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The Influence of Personal Factors and Situational Factors on Impulse Buying Mediated by Online Trust Among Users of Tiket.com

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Personal Factors, Situational Factors, Online Trust, Impulse Buying

Abstract
This study examines the increasing role of digital technology in shaping consumer behavior within the online travel industry, particularly the tendency toward impulse buying among users of online travel agents such as tiket.com. The rapid growth of internet usage and e-commerce in Indonesia has transformed how consumers plan and purchase travel services, often leading to spontaneous purchasing decisions influenced by various internal and external factors. This research aims to analyze the influence of personal factors and situational factors on impulse buying behavior, with online trust as a mediating variable. A quantitative descriptive approach with a cross-sectional design was employed, involving 275 respondents who had previously conducted transactions on tiket.com. Data were collected through online questionnaires and analyzed using Structural Equation Modelling with Partial Least Squares (SEM-PLS). The results indicate that impulse buying tendency, credit card usage, situational conditions, motivational activities, product attributes, scarcity, incidental information, and online trust significantly influence impulse buying. However, shopping pleasure and materialism do not show significant effects. Additionally, online trust successfully mediates the relationship between both personal and situational factors and impulse buying. In conclusion, both internal and external factors play crucial roles in shaping impulsive purchasing behavior, with online trust strengthening these relationships in the context of online tourism platforms.

INTRODUCTION

Currently, human dependence on technology is very high, even technology has become a daily necessity for some people in Indonesia (Lee & Hidayat, 2019; Salam et al., 2018; Supardi & Hasanah, 2020; Wahyuni et al., 2022). Technology has been used in various parts of human life, ranging from young to old. The rapid growth of technology and science also contributes to the human need for technology. Developing technology, especially in the field of communication, can create the latest innovations to make it easier for Indonesian people to interact and transact (Fahmi & Mendrofa, 2023; Fazil, 2018; Salam et al., 2018; Tabor & Yoon, 2015).

According to Lohmann and Achmucker (2009), the internet has an increasing impact on various tourism markets. Since online technology and services were introduced, consumer ordering behavior has changed drastically (Kang & Lee, 2020; Chen & Liu, 2021). In the past, when tourists wanted to travel, they had to come directly to a travel agency and buy bus, plane, or other transportation tickets, but after the existence of technology, we began to get to know

Online Travel Agents (OTAs) which made it easier for tourists when they wanted to travel to other places (Nuralamsyah, 2021; Wang et al., 2019). Travel agents who only make online transactions are known as Online Travel Agents (OTAs) (Cheng et al., 2020). This type of travel provides online reservation services and the means needed by consumers in traveling (Lin & Chiang, 2021). Online reservation services and other facilities required by travelers are available with this type of trip (Yuan et al., 2020). OTA's responsibilities are to act as a reliable intermediary and travel advisor who sells airfare and lodging online (Naomi et al., 2021).

By 2025, the online travel market in Indonesia is predicted to continue to dominate Southeast Asia, according to research by Google, Temasek, and Bain & Company published in the SEA 2019 economic report. There are many online travel agencies in Indonesia that can be used by the general public (Almunawar et al., 2022; Dharmanto et al., 2019; Rosyidi, 2019; Williady et al., 2025). For example, Pegi-pegi, Tiket.com, Traveloka, and many others. Growth in Indonesia's tourism sector is a trigger for this potential. In the past year, there has been a significant increase in searches for online travel agents such as Traveloka, Pegipegi, or tiket.com (Balqis & Giri, 2023; Chauhan & Hudaya, 2020; Rosyidi, 2019).

Below are some of the shopping habits on the internet of Indonesians. According to Sirclo.com (2020), the first trend among Indonesians is to shop more often through mobile phones. The preference for electronic payments among Indonesians is the second trend in online shopping. Electronic payments are also increasing in number along with the number of online transactions. The shopping experience is the third trend in online shopping besides these two things. For Indonesians, a pleasant shopping experience and service are more important than the cost or features available. Lastly, as the fourth trend in online shopping, a study by Facebook and Boston Consulting Group found that 91% of respondents would be more likely to buy online or even increase their transactions after interacting with sellers via chat in e-commerce.

The rapid development of technology has encouraged the rapid development of Online Travel Agents (OTAs). Currently, the need for Indonesian people to travel is very high and the market is also so large (Farhan, 2020). The results of a survey conducted by Dailysocial (2018) on residents in Indonesia found that 76.22% of respondents used Traveloka to reserve flight tickets, train tickets, and hotel reservations. According to Rizaty (2022), the most visited travel site by Indonesians is Traveloka with 7.2 million visits as of March 2022. The two surveys have the same results that Traveloka is an Online Travel Agent application that is often used by the Indonesian people. And Tiket.com is in second place with the number of visits of 6.2 million.

When it first launched, Tiket.com only had a website to sell hotel and flight tickets. In the end, Tiket.com released a mobile app in 2014, and it was downloaded 1.7 million times. As a result, Blibli bought Tiket.com at the end of 2016 with the aim of expanding Tiket.com. Even though Tiket.com have a mobile application, users can still access the updated website to be more user-friendly and synchronized with the application. The growth Tiket.com increased rapidly in 2018 as a result of a record 8 million transactions, which differentiated the company from its competitors (Haryanto, 2017).

Tiket.com persuasive, namely Online Ticket Week (OTW) discounts in order to enliven the recovery of national and global tourism and welcome the year-end holidays. This massive discount presents a thunderous discount program for Tiket.com users and the wider community

to realize vacation plans during the upcoming holiday season (Merdeka.com, 2022). In addition, Tiket.com also conducts digital campaigns through ads on youtube, television, and Facebook with the aim of encouraging and increasing sales.

