

ABSTRACT

The development of the internet will also be followed by changes in people's lifestyles, such as communication processes, interactions, and will even have an impact on industry and business. This research aims to determine the influence of consumers' online shopping experience in terms of functional dimensions and psychological dimensions on loyalty attitudes and their impact on online impulse purchases.

The sample from this research is MBTI students who have and often make impulse purchases online. The samples were given a questionnaire with a total of 140 respondents. The analytical method used is a quantitative method with descriptive and verification analysis. Instrument testing is carried out by testing validity which consists of testing convergent validity and discriminant validity, as well as conducting reliability testing which consists of testing indicator reliability and internal reliability.

The results of this research show that the variables informativeness, visual engagement, trust, attitudinal loyalty have a significant influence on online impulsive buying. Visual Engagement and trust variables influence online impulsive buying through attitudinal loyalty. Apart from that, the visual engagement and trust variables affect attitudinal loyalty. On the other hand, the informativeness and convenience variables on attitudinal loyalty, as well as the informativeness and convenience variables on online impulsive buying through attitudinal loyalty do not have a significant effect.

Keywords: Online Shopping Experience, Attitude Toward Loyalty, Online Impulsive Buying, Informativeness, Visual Engagement, Trust, and Convenience.