

SOCIAL MEDIA SALE FOCUS

Dukungan di media sosial Kitabisa mempengaruhi saya untuk berdonasi *

1

2

3

4

5

Sangat Tidak Setuju

☐

☐

☐

☐

☐

Sangat Setuju

Komentar teman di media sosial mempengaruhi keputusan donasi saya *

1

2

3

4

5

Sangat Tidak Setuju

☐

☐

☐

☐

☐

Sangat Setuju

Tampilan iklan di media sosial resmi Kitabisa menarik saya untuk berdonasi *

1

2

3

4

5

Sangat Tidak Setuju

☐

☐

☐

☐

☐

Sangat Setuju

Popularitas informasi donasi yang ditampilkan pada media sosial resmi Kitabisa mempengaruhi saya untuk melakukan donasi *

1

2

3

4

5

Sangat Tidak Setuju

☐

☐

☐

☐

☐

Sangat Setuju

Media sosial Kitabisa memberi inspirasi untuk berdonasi *

1

2

3

4

5

Sangat Tidak Setuju

☐

☐

☐

☐

☐

Sangat Setuju

Saya cenderung mencari informasi lebih lanjut setelah melihat informasi donasi di media sosial Kitabisa *

1

2

3

4

5

Sangat Tidak Setuju

☐

☐

☐

☐

☐

Sangat Setuju

Saya merasa tertarik pada informasi donasi yang dibagikan oleh orang lain di media sosial Kitabisa *

1

2

3

4

5

Sangat Tidak Setuju

☐

☐

☐

☐

☐

Sangat Setuju

Kembali

Berikutnya

Halaman 10 dari 14

ALTRUISME

Saya berdonasi di aplikasi atau website Kitabisa karena merasa iba terhadap orang yang membutuhkan *

12345

Sangat Tidak Setuju

☐
☐
☐
☐
☐

Sangat Setuju

Saat berdonasi di aplikasi atau website Kitabisa, saya merasa perlu membantu orang yang kurang beruntung *

12345

Sangat Tidak Setuju

☐
☐
☐
☐
☐

Sangat Setuju

Saya berdonasi di aplikasi atau website Kitabisa karena peduli terhadap kondisi orang lain *

12345

Sangat Tidak Setuju

☐
☐
☐
☐
☐

Sangat Setuju

Donasi di aplikasi atau website Kitabisa didorong oleh kepedulian sosial *

12345

Sangat Tidak Setuju

☐
☐
☐
☐
☐

Sangat Setuju

Saya terdorong secara sosial untuk berdonasi di aplikasi atau website Kitabisa *

12345

Sangat Tidak Setuju

☐
☐
☐
☐
☐

Sangat Setuju

Saya termotivasi untuk berdonasi di aplikasi atau website Kitabisa karena ingin membantu orang lain *

12345

Sangat Tidak Setuju

☐
☐
☐
☐
☐

Sangat Setuju

Saya berdonasi di aplikasi atau website Kitabisa sebagai bentuk tanggung jawab sosial *

12345

Sangat Tidak Setuju

☐
☐
☐
☐
☐

Sangat Setuju

Saya berdonasi di aplikasi atau website Kitabisa sebagai bentuk kontribusi *

12345

Sangat Tidak Setuju

☐
☐
☐
☐
☐

Sangat Setuju

Saya berdonasi di aplikasi atau website Kitabisa untuk membantu sesama *

12345

Sangat Tidak Setuju

☐
☐
☐
☐
☐

Sangat Setuju

?

Kembali

Berikutnya

Halaman 11 dari 14

195

ONLINE IMPULSE BUYING TENDENCY

Saat menggunakan aplikasi atau website Kitabisa, saya cenderung melakukan donasi tanpa sebelumnya berniat melakukannya *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya termasuk orang yang sering melakukan donasi di aplikasi atau website Kitabisa tanpa perencanaan terlebih dahulu *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya kerap berdonasi di aplikasi atau website Kitabisa untuk hal-hal yang tidak ada dalam rencana saya *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Sebagian besar donasi yang saya lakukan di aplikasi atau website Kitabisa tidak saya rencanakan sejak awal. *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya cenderung tidak membuat perencanaan sebelum melakukan donasi di aplikasi atau website Kitabisa *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya terkadang berdonasi di aplikasi atau website Kitabisa tanpa mempertimbangkan dampaknya terlebih dahulu *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Donasi di aplikasi atau website Kitabisa spontan terasa menyenangkan *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya berdonasi di aplikasi atau website Kitabisa karena keinginan, bukan kebutuhan *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya berdonasi di aplikasi atau website Kitabisa sesuai dengan perasaan saat itu *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

ONLINE IMPULSIVE BUYING BEHAVIOUR

Saya sering berdonasi di aplikasi atau website Kitabisa secara spontan minimal 2 * kali

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

"Langsung lakukan" menggambarkan cara saya berdonasi di aplikasi atau website Kitabisa *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya sering berdonasi di aplikasi atau website Kitabisa tanpa berpikir panjang *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

"Lihat lalu donasi" menggambarkan saya untuk berdonasi di aplikasi atau website Kitabisa *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

"Donasi sekarang, pikir nanti" menggambarkan saya untuk berdonasi di aplikasi atau website Kitabisa *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Kembali Berikutnya

Halaman 13 dari 14

Kosongkan formulir

Penutup Kuesioner

Terima kasih atas waktu dan partisipasi Bapak/Ibu/Saudara/i dalam mengisi kuesioner ini. 🙏

Seluruh jawaban yang telah diberikan sangat berarti dan akan digunakan untuk kepentingan penelitian skripsi. Peneliti menjamin bahwa seluruh data yang diperoleh akan dijaga kerahasiaannya dan tidak disalahgunakan.

Semoga penelitian ini dapat memberikan manfaat serta kontribusi bagi pengembangan ilmu pengetahuan.

Atas perhatian dan partisipasinya, saya ucapkan terima kasih 🙏

Hormat saya,
Ernawa Dwijati

Kembali Kirim

Halaman 14 dari 14

Kosongkan formulir

Lampiran 3. Data Jawaban Responden

[illegible]