Tiket.com has made offers and various kinds of promos to customers and also optimized digital campaigns, unfortunately Tiket.com still outcompetes with its competitor, Traveloka. Traveloka also does relatively the same thing, such as offering promos and also doing advertising, but Tiket.com haven't managed to beat it yet. With these circumstances, the author sees that there are still gaps that occur and what factors can help Tiket.com to develop strategies and innovations in the future so that they can become the number one Online Travel Agent in Indonesia.

In addition to holding Online Discount Ticket Week, Tiket.com also issued special offers for customers through a campaign known as "*Saleprise*". In this offer, Tiket.com customers who want to book hotels and flight tickets will enjoy discounts of up to 65% (Highlight Media, 2020). But this *saleprise* promo is only applied at special hours with a short time span.

Nowadays, tourists have started using the web and technology and often behave impulsively during online decision-making (Barreda & Bilgihan, 2013). According to Jeffrey & Hodge (2007), impulsive behavior in the tourism sector, similar to buyers in other industries is driven by various factors, including easy access to products, easy purchases, lack of social pressure and lack of delivery efforts. According to Pradiatiningtyas (2015), consumers' own purchasing habits can affect whether they choose to use a traditional travel agent or an online travel agent. People's tendency to make transactions can be changed by various factors, including shopping life style, hedonic shopping value, positive emotion or impulse buying.

E-Retailers recognize the advantages of selling their tourism products online. However, the purchase of products from the perspective of each consumer often varies (Daliri et al., 2014). Madhavaram & Laverie (2004) in their perspective say that online retail can encourage impulse buying behavior. In their view, online purchases can encourage consumers by giving them time to browse before making a purchase and depending on their mood. Impulse buying refers to spontaneous, non-reflective behavior, which is activated after exposure to a pleasurable consumption situation. It is characterized by a person who makes decisions quickly and is strongly driven to have them immediately and this results from the conflict between the desire to get pleasure and the willingness to reject it (Kacen & Lee, 2002).

Li et al., (2015) argue that travel is considered an activity that has high engagement, impulse buying in tourism can also be considered a planned behavior to some extent, characterized by individuals who have previously planned to travel but without thinking about a specific product. Laesser & Dolnicar (2012), define impulsive buying in tourism as planned impulsive purchases. It is recognized that impulse buying in tourism at least consumers are already considering bookings for vacations but have not yet decided which brands to buy from.

Altukar and Kesari (2018) said that research on personal factors and situational factors collectively still has a significant gap to impulse purchases. Because of the gap regarding the research of personal factors collectively and situational factors on impulse purchases, the author is interested in researching personal factors and situational factors collectively in this study, in addition to the observations made by researchers, there is still little research conducted on personal factors and situational factors on tourism products or in the field of tourism in Indonesia.

Tiket.com as an online travel agent for its users must first identify the behavior of consumers who will use and transact on Tiket.com in order to compete successfully with their competitors. Personal factors are usually different for each individual. Research by Altukar and Kesari (2018) revealed that materialism, satisfaction in shopping, and a tendency for impulse purchases are characteristics of consumers that have a positive and significant impact on impulse purchases. According to research by Altukar and Kesari (2018), external factors that affect customers' impulse purchases include the store environment (such as lighting, layout, and music), product display and arrangement, product attributes, and sales promotion. These factors can encourage consumers to buy products they don't actually want. Furthermore, Badgaiyan and Verma (2015) identified the influence of customer situational factors, such as willingness to spend money and time and the influence of family on impulse purchases.

Indonesia is not the only country experiencing the phenomenon of impulse purchases (Imron et al, 2021). Populix has conducted a survey to describe the shopping behavior of the Indonesian people. The survey results found that Indonesians have the potential to buy products suddenly because they are driven by the opportunity to buy products that have been desired for a long time but have been delayed and as a form of appreciation for themselves. In addition, the survey results also found that promotional campaigns carried out by business actors are a driving factor for Indonesian people to make purchases outside of their plans, for example special promos from sellers or special discounts at certain moments. According to a survey conducted by the Global Web Index that has been summarized in Putri (2022), it was found that each generation has different reasons when shopping impulsively.

According to Rizal (2020), Indonesian consumers who shop online often compare the products to be purchased before making a purchase decision. Meanwhile, according to Fauzia (2019), only 35.4% of customers, mainly women aged 49-55, plan and look for products and brands they want to buy. This indicates that only a small percentage of consumers are preparing what they want to buy.

Consumers' impulsive behavior towards tourism products is similar to that of consumers in other industries. This impulsive behavior is driven by a number of factors including products that are easily accessible to consumers, easy purchasing processes, and lack of social pressure. Laesser & Dolnicar (2012) found in their research that planned impulse buying can occur in the context of tourism.

The Minister of Tourism and Creative Economy said in the Weekly Briefing of the Ministry of Tourism and Creative Economy that the phenomenon of impulsive tourism in 2022 has increased. The trend of spontaneous tourism travel experienced a 14% increase in 2022. With the phenomenon of impulsive tourism, the Minister of Tourism and Creative Economy also noted that in 2023, they are committed to accelerating the achievement of the target of 1.4 billion archipelago tourist movements with the contribution of the value of the Gross Domestic Product (GDP) from the tourism sector reaching more than 4%. This significant increase in the number of tourist trips was triggered by the easing of Large-Scale Social Restrictions (PPKM) after the pandemic.

Looking at the details and explanations above, it is important to investigate how much respondents judged each indicator of personal factors, situational factors, and impulsive purchases and what factors influenced their impulsive behavior. This research is important because research on personal factors and situational factors has not been conducted

collectively, especially in the field of tourism e-commerce and to strengthen the opinion of impulse purchases on tourism products. This research is also expected to help strengthen existing opinions about impulse buying in the tourism industry. In addition, it is hoped that this research will assist companies in identifying factors that contribute to impulsive consumer behavior.

