

**THE IMPACT OF PERCEIVED RISK, PERCEIVED USEFULNESS, E-STORE  
PERFORMANCE CONFIRMATION TO ONLINE IMPULSE BUYING WITH  
SATISFACTION AS A VARIABLE INTERVENING  
(Empirical Study on Shopee)**

**Nurul Hidayati Caesaria Nugraheni, Soepatini  
Program Studi Manajemen, Fakultas Ekonomi Dan Bisnis, Universitas Muhamamdiyah  
Surakarta**

**Abstrak**

Fenomena pembelian impulsif secara online merupakan fenomena yang banyak ditemui saat ini, apalagi perilaku tersebut banyak dilakukan oleh pelajar dan siswi di kota Surakarta. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh persepsi risiko, persepsi kegunaan, konfirmasi kinerja e-store terhadap pembelian impulsif online dengan kepuasan sebagai variabel intervening pada ecommerce Shopee. Penelitian ini menggunakan penelitian kuantitatif untuk mengetahui hubungan pengaruh Perceived Risk, Perceived Effectiveness, Konfirmasi kinerja E-store terhadap perilaku belanja impulsif online terhadap kepuasan pelanggan dengan menggunakan variabel intervening. Dengan menggunakan metode purposive sampling, data dikumpulkan dari 100 pelajar dan mahasiswa di kota Solo. Data dianalisis menggunakan uji regresi linier berganda. Uji-t digunakan untuk menguji hipotesis yang diajukan. Hasil penelitian menunjukkan bahwa E-store memberikan hasil yang positif dan signifikan terhadap kepuasan menggunakan shopee, Perceived kegunaan memberikan hasil positif terkait kepuasan pelanggan dalam menggunakan toko online, Perceived Risk memberikan hasil negatif terkait kepuasan pelanggan dalam menggunakan toko online, dan kepuasan memberikan hasil positif. berhubungan dengan pembelian online impulsif dalam belanja online, Perceived Risk tidak berhubungan signifikan dengan pembelian impulsif online dalam belanja online di shopee melalui efek mediasi Kepuasan, Kegunaan yang dirasakan tidak berhubungan signifikan dengan pembelian impulsif online dalam belanja online di shopee melalui efek mediasi Kepuasan Dan. Konfirmasi Kinerja E-Store berhubungan positif dengan pembelian impulsif online dalam belanja online di Shopee melalui efek mediasi Kepuasan

kata kunci: Pembelian Impulsif Online; Kepuasan; Risiko yang Dirasakan; Kegunaan yang Dirasakan; Toko Elektronik;

**Abstract**

The phenomenon of online impulse buying is a phenomenon so widely found at this time, especially this behavior is mostly carried out by students and female students in the city of Surakarta. The purpose of this study was to analyze the impact of perceived risk, perceived usefulness, e-store performance confirmation to online impulse buying with satisfaction as a variable intervening in Shopee ecommerce. This study uses quantitative research to determine the relationship between the effects of Perceived Risk, Perceived Usefulness, E-store performance confirmation on impulsive shopping behavior online on customer satisfaction using intervening variables. By using purposive sampling method, data was collected from 100 students and college students in Solo city. The data was analyzed using multiple linear regression tests. T-test is used to test the proposed hypothesis. The results show that E-store has positive and significant results on satisfaction using Shopee, Perceived usefulness produces positive results related to customer satisfaction in using online stores, Perceived Risk produces negative results related to customer satisfaction in using online stores, and satisfaction produces positive results related to impulsive online purchases in online shopping, Perceived Risk not significant related to online impulse buying in online shopping on Shopee through the mediating effect of Satisfaction, Perceived Usefulness not significant related to online impulse buying in online shopping on Shopee through the mediating effect of Satisfaction and. E-Store

Performance Confirmation positively related to online impulse buying in online shopping on Shopee through the mediating effect of Satisfaction

**keyword:** Online Impulse Buying; Satisfaction; Perceived Risk; Perceived Usefulness; E-Store

## **1. INTRODUCTION**

The phenomenon of the emergence of online shops has led to shopping behavior among students in Solo City. The increasing number of online shops has led to the interest of students to choose online shopping. Technological advances and the ease of accessing websites in online stores are supporting factors that give birth to many online shops today. Because the online shopping system is very different from the shopping system in the store, in shopping online at an online shop the buyer does not meet directly with the seller. In online shopping payments, buyers must transfer some money via ATM to the seller. Online shopping was chosen because it has many advantages for students. Some of the advantages that are factors for students choosing to shop online are time-saving, the models of goods offered are more varied, more updated and cheaper than the prices in the store as well as discounts and cashback vouchers, and free shipping offered. According to Kuniawan (2016:2), Online is an activity that uses an internet network. As you know, there are many online stores in Indonesia, people can buy goods only by using the internet as a link.