Ang. Suku per Bulan	Pendidikan	Pekerjaan	ECF 1	ECF 2	ECF 3	ECF 4	ECF 5	ECF 6	ECF 7	ECF 8	ECF 9	ECF 10	ECF 11	ECF 12	ECF 13	ECF 14	ECF 15	ECF 16	ECF 17	ECF 18	ECF 19	ECF 20	ECF 21	ECF 22	ECF 23	ECF 24	ECF 25	ECF 26	ECF 27	ECF 28	ECF 29	ECF 30	ECF 31	ECF 32	ECF 33	ECF 34	ECF 35	ECF 36	ECF 37	ECF 38	ECF 39	ECF 40	ECF 41	ECF 42	ECF 43	ECF 44	ECF 45	ECF 46	ECF 47	ECF 48	ECF 49	ECF 50	ECF 51	ECF 52	ECF 53	ECF 54	ECF 55	ECF 56	ECF 57	ECF 58	ECF 59	ECF 60	ECF 61	ECF 62	ECF 63	ECF 64	ECF 65	ECF 66	ECF 67	ECF 68	ECF 69	ECF 70	ECF 71	ECF 72	ECF 73	ECF 74	ECF 75	ECF 76	ECF 77	ECF 78	ECF 79	ECF 80	ECF 81	ECF 82	ECF 83	ECF 84	ECF 85	ECF 86	ECF 87	ECF 88	ECF 89	ECF 90	ECF 91	ECF 92	ECF 93	ECF 94	ECF 95	ECF 96	ECF 97	ECF 98	ECF 99	ECF 100	ECF 101	ECF 102	ECF 103	ECF 104	ECF 105	ECF 106	ECF 107	ECF 108	ECF 109	ECF 110	ECF 111	ECF 112	ECF 113	ECF 114	ECF 115	ECF 116	ECF 117	ECF 118	ECF 119	ECF 120	ECF 121	ECF 122	ECF 123	ECF 124	ECF 125	ECF 126	ECF 127	ECF 128	ECF 129	ECF 130	ECF 131	ECF 132	ECF 133	ECF 134	ECF 135	ECF 136	ECF 137	ECF 138	ECF 139	ECF 140	ECF 141	ECF 142	ECF 143	ECF 144	ECF 145	ECF 146	ECF 147	ECF 148	ECF 149	ECF 150	ECF 151	ECF 152	ECF 153	ECF 154	ECF 155	ECF 156	ECF 157	ECF 158	ECF 159	ECF 160	ECF 161	ECF 162	ECF 163	ECF 164	ECF 165	ECF 166	ECF 167	ECF 168	ECF 169	ECF 170	ECF 171	ECF 172	ECF 173	ECF 174	ECF 175	ECF 176	ECF 177	ECF 178	ECF 179	ECF 180	ECF 181	ECF 182	ECF 183	ECF 184	ECF 185	ECF 186	ECF 187	ECF 188	ECF 189	ECF 190	ECF 191	ECF 192	ECF 193	ECF 194	ECF 195	ECF 196	ECF 197	ECF 198	ECF 199	ECF 200	ECF 201	ECF 202	ECF 203	ECF 204	ECF 205	ECF 206	ECF 207	ECF 208	ECF 209	ECF 210	ECF 211	ECF 212	ECF 213	ECF 214	ECF 215	ECF 216	ECF 217	ECF 218	ECF 219	ECF 220	ECF 221	ECF 222	ECF 223	ECF 224	ECF 225	ECF 226	ECF 227	ECF 228	ECF 229	ECF 230	ECF 231	ECF 232	ECF 233	ECF 234	ECF 235	ECF 236	ECF 237	ECF 238	ECF 239	ECF 240	ECF 241	ECF 242	ECF 243	ECF 244	ECF 245	ECF 246	ECF 247	ECF 248	ECF 249	ECF 250	ECF 251	ECF 252	ECF 253	ECF 254	ECF 255	ECF 256	ECF 257	ECF 258	ECF 259	ECF 260	ECF 261	ECF 262	ECF 263	ECF 264	ECF 265	ECF 266	ECF 267	ECF 268	ECF 269	ECF 270	ECF 271	ECF 272	ECF 273	ECF 274	ECF 275	ECF 276	ECF 277	ECF 278	ECF 279	ECF 280	ECF 281	ECF 282	ECF 283	ECF 284	ECF 285	ECF 286	ECF 287	ECF 288	ECF 289	ECF 290	ECF 291	ECF 292	ECF 293	ECF 294	ECF 295	ECF 296	ECF 297	ECF 298	ECF 299	ECF 300	ECF 301	ECF 302	ECF 303	ECF 304	ECF 305	ECF 306	ECF 307	ECF 308	ECF 309	ECF 310	ECF 311	ECF 312	ECF 313	ECF 314	ECF 315	ECF 316	ECF 317	ECF 318	ECF 319	ECF 320	ECF 321	ECF 322	ECF 323	ECF 324	ECF 325	ECF 326	ECF 327	ECF 328	ECF 329	ECF 330	ECF 331	ECF 332	ECF 333	ECF 334	ECF 335	ECF 336	ECF 337	ECF 338	ECF 339	ECF 340	ECF 341	ECF 342	ECF 343	ECF 344	ECF 345	ECF 346	ECF 347	ECF 348	ECF 349	ECF 350	ECF 351	ECF 352	ECF 353	ECF 354	ECF 355	ECF 356	ECF 357	ECF 358	ECF 359	ECF 360	ECF 361	ECF 362	ECF 363	ECF 364	ECF 365	ECF 366	ECF 367	ECF 368	ECF 369	ECF 370	ECF 371	ECF 372	ECF 373	ECF 374	ECF 375	ECF 376	ECF 377	ECF 378	ECF 379	ECF 380	ECF 381	ECF 382	ECF 383	ECF 384	ECF 385	ECF 386	ECF 387	ECF 388	ECF 389	ECF 390	ECF 391	ECF 392	ECF 393	ECF 394	ECF 395	ECF 396	ECF 397	ECF 398	ECF 399	ECF 400	ECF 401	ECF 402	ECF 403	ECF 404	ECF 405	ECF 406	ECF 407	ECF 408	ECF 409	ECF 410	ECF 411	ECF 412	ECF 413	ECF 414	ECF 415	ECF 416	ECF 417	ECF 418	ECF 419	ECF 420	ECF 421	ECF 422	ECF 423	ECF 424	ECF 425	ECF 426	ECF 427	ECF 428	ECF 429	ECF 430	ECF 431	ECF 432	ECF 433	ECF 434	ECF 435	ECF 436	ECF 437	ECF 438	ECF 439	ECF 440	ECF 441	ECF 442	ECF 443	ECF 444	ECF 445	ECF 446	ECF 447	ECF 448	ECF 449	ECF 450	ECF 451	ECF 452	ECF 453	ECF 454	ECF 455	ECF 456	ECF 457	ECF 458	ECF 459	ECF 460	ECF 461	ECF 462	ECF 463	ECF 464	ECF 465	ECF 466	ECF 467	ECF 468	ECF 469	ECF 470	ECF 471	ECF 472	ECF 473	ECF 474	ECF 475	ECF 476	ECF 477	ECF 478	ECF 479	ECF 480	ECF 481	ECF 482	ECF 483	ECF 484	ECF 485	ECF 486	ECF 487	ECF 488	ECF 489	ECF 490	ECF 491	ECF 492	ECF 493	ECF 494	ECF 495	ECF 496	ECF 497	ECF 498	ECF 499	ECF 500	ECF 501	ECF 502	ECF 503	ECF 504	ECF 505	ECF 506	ECF 507	ECF 508	ECF 509	ECF 510	ECF 