This study explores the influence of internal aspects (customer traits) and external aspects (situational factors) on impulsive purchases in Tiket.com through phenomena and gaps. The study investigated two components to fill in the gap by asking fourteen (14) research questions. Materialism, the pleasure of shopping, and impulse buying tendencies are aspects of the personal factor. A person's circumstances, the quality of the website, the retailer's motivational activities, and the characteristics of the product are all situational elements. Thus, the title of this study is "The Influence of Personal Factors and Situational Factors on Impulse Purchases Mediated by Online Trust in Tiket.com Users".

METHOD

This study used a quantitative descriptive approach with a cross sectional study design, where data are collected once in a given period. The research location covers the entire territory of Indonesia without any specific geographical restrictions. The implementation of the research will take place from October 2024 to February 2025 through several stages, ranging from the preparation of proposals, the development of research instruments, validity and reliability tests, the distribution of questionnaires, data collection, to the analysis and preparation of research reports.

The population of this study includes all Tiket.com users in Indonesia with an unknown number of populations. The sampling technique used is non-probability sampling, with a purposive sampling method to ensure that respondents meet the criteria, namely users who have made transactions in Tiket.com. The number of samples was determined using the Cochran formula, so that a minimum number of 272.25 respondents was obtained, then rounded to 275 respondents to reduce the potential for error responses. Primary data was collected using an online questionnaire through Google Form which was disseminated online through social media such as Instagram and WhatsApp.

The data obtained were analyzed using descriptive analysis and the Structural Equation Modelling (SEM) method with Partial Least Square (PLS). Descriptive analysis was used to map the characteristics of respondents and assess research variables using a five-point Likert scale. The analysis process through PLS includes the assessment of the measurement model (outer model) to test the validity and reliability of the indicator, as well as the assessment of the structural model (inner model) to test the relationship between latent variables through the R^2 value, path coefficient, and significance test using bootstrapping. This approach was chosen because it is suitable for research data that is not normally distributed and commonly used in marketing research.

RESULT AND DISCUSSION

SEM-PLS Analysis

Test Measurement Model (Outer Model)

This study conducted a measurement model test to test the validity and reliability of the questionnaire items. Testing the measurement model assessment with Partial Least Square (PLS) is the first step in data processing. There are three outputs in the outer model, namely convergent validity, disambiguation validity, and reliability.

1. Convergent Validity Test

To evaluate the validity of the convergence, two main indicators were used, namely the loading factor value and the average variance extracted (AVE). The higher the outer loading value, the stronger its contribution in representing constructs in the factor matrix. Meanwhile, AVE describes the extent to which the variance contained by each indicator can be explained by the construct it measures. Based on the general guideline (rule of thumb), the loading factor value must exceed 0.70, while the AVE value must be greater than 0.50 (Abdillah & Jogiyanto, 2015; Ghozali, 2021). The measurement model used in this study is presented as follows:

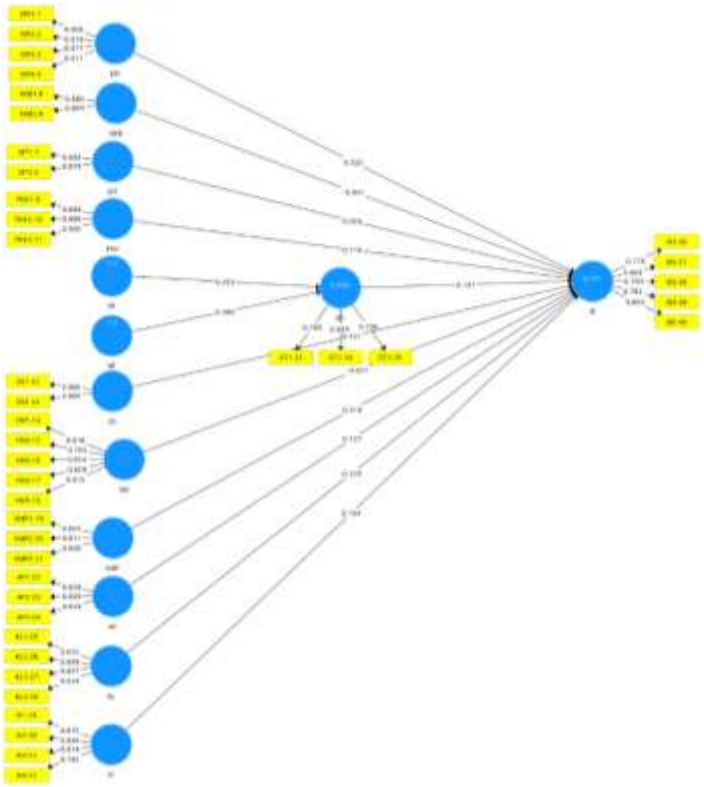

Figure 1 Outer Research Model

Table 1 Outer Loading Test Results

Variable	Sub-Variable	Items	Factor Loading	AVE	Results
Personal Factors (X1)	Impulse Buying Tendency	KPI1.1	0,805	0,661	Valid
		KPI1.2	0,819		Valid
		KPI1.3	0,817		Valid
		KPI1.4	0,811		Valid
		KBB1.5	0,890		Valid

