buying)

The relationship between Website Quality and Impulse Buying is explained by Hypothesis 3, where the coefficient value is 0.100 and the T-statistics is 0.422 (<1.96). the study's findings reveal that Website Quality has a positive and insignificant effect on Impulse Buying. Therefore, Hypothesis 3 is rejected.

H_4 Testing (Electronic Word of Mouth on Customer Satisfaction)

The relationship between Electronic Word of Mouth and Customer Satisfaction is explained by Hypothesis 4, where the coefficient value is 0.158 and T-statistics is 2.117 (>1.96). The study's findings reveal that Electronic Word of Mouth has a positive and significant effect on Customer Satisfaction. Therefore, Hypothesis 4 is accepted.

H_5 Testing (Perceive Ease of Use on Customer Satisfaction)

The relationship between Perceive Ease of Use and Customer Satisfaction is explained by Hypothesis 5, where the coefficient value is 0.349 and the T-statistics is 3.204 (>1.96). The study's findings reveal that Perceive Ease of Use has a positive and significant effect on Customer Satisfaction. Therefore, Hypothesis 5 is accepted.

H_6 Testing (Website Quality on Customer Satisfaction)

The relationship between Website Quality and Customer Satisfaction is explained by Hypothesis 6, where the coefficient value is 0.263 and the T-statistics is 2.359 (>1.96). The study's findings reveal that Website Quality has a positive and significant effect on Customer Satisfaction. Therefore, Hypothesis 6 is accepted.

H_7 Testing (Impulse Buying on Customer Satisfaction)

The relationship between Impulse Buying and Customer Satisfaction is explained by Hypothesis 7, where the coefficient value is 0.232 and the T-statistics is 2.791 (>1.96). The study's findings reveal that Impulse Buying has a positive and significant effect on Customer Satisfaction. Therefore, Hypothesis 7 is accepted.

CONCLUSIONS

Based on the results of the analysis and research conducted, the following conclusions are obtained.

Electronic Word of Mouth has a positive and significant effect on Impulse Buying. This can be seen from the most influential Electronic Word of Mouth indicator, recommendation, whereas the recommendations on the Sociolla website is beneficial and is one of the primary drivers of the consumers impulsive buying behavior when browsing the website. The recommendations on the Sociolla website assist consumers in choosing the best products and brands. The other two indicators which are eliminate anxiety and emerge confidence in buying also able to increase the Electronic Word of Mouth towards Impulse Buying on the Sociolla website.

Perceive Ease of Use has a positive and insignificant effect on Impulse Buying. It can be seen from the highest outer loading value which is the ease of understanding indicator while the lowest is ease of purchasing indicator. This indicates that Sociolla's website is perceived by respondents as having easy-to-understand terms and conditions of warranty, a convenient web transaction process, and understandable language. As for the ease of purchasing indicator, it indicates that the process of purchasing, such as placing items in a shopping cart, entering an address, and completing the transaction, which includes selecting a payment method and delivery service, is still a bit complicated for the respondents of this study and are not able to increase the Perceive Ease of Use towards Impulse Buying on Sociolla Website.

Website Quality has a positive and insignificant effect on Impulse Buying. This means that the Website Quality has not been able to encourage Impulse Buying toward Sociolla website, and can be seen from the outer loading with the highest value is the information quality indicator, while the outer loading with the lowest value is the security and privacy indicator. This indicates that respondents perceive the information on the Sociolla website as accurate, sufficient, and easy to comprehend in order to meet the needs of consumers. In contrast, the security and privacy indicator have the lowest outer loading are not able to increase the Website Quality toward Impulse Buying on Sociolla.

Electronic Word of Mouth has a positive and significant effect toward Customer Satisfaction. The indicator with the highest outer loading value is the recommendation, followed by the eliminate anxiety and emerge buying confidence indicators, which have slightly less value than the recommendation indicator. This indicates that the respondents perceive the recommendations on the Sociolla website to be beneficial and useful in meeting their expectations and converting them into satisfied consumers. The eWOM are also able to reduce anxiety and develop confidence when purchasing things on the Sociolla website, allowing them to have a rewarding and enjoyable online shopping experience.

Perceive Ease of Use has a positive and significant effect on Customer Satisfaction. It can be seen from the highest outer loading value which is the ease of understanding indicator while the lowest is ease of purchasing indicator. This indicates that Sociolla's website is perceived by respondents as having easy-to-understand terms and conditions of warranty, a convenient web transaction process, and understandable language that makes consumers satisfied with the service provided, in contrast the ease of purchasing indicator is not able to encourage Customer Satisfaction toward Sociolla Website.

Website Quality has a positive and significant effect on Customer Satisfaction. The outer loading with the highest value is the information quality indicator, while the outer loading with the lowest value is the security and privacy indicator. This indicates that respondents perceive the information on the Sociolla website as accurate, sufficient, and easy to comprehend in order to meet the needs of consumers and shows that Sociolla has succeed in gaining the consumers trust at the information on the website which leads to the satisfaction level increase. In contrast, the security and privacy indicator have the lowest outer loading which is not able to encourage the Customer Satisfaction towards Sociolla Website. Impulse Buying has a positive and significant effect on Customer Satisfaction. The indicator with the highest outer loading is the buying spontaneously indicator, while the indicator that has the lowest outer loading is the hard to self-control indicator. This show that the respondents is likely to buy items

spontaneously without any plan while they are going through the Sociolla website as Sociolla has hundreds of products from various qualified brands that would trigger the consumer to purchase any items that may or may not be of their needs and be satisfied after the purchase.

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