511	ECF 512	ECF 513	ECF 514	ECF 515	ECF 516	ECF 517	ECF 518	ECF 519	ECF 520	ECF 521	ECF 522	ECF 523	ECF 524	ECF 525	ECF 526	ECF 527	ECF 528	ECF 529	ECF 530	ECF 531	ECF 532	ECF 533	ECF 534	ECF 535	ECF 536	ECF 537	ECF 538	ECF 539	ECF 540	ECF 541	ECF 542	ECF 543	ECF 544	ECF 545	ECF 546	ECF 547	ECF 548	ECF 549	ECF 550	ECF 551	ECF 552	ECF 553	ECF 554	ECF 555	ECF 556	ECF 557	ECF 558	ECF 559	ECF 560	ECF 561	ECF 562	ECF 563	ECF 564	ECF 565	ECF 566	ECF 567	ECF 568	ECF 569	ECF 570	ECF 571	ECF 572	ECF 573	ECF 574	ECF 575	ECF 576	ECF 577	ECF 578	ECF 579	ECF 580	ECF 581	ECF 582	ECF 583	ECF 584	ECF 585	ECF 586	ECF 587	ECF 588	ECF 589	ECF 590	ECF 591	ECF 592	ECF 593	ECF 594	ECF 595	ECF 596	ECF 597	ECF 598	ECF 599	ECF 600	ECF 601	ECF 602	ECF 603	ECF 604	ECF 605	ECF 606	ECF 607	ECF 608	ECF 609	ECF 610	ECF 611	ECF 612	ECF 613	ECF 614	ECF 615	ECF 616	ECF 617	ECF 618	ECF 619	ECF 620	ECF 621	ECF 622	ECF 623	ECF 624	ECF 625	ECF 626	ECF 627	ECF 628	ECF 629	ECF 630	ECF 631	ECF 632	ECF 633	ECF 634	ECF 635	ECF 636	ECF 637	ECF 638	ECF 639	ECF 640	ECF 641	ECF 642	ECF 643	ECF 644	ECF 645	ECF 646	ECF 647	ECF 648	ECF 649	ECF 650	ECF 651	ECF 652	ECF 653	ECF 654	ECF 655	ECF 656	ECF 657	ECF 658	ECF 659	ECF 660	ECF 661	ECF 662	ECF 663	ECF 664	ECF 665	ECF 666	ECF 667	ECF 668	ECF 669	ECF 670	ECF 671	ECF 672	ECF 673	ECF 674	ECF 675	ECF 676	ECF 677	ECF 678	ECF 679	ECF 680	ECF 681	ECF 682	ECF 683	ECF 684	ECF 685	ECF 686	ECF 687	ECF 688	ECF 689	ECF 690	ECF 691	ECF 692	ECF 693	ECF 694	ECF 695	ECF 696	ECF 697	ECF 698	ECF 699	ECF 700	ECF 701	ECF 702	ECF 703	ECF 704	ECF 705	ECF 706	ECF 707	ECF 708	ECF 709	ECF 710	ECF 711	ECF 712	ECF 713	ECF 714	ECF 715	ECF 716	ECF 717	ECF 718	ECF 719	ECF 720	ECF 721	ECF 722	ECF 723	ECF 724	ECF 725	ECF 726	ECF 727	ECF 728	ECF 729	ECF 730	ECF 731	ECF 732	ECF 733	ECF 734	ECF 735	ECF 736	ECF 737	ECF 738	ECF 739	ECF 740	ECF 741	ECF 742	ECF 743	ECF 744	ECF 745	ECF 746	ECF 747	ECF 748	ECF 749	ECF 750	ECF 751	ECF 752	ECF 753	ECF 754	ECF 755	ECF 756	ECF 757	ECF 758	ECF 759	ECF 760	ECF 761	ECF 762	ECF 763	ECF 764	ECF 765	ECF 766	ECF 767	ECF 768	ECF 769	ECF 770	ECF 771	ECF 772	ECF 773	ECF 774	ECF 775	ECF 776	ECF 777	ECF 778	ECF 779	ECF 780	ECF 781	ECF 782	ECF 783	ECF 784	ECF 785	ECF 786	ECF 787	ECF 788	ECF 789	ECF 790	ECF 791	ECF 792	ECF 793	ECF 794	ECF 795	ECF 796	ECF 797	ECF 798	ECF 799	ECF 800	ECF 801	ECF 802	ECF 803	ECF 804	ECF 805	ECF 806	ECF 807	ECF 808	ECF 809	ECF 810	ECF 811	ECF 812	ECF 813	ECF 814	ECF 815	ECF 816	ECF 817	ECF 818	ECF 819	ECF 820	ECF 821	ECF 822	ECF 823	ECF 824	ECF 825	ECF 826	ECF 827	ECF 828	ECF 829	ECF 830	ECF 831	ECF 832	ECF 833	ECF 834	ECF 835	ECF 836	ECF 837	ECF 838	ECF 839	ECF 840	ECF 841	ECF 842	ECF 843	ECF 844	ECF 845	ECF 846	ECF 847	ECF 848	ECF 849	ECF 850	ECF 851	ECF 852	ECF 853	ECF 854	ECF 855	ECF 856	ECF 857	ECF 858	ECF 859	ECF 860	ECF 861	ECF 862	ECF 863	ECF 864	ECF 865	ECF 866	ECF 867	ECF 868	ECF 869	ECF 870	ECF 871	ECF 872	ECF 873	ECF 874	ECF 875	ECF 876	ECF 877	ECF 878	ECF 879	ECF 880	ECF 881	ECF 882	ECF 883	ECF 884	ECF 885	ECF 886	ECF 887	ECF 888	ECF 889	ECF 890	ECF 891	ECF 892	ECF 893	ECF 894	ECF 895	ECF 896	ECF 897	ECF 898	ECF 899	ECF 900	ECF 901	ECF 902	ECF 903	ECF 904	ECF 905	ECF 906	ECF 907	ECF 908	ECF 909	ECF 910	ECF 911	ECF 912	ECF 913	ECF 914	ECF 915	ECF 916	ECF 917	ECF 918	ECF 919	ECF 920	ECF 921	ECF 922	ECF 923	ECF 924	ECF 925	ECF 926	ECF 927	ECF 928	ECF 929	ECF 930	ECF 931	ECF 932	ECF 933	ECF 934	ECF 935	ECF 936	ECF 937	ECF 938	ECF 939	ECF 940	ECF 941	ECF 942	ECF 943	ECF 944	ECF 945	ECF 946	ECF 947	ECF 948	ECF 949	ECF 950	ECF 951	ECF 952	ECF 953	ECF 954	ECF 955	ECF 956	ECF 957	ECF 958	ECF 959	ECF 960	ECF 961	ECF 962	ECF 963	ECF 964	ECF 965	ECF 966	ECF 967	ECF 968	ECF 969	ECF 970	ECF 971	ECF 972	ECF 973	ECF 974	ECF 975	ECF 976	ECF 977	ECF 978	ECF 979	ECF 980	ECF 981	ECF 982	ECF 983	ECF 984	ECF 985	ECF 986	ECF 987	ECF 988	ECF 989	ECF 990	ECF 991	ECF 992	ECF 993	ECF 994	ECF 995	ECF 996	ECF 997	ECF 998	ECF 999	ECF 1000	A1	A2	A3	A4
Rp3.000.000	S1	PelajarMa hasiswa	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			