	Shopping Pleasure Tendencies	KKB1.6	0,904	0,805	Valid
	Materialism	MT1.7	0,898	0,790	Valid
		MT1.8	0,879		Valid
	Use of Credit Cards	PKK1.9	0,898	0,804	Valid
		PKK1.10	0,886		Valid
		PKK1.11	0,906		Valid
Situational Factors (X2)	Someone's Situation	SS2.12	0,886	0,787	Valid
		SS2.13	0,888		Valid
	Viral Marketing	VM2.14	0,816	0,662	Valid
		VM2.15	0,793		Valid
		VM2.16	0,814		Valid
		VM2.17	0,829		Valid
		VM2.18	0,815		Valid
	Motivational Activities by Retailers	KMP2.19	0,855	0,701	Valid
		KMP2.20	0,811		Valid
		KMP2.21	0,846		Valid
	Product Attributes	AP2.22	0,829	0,693	Valid
		AP2.23	0,830		Valid
		AP2.24	0,839		Valid
	Scarcity	AT 2.25 PM	0,825	0,699	Valid
		AT 2.26 PM	0,858		Valid
		AT 2.27 PM	0,837		Valid
		AT 2.28 PM	0,824		Valid
	Information by Chance	IK2.29	0,815	0,670	Valid
		IK2.30	0,848		Valid
		IK2.31	0,814		Valid
		IK2.32	0,795		Valid
Mediation Variable (Z)	Online Trust	KO.33	0,793	0,662	Valid
		KO.34	0,848		Valid
		KO.35	0,798		Valid
Variable Dependency (Y)	Impulse Purchases	PI.36	0,776	0,627	Valid
		PI.37	0,809		Valid
		PI.38	0,790		Valid
		PI.39	0,782		Valid
		PI.40	0,803		Valid

Source: Processed by the Author (2025)

Based on the results of the outer loading test in table 4.15, it can be seen that all items have an outer loading value of > 0.6. Therefore, it can be stated that all research variables have met the validity test. In addition to the outer loading value, there is an Average Variance Extracted (AVE) value for all variables > 0.5. This shows that all variables in this study were declared to meet the AVE test acceptance criteria because they had a > value of 0.5.

2. Discriminating Validity Test

The discriminant validity test aims to assess the extent to which a construct is empirically distinguishable from other constructs contained in structural models (Hair Jr et al., 2021). One

of the indicators used in this test is the cross-loading value, where each indicator is expected to have a value greater than 0.70 against the construct it is measuring compared to the other construct. This indicates that the indicator reflects the correct construct. The results of cross loading testing for all variables in this study are presented in Table 2 below:

Table 2 Cross Loading Test Results

	AP	IB	I	KKB	AT	KMP	KPI	MT	OT	PKK	SS	VM
AP1.22	0,829	0,530	0,490	0,389	0,583	0,506	0,445	0,429	0,582	0,492	0,459	0,546
AP2.23	0,830	0,558	0,452	0,463	0,484	0,513	0,529	0,441	0,570	0,478	0,466	0,543
AP3.24	0,839	0,558	0,514	0,450	0,547	0,523	0,551	0,436	0,530	0,444	0,484	0,558
IB1.36	0,517	0,776	0,472	0,453	0,449	0,555	0,585	0,441	0,521	0,489	0,505	0,499
IB2.37	0,496	0,809	0,500	0,418	0,452	0,590	0,607	0,481	0,614	0,449	0,518	0,548
IB3.38	0,524	0,790	0,472	0,374	0,401	0,560	0,598	0,410	0,521	0,433	0,481	0,486
IB4.39	0,528	0,782	0,533	0,418	0,488	0,619	0,589	0,467	0,517	0,520	0,500	0,465
IB5.40	0,545	0,803	0,500	0,428	0,392	0,598	0,594	0,466	0,561	0,456	0,481	0,488
IK1.29	0,481	0,528	0,815	0,381	0,558	0,606	0,406	0,354	0,460	0,404	0,350	0,422
IK2.30	0,476	0,470	0,848	0,346	0,570	0,573	0,427	0,338	0,456	0,424	0,373	0,506
I3.31	0,462	0,531	0,814	0,372	0,570	0,609	0,477	0,426	0,463	0,439	0,373	0,571
IK4.32	0,486	0,512	0,795	0,407	0,582	0,583	0,423	0,324	0,449	0,454	0,377	0,489
KBB1.5	0,427	0,457	0,419	0,890	0,463	0,398	0,519	0,508	0,529	0,554	0,499	0,445
KKB2.6	0,507	0,489	0,410	0,904	0,491	0,443	0,485	0,453	0,546	0,561	0,520	0,529
AT 1.25 AM	0,511	0,477	0,577	0,398	0,825	0,571	0,498	0,502	0,533	0,471	0,492	0,614
AT 2.26 PM	0,573	0,467	0,572	0,515	0,858	0,555	0,477	0,483	0,530	0,532	0,522	0,539
AT 3.27 PM	0,541	0,422	0,580	0,379	0,837	0,515	0,447	0,473	0,484	0,468	0,487	0,571
AT 4.28 PM	0,533	0,473	0,602	0,481	0,824	0,550	0,501	0,458	0,511	0,530	0,522	0,600
KMP1.19	0,538	0,632	0,605	0,425	0,566	0,855	0,566	0,415	0,513	0,427	0,426	0,503
KMP2.20	0,498	0,573	0,618	0,351	0,557	0,811	0,501	0,390	0,475	0,367	0,397	0,566
KMP3.21	0,515	0,647	0,603	0,399	0,528	0,846	0,558	0,435	0,542	0,418	0,454	0,489
KPI1.1	0,515	0,585	0,421	0,460	0,482	0,528	0,805	0,498	0,511	0,408	0,534	0,551
KPI2.2	0,475	0,645	0,419	0,497	0,427	0,525	0,819	0,476	0,546	0,434	0,518	0,575
KPI3.3	0,507	0,633	0,446	0,412	0,447	0,503	0,817	0,479	0,489	0,464	0,480	0,534
KPI4.4	0,495	0,572	0,439	0,447	0,526	0,554	0,811	0,438	0,501	0,411	0,500	0,588
MT1.7	0,474	0,529	0,374	0,487	0,478	0,460	0,507	0,898	0,589	0,547	0,587	0,519
MT2.8	0,455	0,488	0,414	0,463	0,544	0,417	0,528	0,879	0,592	0,512	0,576	0,539
OT1.33	0,522	0,560	0,468	0,462	0,515	0,491	0,463	0,521	0,793	0,515	0,543	0,514
OT2.34	0,588	0,574	0,489	0,483	0,514	0,523	0,532	0,568	0,848	0,493	0,529	0,558
OT3.35	0,530	0,551	0,407	0,519	0,475	0,474	0,540	0,531	0,798	0,542	0,538	0,512
PKK1.9	0,497	0,566	0,484	0,571	0,533	0,460	0,469	0,514	0,603	0,898	0,576	0,470
PKK2.10	0,520	0,509	0,460	0,546	0,545	0,440	0,474	0,549	0,536	0,886	0,571	0,487
PKK3.11	0,505	0,516	0,471	0,553	0,535	0,399	0,479	0,543	0,565	0,906	0,618	0,493
SS1.12	0,494	0,555	0,407	0,492	0,510	0,435	0,555	0,568	0,569	0,581	0,886	0,544
SS2.13	0,506	0,558	0,392	0,515	0,564	0,468	0,553	0,593	0,602	0,583	0,888	0,580