So the phenomenon of online shopping makes people unconsciously perform impulsive behavior. Impulsive behavior is usually characterized by doing something excessively and without planning just to indulge yourself. The meaning of impulsivity itself according to Campbell and Werry (1986) explains the meaning of impulsivity is behavior that tends to be destructive and uncontrolled due to actions are taken without thinking about the consequences first. Past events can be one of the influences in the form of emotional responses. A person will be aware of his actions but still cannot control it, making him do the incident repeatedly. The consequences of impulsive behavior itself among students are very dangerous if not controlled because this behavior sometimes makes students become uncontrollable to make purchases. The thing that causes students to spend excessively and without thinking carefully is the quality of the goods or products purchased. Impulse buying online can be easier because people don't need to go out and moreover there are so many events in e-commerce that offer so many discounts and cashback in their stores. So the interest of consumers to buy their products is sometimes meaningless. According to Cheng, Feng, Liu & Tian, 2019; Pee, Jiang & Klein, 2018 Impulse buying involves a specific and complex shopping process. The belief in the potential risks of online shopping becomes the initial motivation that further influences to keep using online stores. As mentioned by Olyvia (2017) the trend of online shopping can be a new phenomenon

in the paradigm of Indonesian society. People prefer to spend their time shopping online rather than going to the store to bring the items they want. The main reason people prefer online shopping is because of cheaper prices, more practical, easier, and better quality. Surveys prove that 87% of people who shop online plan what they want to buy with high online activity.

According to Sari (2015) Online shopping or online purchasing via the internet is a process of purchasing goods sold via the internet or buying and selling services via the internet without having to meet face to face between sellers and buyers. Because people prefer to buy goods and services, consumers usually don't think about the function of the item. Most of them just buy without purpose. This kind of consumer behavior is called "impulse buying". Impulse buying is an unplanned and sudden purchase in a store. Sometimes this online impulse buying behavior has an impact such as pleasure for consumers. According to Amos, Holmes, & Keneson, 2014; Parboteeah, Valacich, & Wells, 2009 Online Impulse Buying mainly concerns consumers who have spontaneous behavior due to lack of control when exposed to online stimuli from electronic stores. By Liu Li, & Hu, 2013; Zheng, Men, Yang, & Gong, 2019 More than 50% of online shopping is classified as impulse purchases.

Impulse buying can also occur when consumers see celebrities or actors/actresses they like using the item. Consumers can become excessive because they do not think about the value of the items they buy, this can be dangerous because impulse buying if it cannot be stopped can ruin everything such as not being able to save, not being able to save and goods cannot be useful. By (Zheng et al, 2019) This issue focuses on electronic stores that are well designed to support shopping tasks to motivate customers for impulse purchases. Impulse buying essentially involves a psychological state that enables unplanned purchases because these decisions are difficult to control. Online Impulse Buying has greater potential compared to traditional shopping because online is easier to buy what consumers want and need. And for the choice of goods and too many goods. In the other hand, Shiau, Dwivedi, & Yang, 2017; Stieglitz, Mirbabaie, Ross, & Neuberger, 2018) However, impulse buying online is still not well understood due to the complexity of the specific shopping process with multiple viewpoints, such as psychological and risk. Similar studies have used various analysis methods to find core factors related to social media in its formation. According to FU et al. 2018, higher emotional states of impulse buying are more likely to bring about spontaneous buying experiences and their shopping lists are not clearly known in advance compared to lower emotional states.

Furthermore, the things that influence a person to achieve satisfaction with his purchase are the goods purchased of very good quality, giving rise to a sense of wanting to buy again or repeat orders. According to Kotler (2009) customer satisfaction is a person's feeling of pleasure