[illegible]

Suku per Tahun	Pendidikan Terakhir	Pekerjaan	ECF	ECF	ECF	ECF	ECF	ECF	ECF	ECF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF	ESF
----------------	---------------------	-----------	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----

Suku per Bulan	Pendidikan Terakhir	Pekerjaan	ECF			ECF			ECF			ECF			ECF			ECF			ECF			SMC			SMC			SMC			SMS			SMS			SMS			A2	A3	A4
			1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	F1	F2	F3	SMC	SMC	SMC	F1	F2	F3	SMS	SMS	SMS	SMS	SMS	SMS	A1					
0.000.000	Diploma	Karyawan	5	5	4	3	4	4	5	5	5	4	3	4	5	5	5	4	5	4	3	4	5	5	4	3	4	5	5	5	4	3	4	4	4	4	3	4						
0.000.000	Diploma	Karyawan	5	4	3	4	5	5	4	4	3	4	1	4	5	5	5	5	4	5	4	5	2	2	5	5	5	4	3	4	5	4	4	5	4	4	3	5						
0.000.000	S1	Wirasaha	5	4	4	4	5	5	4	5	5	3	4	5	5	4	4	5	4	3	4	4	5	4	5	4	3	4	4	5	4	3	4	4	5	5	4	3	4					
0.000.000	S2	Wirasaha	4	4	3	4	5	5	4	5	4	4	3	4	5	4	4	5	5	5	5	5	5	4	5	4	5	4	3	4	5	4	5	5	4	5	4	5	5					
0.000.000	SMAS/GMK	Pejabat/Manajemen	5	4	3	4	5	5	4	4	3	4	4	5	5	5	4	3	4	4	5	5	5	4	3	4	4	5	4	3	4	4	5	4	5	4	5	4	5					
0.000.000	S1	Karyawan	5	4	3	4	5	5	4	5	4	3	4	4	5	5	4	5	4	5	4	4	4	5	4	5	4	4	5	4	5	5	4	5	5	4	4	5	5					
0.000.000	S1	Karyawan	5	4	3	3	4	3	3	3	3	4	4	3	4	4	4	3	3	4	4	3	3	4	4	4	4	4	3	4	4	3	4	4	3	4	4	3	4					
0.000.000	Diploma	Wirasaha	4	3	3	3	4	4	4	3	3	4	4	3	3	4	4	4	4	4	4	3	3	4	4	4	4	4	4	4	4	3	4	4	3	4	4	4	4					
0.000.000	S2	Karyawan	5	5	5	4	4	4	4	5	4	5	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4					
0.000.000	S3	Wirasaha/Pejabat/Manajemen	4	4	4	5	5	4	4	4	4	5	4	4	5	5	5	3	3	4	4	4	4	5	5	4	4	4	5	5	4	4	5	5	4	4	5	5	5					
0.000.000	S1	Wirasaha/Pejabat/Manajemen	4	3	3	3	4	4	4	4	5	5	4	4	4	4	4	4	4	4	5	4	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4					
0.000.000	S2	Karyawan	3	4	4	5	3	3	5	4	4	4	5	4	3	5	3	3	5	4	3	5	4	4	5	5	3	5	3	5	3	4	5	5	3	4	5	5	4					
0.000.000	S2	Wirasaha	5	4	5	4	4	4	5	3	5	4	3	5	3	3	4	4	4	5	4	4	4	5	4	5	4	5	4	5	3	4	5	4	3	4	4	5	4					
0.000.000	Diploma	Wirasaha	4	4	3	5	4	3	5	4	4	5	5	4	5	4	4	5	5	3	5	4	4	5	5	3	5	5	3	5	4	3	4	3	4	3	5	5						
0.000.000	S2	Wirasaha	5	5	3	4	5	4	4	4	5	4	4	5	4	4	5	4	5	4	4	5	4	5	4	5	4	5	4	4	5	4	4	4	5	4	4	5	4					
0.000.000	S2	Karyawan	4	3	5	4	4	5	5	5	5	5	4	4	5	5	4	4	3	5	5	5	4	4	3	5	5	4	4	5	5	4	4	5	5	4	4	5	4					
0.000.000	Diploma	Wirasaha	3	5	4	4	5	4	3	4	4	4	4	4	5	5	4	5	5	4	5	4	5	4	5	4	5	4	4	5	4	4	5	4	5	4	5	4						
0.000.000	Diploma	Wirasaha	4	4	5	4	3	4	4	3	3	5	4	4	3	5	4	5	4	4	3	3	5	5	5	5	5	5	5	5	5	5	4	4	5	5	5	5						
0.000.000	S1	Karyawan	3	4	4	3	4	4	4	4	4	5	4	3	4	4	4	5	5	4	5	4	5	4	5	4	5	4	5	4	5	4	4	5	4	5	4	4						
0.000.000	S2	Wirasaha	5	5	4	4	4	4	4	5	4	5	5	4	4	4	5	5	4	5	4	5	4	5	5	5	4	5	5	5	4	5	4	5	4	5	4	5	4					
0.000.000	S3	Karyawan	4	5	5	4	4	5	5	5	5	5	4	5	4	4	4	4	5	5	4	4	3	4	4	5	4	4	4	5	4	5	4	5	5	4	5	4						
0.000.000	Diploma	Karyawan	5	4	5	4	5	4	4	5	4	5	5	5	5	5	4	4	5	4	3	3	4	4	5	4	3	3	4	5	3	4	4	5	5	5	5	5						
0.000.000	S1	Karyawan	5	5	4	4	5	4	5	4	4	4	3	5	5	4	4	5	4	4	4	4	5	5	5	5	5	2	4	5	4	3	4	3	5	5	5	5						
0.000.000	Diploma	Karyawan	4	4	5	5	4	5	5	4	4	5	4	5	4	5	4	4	4	5	4	3	3	4	4	4	4	4	4	4	3	4	4	4	3	4	4	5						
0.000.000	S1	Karyawan	4	4	5	5	5	4	4	5	5	4	4	4	4	5	5	5	4	4	5	4	4	4	5	4	5	4	4	5	5	4	4	4	4	4	4	3	4					
0.000.000	SMAS/GMK	Karyawan	4	4	5	5	5	4	4	5	5	4	4	4	4	5	5	5	4	4	5	4	4	4	5	4	4	3	3	4	5	5	5	4	4	4	4	4	3	4				
0.000.000	S1	Wirasaha	4	4	5	5	5	4	4	5	4	4	5	4	4	5	5	4	4	4	4	4	4	5	3	4	4	4	4	3	4	3	4	4	3	4	4	3	4					
0.000.000	S1	Karyawan	4	5	5	5	5	5	4	4	5	5	4	4	4	4	5	4	2	5	5	4	4	5	5	5	5	5	5	3	4	3	3	4	3	3	4	4						
0.000.000	Diploma	Wirasaha	4	4	4	5	5	5	5	4	4	5	5	4	5	5	4	5	5	4	3	4	5	4	4	5	4	4	5	4	5	5	5	5	3	4	4	4						

[illegible]

Lampiran 4. Hasil Pengolahan Data Statistik

Matrix	MV Descriptives	Copy to						
	Mean	Median	Min	Max	Standard ...	Excess Ku...	Skewness	Number ...
A1	4.351	4.000	2.000	5.000	0.663	0.019	-0.675	151.000
A2	4.232	4.000	2.000	5.000	0.645	0.006	-0.413	151.000
A3	4.272	4.000	2.000	5.000	0.699	0.162	-0.668	151.000
A4	4.344	4.000	1.000	5.000	0.700	3.339	-1.298	151.000
A5	4.338	4.000	2.000	5.000	0.699	0.344	-0.814	151.000
A6	4.444	5.000	2.000	5.000	0.627	0.508	-0.846	151.000
A7	4.404	5.000	2.000	5.000	0.683	0.748	-0.972	151.000
A8	4.311	4.000	2.000	5.000	0.692	0.910	-0.870	151.000
A9	4.404	5.000	2.000	5.000	0.692	0.012	-0.860	151.000
ECF1	4.258	4.000	2.000	5.000	0.614	0.297	-0.396	151.000
ECF2	4.225	4.000	2.000	5.000	0.673	-0.229	-0.437	151.000
Matrix	MV Descriptives	Copy to						
	Mean	Median	Min	Max	Standard ...	Excess Ku...	Skewness	Number ...
ECF3	4.132	4.000	2.000	5.000	0.769	-0.689	-0.409	151.000
ECF4	4.212	4.000	2.000	5.000	0.667	-0.194	-0.409	151.000
ECF5	4.503	5.000	2.000	5.000	0.639	0.788	-1.087	151.000
ECF6	4.364	5.000	2.000	5.000	0.759	0.372	-1.000	151.000
ECF7	4.305	4.000	2.000	5.000	0.661	-0.053	-0.569	151.000
ESF1	4.325	4.000	2.000	5.000	0.667	0.628	-0.756	151.000
ESF2	4.285	4.000	2.000	5.000	0.685	-0.246	-0.562	151.000
ESF3	4.252	4.000	2.000	5.000	0.663	-0.130	-0.471	151.000
ESF4	3.874	4.000	1.000	5.000	1.135	0.493	-1.094	151.000
ESF5	4.364	4.000	2.000	5.000	0.635	0.220	-0.650	151.000
ESF6	4.391	4.000	2.000	5.000	0.661	0.139	-0.772	151.000