VM1.14	0,518	0,513	0,459	0,489	0,565	0,458	0,596	0,510	0,532	0,465	0,531	0,816
VM2.15	0,480	0,521	0,507	0,442	0,519	0,510	0,505	0,452	0,503	0,408	0,500	0,793
VM3.16	0,547	0,485	0,512	0,447	0,597	0,518	0,592	0,507	0,574	0,462	0,531	0,814
VM4.17	0,560	0,529	0,508	0,398	0,567	0,505	0,530	0,482	0,492	0,424	0,485	0,829
VM5.18	0,579	0,501	0,486	0,439	0,586	0,522	0,590	0,469	0,546	0,435	0,533	0,815

Source: Processed by the Author (2025)

Based on the results shown in Table 2, it is known that the cross-loading value of each variable has met the criteria of discriminant validity. This is shown by the presence of a higher correlation between each measurement item to the construct it represents compared to its correlation to other constructs. Thus, it can be concluded that overall, each indicator has a stronger correlation to the constructed being measured, so that the discriminant validity is declared fulfilled. In an effort to strengthen the results of the test, discriminatory validity testing was also carried out using the Fornell-Larcker approach, the results of which are presented in Table 3.

Table 3 Fornel-Lacker Discriminant Validity Test

	AP	**IB**	**I**	**KKB**	**AT**	**KMP**	**KPI**	**MT**	**OT**	**PKK**	**SS**	**VM**
AP	0,833											
IB	0,659	0,792										
I	0,582	0,626	0,818									
KKB	0,522	0,528	0,461	0,897								
AT	0,645	0,551	0,697	0,532	0,836							
KMP	0,617	0,738	0,726	0,469	0,656	0,837						
KPI	0,612	0,751	0,530	0,559	0,576	0,648	0,813					
MT	0,523	0,572	0,442	0,535	0,573	0,494	0,582	0,889				
OT	0,673	0,691	0,559	0,600	0,616	0,610	0,630	0,664	0,813			
PKK	0,566	0,592	0,526	0,621	0,599	0,484	0,529	0,596	0,635	0,897		
SS	0,564	0,628	0,450	0,568	0,606	0,509	0,624	0,654	0,660	0,656	0,887	
VM	0,660	0,627	0,608	0,544	0,696	0,618	0,691	0,595	0,650	0,539	0,634	0,814

Source: Processed by the Author (2025)

According to Fornell and Larcker (1981, in Hair Jr. et al., 2021), good discriminant validity is shown when the square root of the average variance extracted (AVE) value for each construct is greater than the correlation between the construct and the other constructs in the model. Table 4.19 presents the results of the calculation of the square root of AVE as well as the correlation between latent constructs. Based on the table, the values located on the diagonal indicate the square root of the AVE, while the values below the diagonal represent the correlation between the constructs. Since the total square root value of AVE is greater than the correlation between the constructs concerned, it can be concluded that each construct has met the criteria of discriminant validity well.

3. Reliability Test

The reliability test was carried out using two main indicators, namely Cronbach's Alpha and Composite Reliability values. A construct is said to meet the reliability criteria if it has a

value of more than 0.70. The results of reliability testing for each construct in this study are presented in the following table.

Table 4 Cronbach's Alpha and Composite Reability Reliability Test

	Cronbach's Alpha	Composite Reliability
AP	0,779	0,871
IB	0,851	0,894
I	0,835	0,890
KKB	0,758	0,892
AT	0,857	0,903
KMP	0,787	0,876
KPI	0,829	0,886
MT	0,735	0,883
OT	0,744	0,854
PKK	0,878	0,925
SF	0,946	0,951
VM	0,872	0,907

Source: Processed by the Author (2025)

Based on Table 4, all variables in this study show a Cronbach's Alpha value above 0.70, as well as a Composite Reliability value which also exceeds the threshold of 0.70. These results indicate that the measurement model used in this study has met the reliability criteria. Thus, it can be concluded that the instrument used has an adequate level of consistency, accuracy, and precision in measuring the construct in question.

Structural Model Test (Inner Model)

1. Path Model

The inner model, also known as the structural model, was used in this study to test the relationships between latent variables based on substantive theory. Testing of structural models is carried out using the bootstrapping method, which is a re-sampling technique of all original sample data (Ghozali, 2021). In this study, bootstrapping was applied with a one-tailed approach, as shown in Figure 4.14 which illustrates the results of a structural model using this approach. The evaluation criteria in the Partial Least Squares (PLS) analysis include R-square values, path coefficients, and t-statistics. Figure 4.14 below presents a visual representation of the structural model used in this study.