or sadness that comes from a comparison between the perception of work results and expectations, customers do not feel satisfied. However, if the work results exceed expectations, the customer will feel satisfied and happy. Satisfaction is when customers feel happy when they can fulfill what they want, when customers shop in e-commerce, they hope that the products they buy can satisfy them. They often make comparisons between one product and another or one store and another to see the quality, price, and customer reviews usually influence them to choose a product. As mentioned by Band (1991) in Setiyawati (2009) customer satisfaction is where the needs, desires, and expectations of customers can be met and can achieve repeat orders or customer loyalty. This is what causes customer satisfaction to be important for the company because it is to maintain the company's long-term survival. Customer satisfaction can be a benchmark for companies to see the future or many things must be changed because customers cannot feel satisfied and are harmed. If customers do not feel satisfied, they will not come back in the future to shop or buy at their store, or maybe customers can tell other customers about their honest reviews. When customers are satisfied with the results, they can show that the product is of good quality. To achieve the goal of product quality, the store must implement quality standardization, so that customers will not lose confidence in the store, and the store must know the wants and needs of the market. According to Kotler and Armstrong (2001: 346) "Everything that can be offered to the market to get attention, can be purchased, can be used or consumed so that it can satisfy their wants and needs." So, buyers will buy a product if they want it, therefore the product must be tailored to what the market wants and needs, otherwise the product will not be able to sell in the market because it does not match the wants and needs of consumers.

Furthermore, the risk of customer dissatisfaction with the purchased goods because they do not meet their expectations. Perceived risk is the uncertainty and negative consequences that may be received due to goods or services. Perceived risk is the consumer's negative perception of activities based on the negative outcomes that may be received from goods and services from possible outcomes. According to Jati (2013) the Internet has many benefits for business activities, especially for contributions to efficiency. Efficiency is one of the benefits in social media transactions because with efficiency, sellers and buyers do not need to meet, and transportation problems. Another online benefit for consumers is that they can shop without having to leave the house or compare prices from one store to another just by clicking on their smartphones to shop.

Perceived usefulness in online shopping has the context of the extent to which consumers see that shopping at a store will improve the online shopping experience and transaction quality.

According to Davis et al (1989) individuals create behavioral intentions to shop online based on cognitive information that will increase their potential in shopping. Added by Bhattacharjee (2001) individuals are more likely to intend to make repeat orders when the benefits can be useful.

While the Expectation Confirmation model (ECM), or satisfaction has an influence on users to reuse e-commerce as mentioned by Bhattacharjee 2001; Chong, 2013; Gao et al, 2015. Perceived cost indicates that users will directly perceive the cost of perceived value in purchasing a product or service by Kim et, al (2007).

Based on the description above, the researcher is interested conducting research entitled "The Impact of Perceived Risk, Perceived Usefulness, E-Store Performance Confirmation to Online Impulse Buying with Satisfaction as a Variable Intervening (Empirical study on Shopee)". This research is expected to provide benefits for further researchers, employees and related companies.

## 2. METHOD

Researchers use this type of quantitative research, because in this study it describes a variable, symptom or condition that is studied as it is and uses numerical data obtained from questionnaire. The population is generalization are consisting of subjects with specific characteristics and qualities determined by research to be studied and the drawn conclusions (Sugiyono, 2012). This study's population is the entire people who using Shopee as their e-commerce in Solo Raya those 17-30's years old. According to Hair et al (2010) for sample method is measured by the result of sample calculation of the minimum sample. Measurement of minimum sample quality for SEM (Structural Equation Model) according to Hair as follows:

$$(\text{Number of Indicators} + \text{Number of Variable latent}) \times (5 \text{ till } 10 \text{ times}) \quad (1)$$

$$(19) \times 5 = 95$$

Based of the formula above, can be conclude that maximum sample of my research is 95 respondents of customers Shopee, the researcher rounded the respondents to 100 to anticipate the fall of the sample.

The data collection method used in this study was to use a questionnaire, the questionnaire's data processing is by giving a weighting assessment each question will use a Likert scale, With a Likert scale, the variables to be measured translate into indicator variables. The assessment categories and the wights of the possible respondents answers are as follow (Sekaran, 2012)

1) Strongly Agree : scaled 5

- 2) Agree : scaled 4
- 3) Neutral : scaled 3
- 4) Disagree : scaled 2
- 5) Strongly Disagree : scaled 1

The primary data sources are in the form of respondent identity data and the responses of respondents' consumers of any kind of clothes in Indonesia. The data that has been obtained from respondents who are the subject of research then the data is processed using SmartPLS 3.0.

### 3. RESULT AND DISCUSSION

This study used a sample of Shopee users, out of these 100 samples, the following characteristics were found:

#### 3.1 Description of gender characteristics

The following are the characteristics of the gender description shown in the table:

Table 1. Description of Gender Characteristics

No.	Gender	Amount	Percentage
1.	Male	28	28%
2.	Female	72	72%
Total		100	100%

Source: Primary Data 2022

From table 1 above it can be seen that the collected sample of 100 respondents is divided into 2 gender groups. Respondents with male gender are 28 people (28%) and female are 72 people (72%). Therefore, it can be concluded that the majority of Shopee users are female.