Matrix	MV Descriptives							Cop
	Mean	Median	Min	Max	Standard ...	Excess Ku...	Skewness	Number ...
ESF7	4.404	4.000	2.000	5.000	0.663	0.941	-0.950	151.000
ESF8	4.430	4.000	2.000	5.000	0.615	0.510	-0.769	151.000
OIBB1	4.152	4.000	2.000	5.000	0.770	0.557	-0.798	151.000
OIBB2	4.079	4.000	1.000	5.000	0.768	1.092	-0.758	151.000
OIBB3	4.093	4.000	1.000	5.000	0.808	0.749	-0.779	151.000
OIBB4	4.192	4.000	2.000	5.000	0.770	0.702	-0.875	151.000
OIBT1	4.232	4.000	2.000	5.000	0.809	0.341	-0.904	151.000
OIBT2	3.960	4.000	1.000	5.000	0.891	0.814	-0.887	151.000
OIBT3	3.980	4.000	1.000	5.000	0.924	0.883	-0.927	151.000
OIBT4	4.152	4.000	1.000	5.000	0.859	1.957	-1.249	151.000
OIBT5	4.265	5.000	1.000	5.000	0.947	2.065	-1.500	151.000
Matrix	MV Descriptives							Cop
	Mean	Median	Min	Max	Standard ...	Excess Ku...	Skewness	Number ...
OIBT6	4.225	4.000	1.000	5.000	0.936	1.038	-1.199	151.000
OIBT7	4.331	4.000	1.000	5.000	0.752	2.948	-1.389	151.000
OIBT8	4.252	4.000	1.000	5.000	0.791	1.697	-1.132	151.000
OIBT9	4.219	4.000	1.000	5.000	0.845	1.166	-1.101	151.000
SMCF1	4.338	4.000	1.000	5.000	0.736	1.993	-1.136	151.000
SMCF2	4.179	4.000	2.000	5.000	0.701	-0.026	-0.498	151.000
SMCF3	4.205	4.000	2.000	5.000	0.722	-0.180	-0.547	151.000
SMCF4	3.854	4.000	1.000	5.000	1.070	0.395	-0.984	151.000
SMCF5	4.013	4.000	1.000	5.000	1.073	0.616	-1.130	151.000
SMCF6	4.384	4.000	2.000	5.000	0.689	0.602	-0.924	151.000
SMCF7	4.331	4.000	2.000	5.000	0.668	0.628	-0.773	151.000
SMSF1	4.371	4.000	2.000	5.000	0.696	-0.126	-0.776	151.000
SMSF2	4.060	4.000	1.000	5.000	0.878	1.006	-0.947	151.000
SMSF3	4.126	4.000	2.000	5.000	0.693	-0.471	-0.295	151.000
SMSF4	4.245	4.000	1.000	5.000	0.728	1.742	-0.938	151.000
SMSF5	4.430	5.000	1.000	5.000	0.686	3.664	-1.426	151.000
SMSF6	4.444	5.000	2.000	5.000	0.627	0.508	-0.846	151.000
SMSF7	4.291	4.000	2.000	5.000	0.667	1.201	-0.822	151.000

Lampiran 5. Hasil Pengolahan data SEM-PLS

1. Outer Loading

Outer Loadings

Matrix	E-Comm...	E-Comm...	Media So...	Media So...	Online I...	Online I...	Social Ent...
A2							0.706
A3							0.705
A4							0.702
A8							0.780
A9							0.658
ECF2	0.656						
ECF4	0.686						
ECF6	0.716						
ECF7	0.800						
ESF1		0.697					
ESF5		0.788					

Outer Loadings

Matrix	E-Comm...	E-Comm...	Media So...	Media So...	Online I...	Online I...	Social Ent...
ESF6		0.743					
ESF7		0.666					
OIB1					0.663		
OIB2					0.796		
OIB3					0.769		
OIB4					0.795		
OIB5					0.759		
OIB6					0.736		
OIB9					0.693		
OIBB1						0.617	
OIDB2						0.728	

OIDB3							0.796
OIDB4							0.822
SMCF1			0.784				
SMCF6			0.700				
SMCF7			0.791				
SMSF1				0.719			
SMSF4				0.779			
SMSF5				0.710			
SMSF7				0.709			

2. *Average Variance Extracted, Cronbach's Alpha dan Composite Reliability*

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extract...	Copy to Clipboard:
	Cronbach's Alpha	rho_A	Composi...	Average Variance Extracted (AVE)	
E-Commerce Communication Focus	0.684	0.691	0.808	0.514	
E-Commerce Sale Focus	0.710	0.741	0.815	0.525	
Media Social Communication Focus	0.634	0.641	0.803	0.577	
Media Social Sale Focus	0.713	0.720	0.820	0.533	
Online Impulse Tendency	0.866	0.866	0.897	0.557	
Online Impulsive Donation Behavior	0.729	0.748	0.831	0.555	
Social Enterprise customer Altruism	0.761	0.779	0.836	0.506	

3. *Fornell-Larcker*

Discriminant Validity

 Fornell-Larcker Criter...	 Cross Loadings		 Heterotrait-Monotrait ...		 Heterotrait-Monotrait		
	E-Comm...	E-Comm...	Media So...	Media So...	Online I...	Online I...	Social Ent...
E-Comm...	0.717						
E-Comm...	0.604	0.725					
Media So...	0.554	0.496	0.760				
Media So...	0.625	0.441	0.658	0.730			
Online Im...	0.502	0.240	0.531	0.564	0.746		
Online Im...	0.520	0.318	0.525	0.509	0.692	0.745	
Social Ent...	0.480	0.503	0.407	0.422	0.327	0.401	0.711

4. *Cross Loading*

Discriminant Validity

	Fornell-Larcker Criter...	Cross Loadings	Heterotrait-Monotrait ...	Heterotrait-Mono			
	E-Comm...	E-Comm...	Media So...	Media So...	Online I...	Online I...	Social Ent...
A2	0.294	0.367	0.275	0.207	0.201	0.249	0.706
A3	0.308	0.353	0.201	0.285	0.148	0.283	0.705
A4	0.391	0.386	0.331	0.369	0.232	0.258	0.702
A8	0.375	0.377	0.338	0.345	0.310	0.388	0.780
A9	0.317	0.309	0.260	0.269	0.217	0.211	0.658
ECF2	0.656	0.428	0.383	0.421	0.297	0.316	0.351
ECF4	0.686	0.462	0.380	0.422	0.341	0.334	0.443
ECF6	0.716	0.466	0.414	0.486	0.413	0.449	0.300
ECF7	0.800	0.376	0.407	0.456	0.371	0.371	0.299
ESF1	0.401	0.697	0.397	0.457	0.149	0.189	0.305
ESF5	0.425	0.788	0.361	0.287	0.231	0.272	0.445

Discriminant Validity

	Fornell-Larcker Criter...	Cross Loadings	Heterotrait-Monotrait ...	Heterotrait-Mono			
	E-Comm...	E-Comm...	Media So...	Media So...	Online I...	Online I...	Social Ent...
ESF6	0.512	0.743	0.393	0.273	0.169	0.238	0.334
ESF7	0.438	0.666	0.285	0.303	0.112	0.206	0.357
OIB1	0.354	0.205	0.446	0.445	0.663	0.508	0.230
OIB2	0.381	0.168	0.382	0.396	0.796	0.531	0.306
OIB3	0.381	0.192	0.371	0.427	0.769	0.571	0.327
OIB4	0.348	0.196	0.386	0.399	0.795	0.509	0.269
OIB5	0.328	0.113	0.412	0.429	0.759	0.499	0.150
OIB6	0.417	0.243	0.437	0.416	0.736	0.513	0.082
OIB9	0.408	0.134	0.333	0.427	0.693	0.473	0.333
OIBB1	0.313	0.210	0.356	0.360	0.421	0.617	0.202
OIBB2	0.360	0.138	0.369	0.364	0.482	0.728	0.289

OIDB3	0.399	0.274	0.399	0.379	0.541	0.796	0.381
OIDB4	0.460	0.307	0.437	0.416	0.599	0.822	0.307
SMCF1	0.459	0.423	0.784	0.558	0.446	0.482	0.262
SMCF6	0.410	0.371	0.700	0.412	0.356	0.341	0.319
SMCF7	0.391	0.333	0.791	0.516	0.401	0.361	0.356
SMSF1	0.498	0.382	0.522	0.719	0.357	0.366	0.214
SMSF4	0.503	0.300	0.442	0.779	0.480	0.383	0.362
SMSF5	0.381	0.266	0.520	0.710	0.459	0.406	0.256
SMSF7	0.457	0.376	0.439	0.709	0.304	0.317	0.418

5. *Adjusted R-Square (R^2)*

R Square

Matrix	R Square	R Square Adjusted
Online Impulse Tendency	0.412	0.391
Online Impulsive Donation Behavior	0.479	0.476

6. *F-Square (F^2)*

f Square

Matrix	f Square
E-Comm...	E-Comm... Media So... Online I... Social Ent...
E-Comm...	0.058
E-Comm...	0.047
Media So...	0.066
Media So...	0.060
Online Im...	0.920
Online Im...	
Social Ent...	0.007