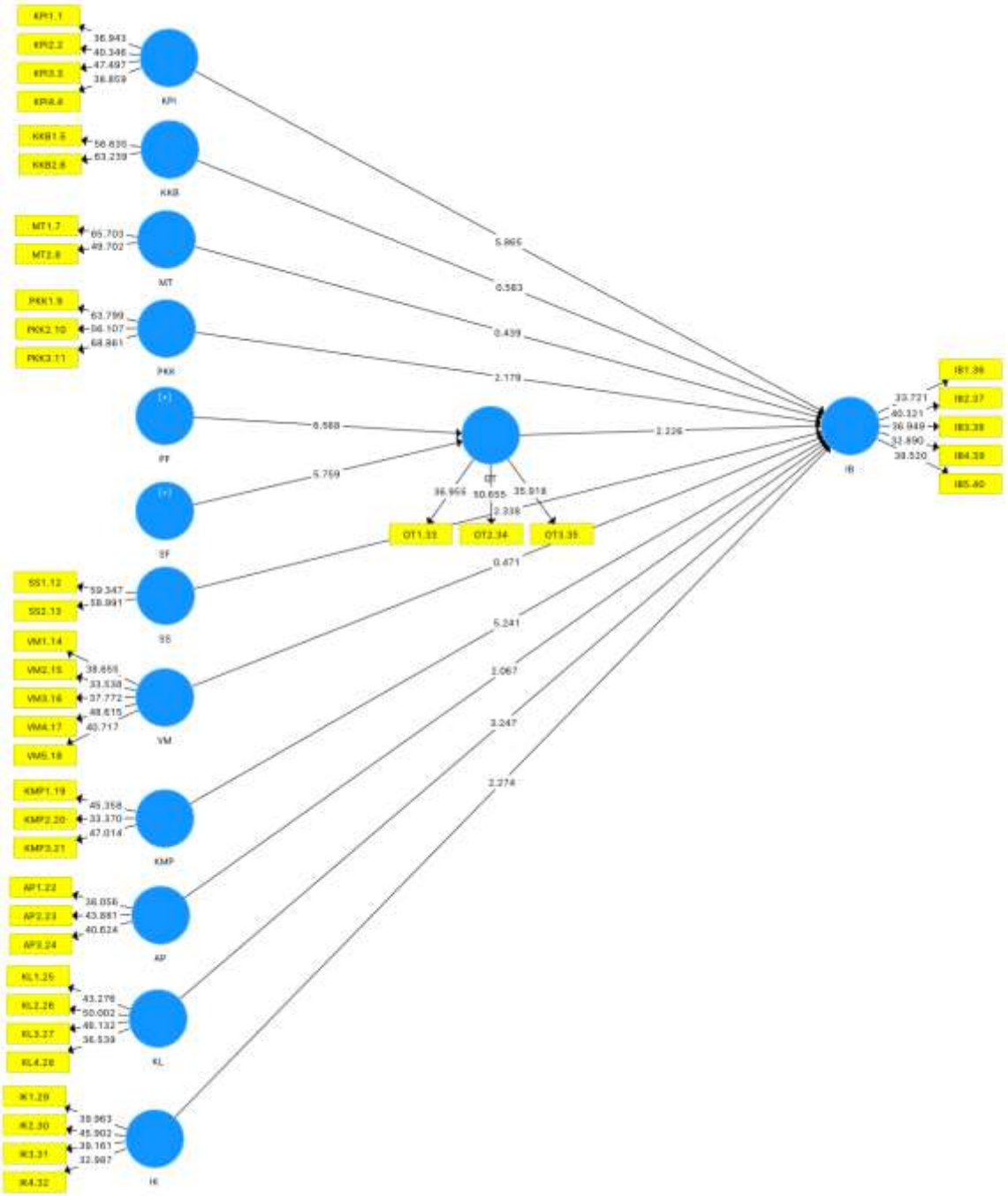

Figure 2 Structural Bootstrapping Model

Based on Figure 2, the results of the structural model testing (Inner Model) in this study were obtained through a one-tailed process using the bootstrapping method. Each variable produces a t-value and p-value which will be summarized in table 4.19. In this study, the decision criteria for the hypothesis are seen from the t-calculated and p-value values. In this study, the t-table value was 1.65. If the t-value > 1.65 and the p-value < 0.05, then there is a significant relationship between the independent variable and the dependent variable.

Table 5 Hypothetical Decision

Path Diagram	Path Coefficient	t-value	p-value	Results
H_1 : KPI → IB	0,325	5,865	0,000	H_1 Accepted
H_2 : KKB → IB	-0,031	0,583	0,560	H_2rejected
H_3 : MT → IB	0,024	0,439	0,000	H_3 rejected
H_4 : PKK → IB	0,110	2,179	0,030	H_4 Accepted
H_5 : SS → IB	0,121	2,338	0,020	H_5 Accepted
H_6 : VM → IB	-0,027	0,471	0,638	H_6 rejected
H_7 : KMP → IB	0,318	5,241	0,000	H_7 Accepted
H_8 : AP → IB	0,127	2,067	0,040	H_8 Accepted
H_9 : KL → IB	-0,225	3,247	0,001	H_9 Accepted
H_{10} : IK → IB	0,134	2,274	0,024	H_{10} Accepted
H_{11} : OT → IB	0,141	2,226	0,027	H_{11} Accepted
H_{12} : PF → OT → IB	0,064	2,043	0,042	H_{12} Accepted
H_{13} : SF → OT → IB	0,054	2,086	0,038	H_{13} Accepted

Source: Processed by the Author (2025)

Discussion of Research Results

The Influence of Impulse Buying Tendency on Impulse Buying

Based on the results of the research that has been previously explained, the descriptive analysis in Table 4.3 shows that the perception of Tiket.com users in Indonesia towards the tendency to impulse purchases in general is in the high category. The statement that obtained the highest score was "I buy a product on Tiket.com to get satisfaction directly", with a percentage of 88.2%. This indicates that the majority of respondents in this study make purchases at Tiket.com to get instant satisfaction.