#### 3.2 Description of Age Characteristics

The following are the characteristic results from the age description shown in the table:

Table 2. Description of Age Characteristics

No.	Age	Amount	Percentage
1.	17-20	23	23%
2.	21-25	52	52%
3.	26-30	24	24%
4.	>30	1	1%
Total		100	100%

Source: Primary Data 2022

From table 2 above it can be seen that the collected samples of 100 respondents are divided into 4 age groups. Respondents aged 17-20 years are 23 people (23%), aged 21-25 years are 52 people (52%), aged 26-30 years are 24 people (24%), aged > 30 years are 1 person (1% ).

### 3.3 Description of Characteristics of Income

Following are the characteristic results from the Income description shown in the table:

Table 3. Description of Income Characteristics

No.	Income	Amount	Percentage
1.	1.500.000-2.500.000	23	23%
2.	2.500.000-3.500.000	8	8%
3.	500.000-1.500.000	54	54%
4.	>3.500.000	15	15%
Total		100	100%

Source: Primary Data 2022

From table 3 above, it can be seen that the collected sample of 100 respondents are divided into 4 income groups. Respondents with an income of IDR 1.500.000-2.500.000/month totalled 23 people (23%), respondents with an income of IDR 2.500.000-3.500.000/month totalled 8 people (8%), respondents with an income of IDR. 500.000-1.500.000/month totalled 54 people (54%), and respondents with income >IDR 3,500,000/month totalled 15 people (15%).

### 3.4 Description of Total Product Characteristics

Following are the characteristic results from the The total product of items purchased when shopping at Shopee in the last 1 month in the table:

Table 4. Total Amount of Products

No.	Use	Amount	Percentage
1.	1 s/d 5	85	85%
2.	6 s/d 10	11	11%
3.	>10	4	4%
Total		100	100%

Source: Primary Data 2022

From table 4 above, it can be seen that the collected sample of 100 respondents who use Shopee are divided into 3 groups. Respondents who the total product of items purchased when shopping at Shopee 1 until 5 products in the last 1 month are 85 people (85%). the total product of items purchased when shopping at Shopee 6 until 10 products in the last 1 month 11 people (11%). Meanwhile, the total product of items purchased when shopping at Shopee more than 10 products in the last 1 month are 4 people (4%).

### 3.5 Description of Spending Frequency Characteristics

Following are the characteristic results from the Spending Frequency description shown in the table:

Table 5. Description of Spending Time on Shopee

No.	Shopping Frequency	Amount	Percentage
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1.	15-30 minutes	42	42%
2.	30-60 minutes	37	37%
3.	> 60 minutes	21	21%
Total		100	100%

Source: Primary Data 2022

From table 5 above, it can be seen that the collected sample of 100 respondents are divided into 3 groups of Shopping Frequency at Shopee. Respondents with a frequency of 15-30 minutes are 42 people (42%), respondents with a frequency of 30-60 minutes are 37 people (37%), and respondents with a frequency of 60 minutes are 21 people (21%).

### 3.6 Description of Kind of Product Characteristics

Following are the characteristic results from the Kind of Product description shown in the table:

Table 6. Description of Kind of Product Characteristics

No	Kind of Product	Amount	Percentage
1	Electronic	4	4%
2	Fashion	28	28%
3.	Automotive	6	6%
3	Treatment and Beauty	42	42%
4	Sports	11	11%
5	Others	9	9%
Total		100	100%

Source: Primary Data 2022

From table 6 above, it can be seen that the collected sample of 100 respondents, the kind of popular product in shopee is Treatment and Beauty is 42%

### 3.7 Discussion

#### 3.7.1 The Influence of Perceived risk to satisfaction using online store

The results of the first hypothesis in this study prove that Perceived risk has a positive and significant effect on satisfaction. Based on the results obtained, p-values of  $0.034 < 0.05$ , this proves that there is a significant positive effect, but the Original Sample have negative effect so the Perceived Risk hypothesis is positively related to satisfaction using an online store is rejected. Extant studies have discussed the importance of perceived risk for a negative cognition of shopping in e stores (Shaw & Sergueeva, 2019) A research model intergrating the technology acceptance model (TAM) and perceived risk has been proposed to understand the adoption of e services, such as online mobile banking and portfolio management (Mauricio et al, 2003). In that study, perceived risk is defined with several attributes such as financial, performance, psychological, social and so on. The results showed a negative influence for perceived risk to perceived usefulness. Another study identified the role of perceived risk in the intention to adopt e-government services with perceived usefulness as a mediator of that relationship (Horst



wt al., 2007).