7. *Q-Square*

Construct Crossvalidated Redundancy

Total	Case1	Case2	Case3	Case4	Case5	Case6	Case7
				SSO	SSE	Q ² (=1-SSE/SSO)	
E-Commerce Communication Focus				604.000	604.000		
E-Commerce Sale Focus				604.000	604.000		
Media Social Communication Focus				453.000	453.000		
Media Social Sale Focus				604.000	604.000		
Online Impulse Tendency				1057.000	827.919		0.217
Online Impulsive Donation Behavior				604.000	453.517		0.249
Social Enterprise customer Altruism				755.000	755.000		

8. Hasil Bootstrapping

Path Coefficients

Mean, STDEV, T-Values, P-...	Confidence Intervals	Confidence Intervals Bias ...	Samples	Copy to Clipboard:	Ex
	Original ...	Sample ...	Standard ...	T Statistic...	P Values
E-Commerce Communication Focus -> Online Impulse Tendency	0.273	0.264	0.136	2.002	0.046
E-Commerce Sale Focus -> Online Impulse Tendency	-0.224	-0.187	0.094	2.385	0.017
Media Social Communication Focus -> Online Impulse Tendency	0.276	0.280	0.118	2.334	0.020
Media Social Sale Focus -> Online Impulse Tendency	0.276	0.274	0.162	1.709	0.088
Online Impulse Tendency -> Online Impulsive Donation Behavior	0.692	0.702	0.100	6.928	0.000
Social Enterprise customer Altruism -> Online Impulse Tendency	0.079	0.087	0.076	1.036	0.301

Lampiran 6. Jurnal Acuan



Cogent Business & Management



ISSN: (Print) (Online) Journal homepage: www.tandfonline.com/journals/oabm20

Online social enterprise customer behaviour: influences of e-commerce, social media, and altruism on online impulsive buying

Jantima Banjongprasert

To cite this article: Jantima Banjongprasert (2024) Online social enterprise customer behaviour: influences of e-commerce, social media, and altruism on online impulsive buying, Cogent Business & Management, 11:1, 2370423, DOI: 10.1080/23311975.2024.2370423

To link to this article: <https://doi.org/10.1080/23311975.2024.2370423>



© 2024 The Author(s). Published by Informa UK Limited, trading as Taylor & Francis Group



Published online: 02 Jul 2024.



[Submit your article to this journal](#)



Article views: 2500



[View related articles](#)



[View Crossmark data](#)



Citing articles: 1 [View citing articles](#)

Full Terms & Conditions of access and use can be found at
<https://www.tandfonline.com/action/journalInformation?journalCode=oabm20>

Online social enterprise customer behaviour: influences of e-commerce, social media, and altruism on online impulsive buying

Jantima Banjongprasert 

Silpakorn University International College, Silpakorn University, Bangkok, Thailand

ABSTRACT

Many studies have considered online consumer behaviour topics. The growth of e-commerce and social media leads us to examine their effects on online customer behaviour, especially online impulsive buying behaviour. In addition, online customers buying commercial and social enterprise (SE) products are likely to be different, as they have different attitudes towards organisations and brands. Thus, this study investigates the association between SE customers' attitudes towards online platforms (e-commerce and social media) and impulsive buying behaviour and examines the effect of SE customers' altruism on such behaviour. Furthermore, it evaluates whether the tendency to buy impulsively mediates the association between SE customers' attitudes to e-commerce and online impulsive buying behaviour. This study tests the mediating effect of impulse buying tendency on SE customers' attitudes to social media and impulse buying behaviour. It also examines the role of impulse buying tendency as a mediator between SE customers' altruism and impulse buying behaviour. We researched 423 SE customers in Thailand using survey data. The analysis method is structural equation modelling with AMOS. Results are discussed regarding the hypothesised relationships and mediating effects. The guidelines for academia and their implications are outlined.

ARTICLE HISTORY

Received 4 August 2022
Revised 6 May 2024
Accepted 7 June 2024

KEYWORDS

Social enterprise; online impulsive buying; e-commerce; social media; altruism

REVIEWING EDITOR

Len Tiu Wright, De Montfort University Faculty of Business and Law, United Kingdom

SUBJECTS

Test Development, Validity, and Scaling Methods; Internet/Digital; Marketing/e-Marketing; Marketing Communications

1. Introduction

Global retail sales through all channels were valued at \$21 trillion in 2019. The retail e-commerce market size and share report (Grand View Research Inc., 2020) show that the global retail e-commerce market size accounted for 20% of the total retail sales value or \$4.25 trillion in 2019 and is expected to grow by 9.4% for 2020–2027. The market value and growth rate indicate that e-commerce plays an important economic role. E-commerce is also significant to businesses selling products or services online because it offers a new channel to generate sales 24/7 comfortably and conveniently for global customers. Items are sold through the website, so online channels are vital in increasing sales (Hiranrithikorn & Banjongprasert, 2022). An in-depth understanding and empirical investigation of e-consumer behaviour are increasingly in demand to enhance the marketing knowledge in this research area (Ha & Perks, 2005). Digital technology has driven marketing to different levels, from the one-way marketing stream to real-time and one-to-one marketing. The exponential growth of the Internet network and devices, such as smartphones, has resulted in a marketing transaction revolution. The Internet and evolving technologies have significantly transformed customer behaviour. Customers get better exposure, more choices, and more power because they can easily access useful information. They have a new, comfortable way of searching for information and easy shopping methods. Massive changes in customer behaviour caused by digital technology have been studied to identify and develop effective digital marketing strategies (Alghizzawi, 2019; Bala & Verma, 2018). Customers are prompted by easy access to products and services, direct ordering, and convenient delivery services; impulse buying is estimated to account for 40% of all

CONTACT Jantima Banjongprasert  banjongprasert.j@suic.su.ac.th  Silpakorn University International College, Silpakorn University, 72 NT Telecom Tower, Charoen Krung Road, Bangrak, Bangkok, 10500, Thailand.
© 2024 The Author(s). Published by Informa UK Limited, trading as Taylor & Francis Group
This is an Open Access article distributed under the terms of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0/>), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited. The terms on which this article has been published allow the posting of the Accepted Manuscript in a repository by the author(s) or with their consent.

online transactions (Chan et al., 2017, as cited in Liu et al., 2013; Lee & Kacen, 2008; User Interface Engineering, 2001, as cited in Verhagen & Van Dolen, 2011). Clover (1950) initially proposed the concept of impulse buying behaviour to explore customer attitudes to promotional activities in retail stores. Impulse buying plays an important role in the retail sector and online transactions. With the increase in online shopping, research on online impulse buying behaviour has become necessary (Floh & Madlberger, 2013). Impulse buying behaviour has captivated researchers and practitioners for 70 years (Muruganantham & Bhakat, 2013). Studies on impulse buying usually focus on the products of profit-seeking enterprises. Few studies look at impulse buying *per se*, especially online impulse buying of goods supplied by social enterprises or SEs (Redine et al., 2023).

Online technologies enable brick-and-mortar companies to transform their operations into click-and-order businesses. Many businesses use online technologies, especially e-commerce as their retail channel. E-commerce empowers businesses to execute transactions and interact with customers in real-time. It can be considered a website trading products or services directly to customers and a communication platform providing them with information (Jain et al., 2021). Liu et al. (2013) indicated that internet buyers are more impulsive than non-internet customers. Furthermore, online impulse buying behaviour is vital to e-commerce (Wiranata & Hananto, 2020). Thus, many studies examine the utilisation of e-commerce by commercial companies and its impact on online impulse buying (Bahrah & Fachira, 2021; Huang & Suo, 2021; Putra et al., 2022). E-commerce as a communication medium and commercial platform has changed the way in which companies operate their businesses worldwide. Therefore, it could be a potential managerial tool for the success of SE. Using digital technology for business and exploiting it for society contribution is the new opportunity of social entrepreneurship (Short et al., 2009, as cited in Ghatak et al., 2023). While social media creates a new commercial platform for organisations, it also offers customers convenient access to product or service information and opportunities to buy products or services online. However, there is a significant gap concerning the best ways an enterprise should integrate or adapt to the new social media phenomenon (Weinberg et al., 2013). The different characteristics of SEs and commercial enterprises lead to differences in marketing (Wenhe, 2020). However, there is a dearth of studies on social entrepreneurship regarding online marketing strategies (Mitchell et al., 2015). Therefore, studies should explore e-commerce and social media as communication and commerce mediums in this context. This could create an effective utilisation of e-commerce and social media to enhance SEs' performance. Furthermore, effective communication and commerce mediums increase product purchasing opportunities and impulse buying (Wei et al., 2017, as cited in Azizah Mt & Octavia, 2021). Previous research has provided useful information about e-commerce (Bashar et al., 2022; Harahap et al., 2021) and social media (Aragoncillo & Orus, 2018; Nuseir, 2020) in consumer products and profit-oriented businesses. Nonetheless, these studies did not look into the key determinants of e-commerce and social media used for communication and a medium for commerce to develop online impulse purchases for SEs.