The test results showed that the t-count value was greater than 1.65, which was 5.865. The results of this study found that the variable of impulsive buying tendency had a significant effect on impulse purchase, so it can be concluded that the first hypothesis (H1) in this study is accepted. These results show that the higher the value of impulse buying tendencies, the higher the value of impulsive purchases in consumers.

The value of the path coefficient of the impulsive buying tendency variable to impulse purchase is 0.325, if the impulsive buying tendency variable increases and the other variables are constant, then impulse buying will increase by 32.5%. This is in line with previous research by Fitri & Milanyani (2023). The tendency factor of shopping enjoyment owned by consumers can encourage them to make strong impulse purchases. When viewed from the descriptive results, respondents purchase products at Tiket.com to get satisfaction directly or instantly, this is supported by Mohan et al. (2013), consumers with a higher impulse purchase tendency score tend to feel impulsive desires and make impulse purchases.

The Influence of Shopping Pleasure Tendency on Impulse Purchases

Based on the results of the research that has been previously explained, the descriptive analysis in table 4.4 shows that the perception of Tiket.com users in Indonesia towards the tendency to enjoy shopping in general is in the high category. The statement that obtained the highest score was "I have the pleasure of buying something interesting", with a percentage of 79.6%. This indicates that the majority of respondents in this study feel happy when they make an attractive product purchase.

The test results showed that the t-count value was less than 1.65, which was 0.583. The results of this study found that the variable of the tendency to enjoy shopping did not have a significant effect on impulse purchases, so it can be concluded that the second hypothesis (H2) in this study was rejected.

The value of the path coefficient of the impulse buying tendency variable to impulse purchase is -0.031, if the variable of the tendency to enjoy shopping increases and the other variables are constant, then impulse buying will decrease by 3.1%. This is in line with previous research by Fitri & Milanyani (2023) and Mohan et al. (2013). According to (Altukar & Kesari 2018), the tendency to enjoy shopping is known as an internal trait that can make a person comfortable and encourage consumers to spend a lot of time looking at products. The results show that the tendency to seek pleasure in shopping encourages consumers to do in-store browsing for a longer duration. However, this is not followed by impulse buying behavior in stores that provide a pleasant experience, as consumers tend to visit the store solely to enjoy their time. In this study, consumers indeed feel happy when buying attractive products, but the respondents in this study have a characteristic of a tendency to enjoy high shopping. Which means, they like to spend a long time searching for products so they are not encouraged to make impulse purchases because they use the time they have as a hobby to have fun.

The Influence of Materialism on Impulse Buying

Based on the results of the research that has been previously explained, the descriptive analysis in table 4.5 shows that the perception of Tiket.com users in Indonesia towards materialism in general is in the high category. The statement that obtained the highest score was "I am happy to pay for a product that brings me happiness" with the highest value of 82.1% This indicates that the majority of respondents in this study felt a sense of happiness when spending money on a product they liked.

The test results showed that the t-count value was less than 1.65, which was 0.439. The results of this study found that the materialism variable did not have a significant effect on impulse purchase, so it can be concluded that the third hypothesis (H3) in this study was rejected.

The value of the path coefficient of the materialism variable to impulse purchase is 0.024, if the materialism variable increases and the other variables are constant, then impulsive buying will increase by 2.4%.

The Effect of Credit Card Purchases on Impulse Purchases

Based on the results of the research that has been previously explained, the descriptive analysis in table 4.6 shows that the perception of Tiket.com users in Indonesia towards the use of credit cards in general is in the Neutral category. The statement that obtained the highest score was "I mostly avoid purchases by credit card.", with a percentage of 77.4%. This indicates that the majority of respondents in this study avoid using credit cards when shopping at Tiket.com.

The test results showed a t-count value greater than 1.65, which was 2.179. The results of this study found that the variable Credit Card Use had a significant effect on impulse purchases, so it can be concluded that the fourth hypothesis (H4) in this study is accepted. These results show that the use of credit cards has an effect on impulse purchases.

The value of the coefficient of the credit card use variable to impulse purchases is 0.110, if the credit card usage variable increases and the other variables are constant, then impulse purchases will increase by 11%. This is in line with previous research by Fitri & Milanyani (2023). The tendency factor of shopping enjoyment owned by consumers can encourage them to make strong impulse purchases. When viewed from the descriptive results, respondents purchase products at Tiket.com to get satisfaction directly or instantly, this is supported by Mohan et al. (2013), consumers with a higher impulse purchase tendency score tend to feel impulsive desires and make impulse purchases.

The Influence of a Person's Situation on Impulse Buying

Based on the results of the research that has been presented earlier, the descriptive analysis in table 4.7 shows that the perception of Tiket.com users in Indonesia towards a person's situation is generally in the High category. The statement that obtained the highest score was "I always have a time limit to shop" with a percentage of 72.7%. This indicates that the majority of respondents in this study have limited time to shop.

The test results showed a t-count value greater than 1.65, which was 2.338. The results of this study found that the variables of a person's situation have a significant effect on impulse purchases, so it can be concluded that the fifth hypothesis (H5) in this study is accepted. These results show that a person's situation has an effect on impulsive purchases.

The Influence of Viral Marketing on Impulse Buying

Based on the results of the research that has been previously explained, the descriptive analysis in table 4.8 shows that the perception of Tiket.com users in Indonesia towards viral marketing is generally in the High category. The statement that obtained the highest score was "I hope others are interested in the product promotion information I share on social media" with a percentage of 74.2%. This indicates that the majority of respondents in this study enjoy sharing information on their social media and expect others to be interested in the products they share.

The test results showed that the t-count value was greater than 1.65, which was 0.471. The results of this study found that the viral marketing variable had no effect on impulse purchases, so it can be concluded that the sixth hypothesis (H6) in this study was rejected.