### 3.7.2 The Influence of Perceived Usefulness to satisfaction using online store

The results of the first hypothesis in this study prove that Perceived Usefulness has a positive and significant effect on satisfaction. Based on the results obtained, p-values of  $0.029 < 0.05$ , this proves that there is a significant positive effect, so the hypothesis of Perceived usefulness positively related to satisfaction using an online store is accepted. Perceived usefulness is defined as a post-adoption belief IT use and indicates an important link to user satisfaction by Bhattachjee, 2001a. For online shopping, customers are more likely to develop a positive feeling for their shopping process with e-vendors such as satisfaction, since online services are perceived to useful in their interaction to search and find product information by Lu and Chen (2018); Panigrahi, Srivastava, Sharma (2018). Another study sought to determine the drives of purchase intention to paid mobile apps in terms for using ECM as a theoretical basis to define perceived usefulness as a precursor of customer satisfaction mention by Hsu & Lin, 2015.

### 3.7.3 The Influence of E-store Performance Confirmation to satisfaction in using online store

The results of the first hypothesis in this study prove that E- store performance confirmation has a positive and significant effect on satisfaction. Based on the results obtained, the p-values are  $0.000 < 0.05$ , this proves that there is a significant positive effect, so the hypothesis of E-store performance confirmation has a positive and significant effect on satisfaction is accepted. According to research Ing-Long Wu, Mai-Lun Chiu, Kuei-Wan Chen (2020) E-store design is based on the interaction of customers within e-stores and the expectation-confirmation model supports examination of this issue with a wide familiarity in IT use. Psychological states is emotional response to stimulus of products in e-stores and flow theory, with task skill and task challenge as precursors, is suitable for exploring this issue. Grounding on the three issues, this study proposes a new research model with these considerations to thoroughly examine the determinants of online impulse buying. Flow state and customer satisfaction also interact with each other. Empirical research shows an important link for the three defined issues of online impulse buying

### 3.7.4 The Influence of Satisfaction to online impulse buying in online shopping

The results of the first hypothesis in this study prove that satisfaction has a positive and significant effect on impulse buying. Based on the results obtained, the p-values are  $0.000 < 0.05$ , this proves that there is a significant positive effect, so the hypothesis of Satisfaction positively related to online impulse buying in online shopping is accepted. Customer satisfaction with online stores is critical in determining shopping on e-stores in addition to

product quality and other product information. Thus, if customers have a positive experience using an estore, they will be more likely to make an online purchase by Wells et al., 2011; Zheng et al., 2019. There is a relationship structure for how website cues, such as product availability and visual appeal, influence mediating factors, such as user gratification or satisfaction and normative evaluation, and thereby influence the target of online impulse buying by Liu et al., (2013). Those results showed user satisfaction having a positive and significant influence to online impulse buying. In addition, a conceptual model has been proposed for investigating online impulse buying according to the driver of e-service quality and mediator of customer satisfaction by Bressolles, Durrieu, & Giraud (2007). In that study, e-service quality includes information, ease of use, website design, reliability, security/privacy, and interactivity/personalization. The results showed an important link between customer satisfaction and online impulse buying.

#### 3.7.5 Satisfaction mediates Perceived Risk on Online Impulse Buying

The results of the fifth hypothesis in this study prove that satisfaction has a not significant effect on mediates perceived risk on Impulse buying. Based on the results obtained, the p-values are  $0.116 > 0.05$ , this proves that there is a no significant effect, so the hypothesis of Satisfaction mediates the effect of Perceived risk on Online Impulse Buying is rejected. The results indicate that perceived risk has a negative impact on satisfaction, and satisfaction, in turn, has a positive effect on online impulse buying behavior. Furthermore, the study found that satisfaction mediates the relationship between perceived risk and online impulse buying, suggesting that satisfied online consumers are less influenced by perceived risk and more likely to engage in impulse buying (Khan & Rahman, 2021). This hypothesis is in accordance with the research of Octaviani & Gunawan (2018), which states that perceived risk has no negative effect on satisfaction so that in research customer satisfaction cannot mediate perceived risk of impulsive buying. From these results, it can be interpreted that the level of perceived risk (perceived risk) consumers related to the use of the Shopee App then no have a significant impact on consumer satisfaction. In other words, with the emergence of various risks that will be felt by consumers instead become the main factor driving the level of satisfaction. Based on the results this test it can be seen that there are other variables that are more dominant in influencing consumer satisfaction in using shoppe app. The findings of this study contribute to the understanding of the psychological factors that influence online impulse buying behavior and provide insights for online retailers to effectively manage perceived risk and enhance customer satisfaction to drive impulse purchases (Khan & Rahman, 2021).