Traditional business entrepreneurship usually aims to maximise profits. This leads to a fundamental difference between traditional business enterprises and SEs. SEs value positive societal changes and are committed to achieving their social/environmental objectives. They are motivated by social/environmental purposes, generating profits solely for reinvestment in their operations. Notably, SEs are shaped by this altruistic orientation (Tshikovihi & Shambare, 2015). Indeed, altruism is a critical factor in the sustainability of SEs (Kadir & Sarif, 2015). As altruism impacts purchasing behaviour, business firms have increasingly paid attention to online purchase behaviour (Shiau & Chau, 2015). In their investigation of online impulse buying behaviour, Thakur et al. (2020) explained that impulse buying can be altruistic. They found that the motives for impulse buying could include helping other people. Moreover, Moes et al. (2022, p. 2267) indicated that people can have altruistic reasons for buying a product impulsively and use them to justify purchasing the product morally. These results suggest that sustainability-driven companies should encourage altruistic feelings to stimulate impulse buying. Much research examines online impulse buying (Chan et al., 2017; Gao & Yee, 2022). However, future research on altruism and consciousness of impulsive online purchasing is recommended. Moreover, Lavuri (2021) argued that future research on altruism and impulsive purchasing is required. Therefore, the current study aims to investigate online customer attitudes towards online SE platforms. As e-commerce and social media have become pervasive, SE should leverage business opportunities by using social media and e-commerce to influence

customers' purchase behaviour. E-commerce websites and social media are widely used in digital marketing. This research examines online customers' perceptions of e-commerce websites and social media as communication and commercial platforms used by SEs. As SEs address social and environmental problems in operating their businesses, specific customer motives for buying their products are expected. Customers can make decisions driven by altruism or concern for others' well-being (Borzaga et al., 2009). Thus, this study explores online customers' internal motivation, which is altruism, when buying SE products. Specifically, this research investigates whether online customers' perceptions of e-commerce websites, social media, and altruism can lead to online impulse buying behaviour.

The theoretical framework is based on adapting the Stimulus-Organism-Response (S-O-R) Model (Mehrabian & Russell, 1974). According to Albarq (2021) and Hashmi et al. (2019), environmental stimulus (S) influences consumers' behavioural responses (R) through the organism (O). Stimulus refers to external factors or environmental inputs. Organisms are the internal processes, structures, or outcomes of the stimulus intervening between the stimulus and responses. Hence, responses are the final outcomes. In this study, stimuli are SE's e-commerce, social media, and customers' altruism. The organism is represented by online impulse tendency, and online impulse is considered the response (Figure 1).

2. Materials and methods

2.1. Literature reviews

2.1.1. Online SE customers

SEs address social issues and simultaneously operate as businesses to generate profits. According to the book *Social Enterprises* (OECD, 1999), SEs are nongovernmental organisations aiming to accomplish social objectives through market-oriented approaches. Thus, SEs are businesses concerned about their social impact (Tsai et al., 2020). They offer products and services to tackle social difficulties, so customers patronising their products and services are likely to have different attitudes and behaviours from those patronising commercial enterprises. The value propositions offered by SE products may shorten customers' buying decisions through positive attitudes towards social benefits. Despite allowing customers to gain social value, SEs face new challenges from digital technology, which is critical for all businesses: it significantly impacts consumer behaviour. Technology shifts power away from companies or manufacturers to consumers. It transforms the way customers search for information, buy and pay. Moreover, customers gain bargaining power, leading to high-level expectations. Recent studies on SEs have explored social contributions, social innovation, and management orientation (Hillman et al., 2018; Kelly et al., 2019; Pinheiro et al., 2021). Although previous studies contributed new knowledge on SEs, their relationship with the online context requires further investigation. Given that research from the customer perspective is still limited, investigating online SE customers from this perspective is important, focusing on the online platforms used by SEs. Furthermore, the idea that customers generally support SE products and services because of goodwill (Hibbert et al., 2005) is questionable when generalising online customers. Performing good deeds as a motivation to patronise SE products and services should also be explored from the online customer perspective. Over the years, e-commerce has replaced

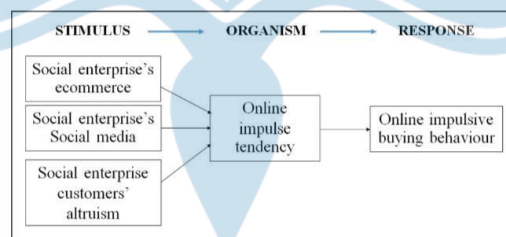


Figure 1. Theoretical framework.

brick-and-mortar stores and increased sales globally. Indeed, online shopping channels and impulse buying should enable companies to increase their sales. Several studies investigate the determinants of impulse buying as internal psychological factors and external or market-related factors trigger it. Iyer et al. (2020) suggested three main determinants of impulse buying: (1) individual traits, (2) motives and resources, and (3) marketing drivers. This study explores the effect of two triggers, online SE platforms and altruism, considered marketing drivers and motives. Furthermore, this study found a gap in research regarding the association between online platforms and impulse buying in SEs. Therefore, this study further investigates the role of online platforms in the impulse buying behaviour of SE customers.

2.1.2. Online SE platforms and online impulse buying tendency

We define e-commerce as using cyberspace and the online community to buy, trade, and exchange tangible and intangible products (Rainer & Cegielski, 2011, as cited in Bt Mohd & Zaaba, 2019). This definition is consistent with that of Shahjee (2015), who described e-commerce as providing the capability to purchase and trade products and information on the Internet. Chong and Ali (2022) stated that it connects companies, producers, consumers, and the general public in electronic transactions by using electronic technology. This implies that e-commerce is a buying and selling platform. Communication technology development has enhanced e-commerce visuals, audio, and videos, encouraging significant customer participation. Thus, enterprises can utilise e-commerce to make the most of communication. Moreover, e-commerce allows consumers to buy products anytime from anywhere, so enterprises benefit from accessing potential markets, efficiently transferring relevant product information, and selling transactions through online payments. Therefore, SEs should consider using e-commerce to expand their online marketplace opportunities. E-commerce enables businesses to serve customers by performing round-the-clock buying and selling transactions. It provides easy accessibility at a convenient time for customers, fast information exchange speed, online business transactions, and low-cost operations. E-commerce is a significant component of communication and sales strategies. According to Jain et al. (2021), e-commerce provides information from a communication viewpoint while offering online shopping and automating business transactions from an online selling perspective. Thus, e-commerce is a medium of communication and a commercial platform. The success of an online shopping site or e-commerce depends on a high-quality website, increasing e-commerce usage (Putri & Pujani, 2019; Shin et al., 2013). As a communication and commercial platform, e-commerce should have high-quality information and trading systems. According to Khristianto et al. (2012), most customers preferred easy access to information. Furthermore, they will purchase products online when a website provides adequate information (Kuo & Chen, 2011). According to the success factors of e-commerce, websites should provide accurate, useful, and required information easily and quickly (Liu & Arnett, 2000). Moreover, e-commerce should facilitate customer buying as purchase convenience is a vital quality aspect of e-commerce (Lee & Chen, 2021). Past research has suggested the positive effect of e-commerce on impulse buying behaviour. Impulse buying is an unplanned behaviour involving the quick or immediate purchase of a specific product (Beatty & Ferrell, 1998; Rook & Gardner, 1993). Bressolles et al. (2007) demonstrated the indirect relationship between e-commerce and online impulse buying. Wu et al. (2016) argued that usefulness perception is significantly associated with impulse buying. The goodness and usefulness of e-commerce in terms of communication and trading platforms should result in impulse buying. Additionally, other studies suggest that a tendency to buy impulsively plays a critical role in explaining impulse buying behaviour (Flight et al., 2012; Mohan et al., 2013; Xuanxiaoping et al., 2012). Hence, e-commerce as a communication and commerce platform with high-quality information and buying facilitation should lead to impulse buying. Thus, this research hypothesises the following:

Hypothesis 1 (H1): SE e-commerce positively impacts online impulse buying tendency.