The Influence of Motivational Activities by Sellers on Impulse Purchases

Based on the results of the research that has been previously explained, the descriptive analysis in table 4.9 shows that the perception of Tiket.com users in Indonesia towards motivational activities by sellers is generally in the High category. The statement that obtained the highest score was "Admin-friendly behavior helps me in product search and purchase activities.", with a percentage of 80.3%. This indicates that the majority of respondents in this study are highly motivated to buy by the seller's activities.

The test results showed that the t-count value was greater than 1.65, which was 5.241. The results of this study found that the variable of motivational activities by sellers had a significant effect on impulse purchases, so it can be concluded that the seventh hypothesis (H7) in this study is accepted. These results show that motivational activities by retailers have an effect on impulse purchases.

The Influence of Product Attributes on Impulse Purchases

Based on the results of the research that has been previously explained, the descriptive analysis in table 4.10 shows that the perception of Tiket.com users in Indonesia towards product attributes is generally in the High category. The statement that obtained the highest score was "Before buying at Tiket.com, I always consider the price.", with a percentage of 87,4%. This indicates that the majority of respondents in this study strongly consider product attributes.

The test results showed a t-count value greater than 1.65, which was 2.067. The results of this study found that the product attribute variable had a significant effect on impulse purchase, so it can be concluded that the eighth hypothesis (H8) in this study is accepted. These results show that product attributes have an effect on impulse purchases.

The Effect of Scarcity on Impulse Buying

Based on the results of the research that has been previously explained, the descriptive analysis in table 4.11 shows that the perception of Tiket.com users in Indonesia towards scarcity is generally in the High category. The statement that obtained the highest score was "When I make a transaction on Tiket.com, I think about the deadline of the available product.", with a percentage of 76.5%. This indicates that scarcity has a great effect on the majority of respondents in this study.

The test results showed a t-count value greater than 1.65, which was 3.247. The results of this study found that the scarcity variable had a significant effect on impulse purchase, so it can be concluded that the ninth hypothesis (H9) in this study is accepted. These results show that scarcity has an effect on impulse purchases.

The Influence of Accidental Information on Impulse Purchases

Based on the results of the research that has been presented earlier, the descriptive analysis in table 4.12 shows that the perception of Tiket.com users in Indonesia towards information happens to be in the High category. The statement that obtained the highest score was "I can see ordinary things in a new way when shopping at Tiket.com.", with a percentage of 70.6%. This indicates that information coincidentally had a great influence on the majority of respondents in this study.

The test results showed a t-count value greater than 1.65, which was 2.274. The results of this study found that information variables coincidentally had a significant effect on impulse purchases, so it can be concluded that the tenth hypothesis (H10) in this study is accepted. These results show that information coincidentally affects impulse purchases.

The Influence of Online Trust on Impulse Purchases

Based on the results of the research that has been presented previously, the descriptive analysis in table 4.13 shows that the perception of Tiket.com users in Indonesia towards online trust is in the High category. The statement that obtained the highest score was "I believe that business actors in Tiket.com can meet the needs of the community.", with a percentage of 81.5%. This indicates that online trust has a great influence on the majority of respondents in this study.

The test results showed a t-count value greater than 1.65, which was 2.226. The results of this study found that the online trust variable had a significant effect on impulse purchases, so it can be concluded that the eleventh hypothesis (H11) in this study was accepted. These results show that online trust has an effect on impulse purchases.

The Influence of Personal Factors on Impulse Purchases Through Online Trust Mediation

The test results showed that there was a significant positive influence between Personal Factors on Impulse Purchases mediated by Online Trust, this was evidenced by the result of a path coefficient with a positive value of 0.064. In addition, based on the results of hypothesis testing, the results of the T-statistics were greater than the T-table (2.043 > 1.65) and the p-value was 0.000 < 0.05. Based on this, H12 was accepted. It can be concluded that online trust in users can Tiket.com drive personal factors and influence impulse purchases in users. If there is a factor that has no effect, then if there is a mediating factor, impulse buying will occur.

The Influence of Situational Factors on Impulse Purchases through Online Trust Mediation

The test results showed that there was a significant positive influence between Situational Factors on Impulse Purchases mediated by Online Trust, this was evidenced by the result of the path coefficient with a positive value of 0.054. In addition, based on the results of hypothesis testing, the results of T-statistics were greater than the T-table (2.086 > 1.65) and p-value 0.000 < 0.05. Based on this, H13 was accepted.

CONCLUSION

Based on the analysis and results of research that has been carried out and supported by theories regarding personal factors and situational factors in impulsive purchases in Tiket.com in Indonesia, conclusions can be drawn: Based on the results of the study, respondents' assessments regarding the tendency to impulsive purchases, the tendency to enjoy shopping, a person's situation, motivational activities by the seller, product attributes, scarcity, information by chance, overall online trust including in the high category The impulse buying tendency has a positive and significant influence on impulse purchases in Tiket.com users in Indonesia. The tendency to enjoy shopping has no effect on impulse purchases in Tiket.com users in Indonesia. Materialism has no effect on impulsive purchases in Tiket.com users in Indonesia. The use of credit cards has a positive and significant influence on impulse purchases among Tiket.com users in Indonesia. A person's situation has a positive and significant influence on impulse purchases in Tiket.com users in Indonesia. Viral marketing has no effect on impulse purchases in Tiket.com users in Indonesia. Motivational activities by sellers have a positive and significant influence on impulsive purchases in Tiket.com users in Indonesia. Product Attributes have a positive and significant influence on impulse purchases in Tiket.com users in Indonesia. Scarcity has a negative and significant influence on impulse purchases in Tiket.com users in Indonesia. Information coincidentally has a positive and significant influence on impulse purchases in Tiket.com users in Indonesia. Online trust has a positive and significant influence on impulse purchases in Tiket.com users in Indonesia. Personal factors have a

positive influence on impulse purchases mediated by online trust. Situational factors have a positive influence on impulse purchases mediated by online trust

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