#### 3.7.6 Satisfaction mediates Perceived Usefulness on Online Impulse Buying

The results of the sixth hypothesis in this study prove that satisfaction has a not significant effect on mediates perceived usefulness on Impulse buying. Based on the results obtained, the p-values are  $0.051 > 0.05$ , this proves that there is a not significant effect, so the hypothesis of Satisfaction mediates the effect of Perceived Usefulness on Online Impulse Buying is rejected. According to research conducted by Kim (2009) which states Perceived Risk (Risk) has a negative influence on Customer Satisfaction (Satisfaction). There has been extensive research that examined the antecedents of customer satisfaction in relation to online shopping (e.g. Szymanski and Hise, 2000). However, the relationship between risk perception and overall consumer satisfaction has rarely been examined in online retailing studies. Some studies have indicated the importance of providing risk related information such as information about security and trustworthiness of online retailers to increase satisfaction (e.g. Kim and Eom, 2002). Montoya-Weiss et al. (2003) found that perceptions of security risk influence overall consumer satisfaction

#### 3.7.7 Satisfaction mediates of E-Store Performance Confirmation on Online Impulse Buying

The results of the first hypothesis in this study prove that satisfaction has a not significant effect on mediates e-store performance confirmation on Impulse buying. Based on the results obtained, the p-values are  $0.005 < 0.05$ , this proves that there is a significant positive effect, so the hypothesis of Satisfaction mediates the effect of E-Store Performance Confirmation on Online Impulse Buying is accepted.

Many studies have used the Expectation Confirmation Model as a theoretical basis for examining these links for online contexts, including impulse buying, mobile trading, and social trading (Li & Ku, 2018; Lu et al., 2019; Wu et al., 2016). In particular, one study proposed a research model by integrating ECM with trust and habit moderators to determine the factors that influence repeat purchase intentions in online group purchases (Hsu, Chang, & Chuang, 2015). They found that online service, due to evaluation for confirmation, positively affects consumer satisfaction and, in turn, online impulse buying in Shopee.

## 4. CLOSING

This study aims to determine The Impact Of Perceived Risk, Perceived Usefulness, E-Store Performance Confirmation To Online Impulse Buying With Satisfaction As A Variable Intervening. Based on the results of the research that has been carried out and data analysis as explained in the previous chapter, the following are the conclusions from the results of the study as follows:

- 1) E-Store has a positive and significant effect to satisfaction in using online store;

- 2) Perceived usefulness positively related to satisfaction using online store;
- 3) Perceived Risk has negatively related to satisfaction using online store;
- 4) Satisfaction positively related to online impulse buying in online shopping.
- 5) Perceived Risk not significant related to online impulse buying in online shopping on Shopee through the mediating effect of Satisfaction
- 6) Perceived Usefulness not significant related to online impulse buying in online shopping on Shopee through the mediating effect of Satisfaction
- 7) E-Store Performance Confirmation positively related to online impulse buying in online shopping on Shopee through the mediating effect of Satisfaction

Based on research that has been carried out, the results of the data used can withdraw conclusion as follows: Price has an influence positive and significance on Purchase Intention, Brand Image has an influence positive and significance on Purchase Intention, Perceived Risk has a negative and significant effect on Purchase Intention.

In the process of doing research here, there are possible limitations that can influence the results, namely (1) The number of respondents in this research is as many as 120 people, of course still not enough to describe the circumstances, (2) Limitations researcher from facet time, cost, and energy so that study was only done in space scope FEB UMS student.

Based on the conclusions and limitations of this research, the researcher gives several possible recommendations used for the study, including (1) Add more amount variables, which is where many can influence a brand's Purchase Intention, such as Quality, Advertisement, and many other factors, (2) Add more amount samples and expand population research so you can describe the situation more accurately.

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Journal of Information Management, 48, 151–160. Ing-Long Wu is a professor in the Department of Information