Nowadays, social media is considered a critical marketing channel for many businesses. Approximately 80% of companies share content on social media, and 52% of marketers believe that social media can increase company sales and revenues (Marketing Insider Group, 2018). People use social media every day. They use it for information searching, knowledge acquisition, communication, community connection, and entertainment media consumption. Social media allows users to access, share, and create

information or content. Marketers can obtain useful attitudes or opinions from their target audiences about products/services *via* social media usage and content. Indeed, social media platforms can be powerful communication and marketing tools because of their interactive communication characteristics. Social media allows users to create and share their contents among and between organisations and individuals (Filo et al., 2015). This extends to a marketing application called social media marketing. It involves utilising social media technologies to generate, transfer, and exchange value offerings for organisation stakeholders (Tuten & Solomon, 2015). Companies increasingly invest in social media, as customers rely on product information on social networking sites (Suresh et al., 2016). Many studies have identified social media usage in searching for product information (Ferencová et al., 2015; Zhao & Zhang, 2017). Therefore, social media websites are valuable platforms for customers regarding products, services, and information. Social media platforms serve as marketing communication channels and new selling channels. Previous studies have explained the role of social media in sales (Guesalaga, 2016). Lindsey-Mullikin and Borin (2017) showed that social media reduces the time consumers spend on their purchases. They also demonstrated that consumers will likely purchase products immediately through social media. While social media is increasingly used as an information source (Westerman et al., 2014), businesses utilise it as a sales tool for products or services at a cheaper cost (Ainin et al., 2015). Nuseir (2020) examined the role of a social media platform in influencing behaviour on impulse buying opportunities. In addition, Aragoncillo and Orus (2018) argued that consumers receive information from social media that can consequently result in purchase transactions. Thus, this research proposes that social media utilises technologies, channels, and software for communication and sales among and between organisations and individuals. El-Den et al. (2017) suggested that social entrepreneurs increasingly rely on social media applications to promote their businesses. Moreover, consumer engagement has increased in impulsive online decision-making (Verhagen & Van Dolen, 2011). If an SE uses social media as a marketing tool, consumers gain access to products quickly and order them instantaneously (Jeffrey & Hodge, 2007). Sharma et al. (2018) showed that social media communities and advertisements affect impulse purchasing intentions positively. Various studies have provided insights into the antecedent role of social media on customer's online impulse tendency (Dodoo & Wu, 2019; Liu et al., 2019). Moreover, Das, Roy, et al. (2022) focused on the factors shaping impulsive buying on e-commerce platforms. This research emphasises the communication and selling functions of social media, aligning with e-commerce platform features. Thus, this study proposes the following:

Hypothesis 2 (H2): SE social media positively correlates with online impulse buying tendency.

2.1.3. Online SE customers' altruism and impulse buying tendency

SEs apply traditional business operations to earn revenues and address social problems. A survey by The Guardian (Seager, 2014) asked why customers buy products from SEs. The results showed that patronising SEs made customers feel they were giving back to society. They felt satisfied and happy because they contributed to the community by purchasing. This feeling can be considered an altruistic motivation. Hibbert et al. (2005) explained individual internal motives for helping generally contain rewarding factors and altruistic components, which play an important role as buying motivations in the SE context. Their study also illustrated that 75% of respondents bought SE products as an altruistic exchange because they wanted to help the homeless. Altruism, a subset of prosocial behaviour and a motivational concept refers to the motivation to improve another person's welfare (Millon & Lerner, 2003; Yadav, 2016). One of the fundamental missions of SEs is to address social problems. Therefore, SE customers need to be motivated by altruistic factors influencing their purchase behaviour. Given that altruism is the motivation according to which individuals pay their money in exchange for products and services to improve others' wellbeing (Konrath & Handy, 2018, p. 4), the desire of SE customers to contribute to society may process impulsiveness when considering buying SE products or services. According to Hodge (2004), charitable donations influence the likelihood of impulse buying in an online retail environment because they provide a good reason to buy an impulse offer. There is a growing awareness of a positive relationship between altruism and impulse buying (Khalil & Khalil, 2022). Furthermore, much research has revealed that the impulse buying tendency influences impulse buying positively (Liao et al., 2016; Ozer & Gulteki,

2015). Moes et al. (2022) suggested that consumers nowadays expect social responsibility from companies. Their study showed that advertisements focusing on the contribution to society affected impulse purchases directly and indirectly. Moreover, Bhardwaj et al. (2023) proposed that altruism acting as a stimulus impacts the attitude towards green products (organisms), which further affects the green purchase intention (response). Their results demonstrated that altruism significantly indirectly affects green purchase intention *via* values in determining it. From this perspective, the current study assumes that altruistic factors are critical to impulse buying in the SE context. Thus, this study hypothesises the following:

Hypothesis 3 (H3): Online SE customers' altruism positively correlates with impulse buying tendency.

2.1.4. Online impulse tendency and online impulsive buying behaviour

Several online business studies identify the online-purchase motivation factors (Lee, 2002), the probability of customers making unplanned purchases (Koufaris, 2002), and antecedents of spontaneous buying or impulse buying (Ahmad et al., 2019). Kollat and Willett (1967) defined impulse buying as unplanned purchasing, whereas Rook (1987, p. 191) explained impulse buying as an unintended reaction to a relatively extraordinary and exciting phenomenon. Later, Rook and Gardner (1993) referred to impulse buying as an unintended purchase with fast decision-making, consistent with Beatty and Ferrell (1998), who defined impulse buying as rapid and prompt. Consistent with forgoing research, Das et al. (2023) highlighted that impulsive purchases refer to consumers buying spontaneously. The rapid growth of online technologies overcome the limitations of brick-and-mortar retail shops. Online technologies enable shopping whenever convenient for customers, increasing the possibility of impulse buying. Impulse buying tendency and behaviour are interchangeable; however, impulse buying tendency is the antecedent of impulse buying behaviour. Badgaiyan et al. (2016) reported a significant positive relationship between impulsive buying tendencies and behaviour. Moreover, Dawson and Kim (2009) showed a positive impact of impulse buying tendency on online impulse buying behaviour. Thus, impulsive buying tendency correlates with impulsive buying behaviour in SE businesses. Hence, we hypothesise the following:

Hypothesis 4 (H4): SE customers' online impulse tendency positively impacts online impulsive buying behaviour.

2.1.5. Mediating relationships

E-commerce and social media are now essential communication and trading tools for all business sectors. They provide crucial information about products and online payment channels for customers. E-commerce provides product descriptions with various choices and social media allows customers to create their content. Both online platforms facilitate information exchange in real-time. Furthermore, supported by the Internet, e-commerce and social media allow customers to shop from any place at their most convenient time. Miller et al. (2009) stated that social media can influence customers' purchasing decisions because they are motivated by other customers' opinions on products shared on social media. Moreover, e-commerce and social media extend customers' buying options through increased availability of goods and services and easy buying (Sharma et al., 2018). As e-commerce and social media eliminate pressure regarding shopping places and time, they may encourage customers to purchase products or services impulsively. E-commerce and social media are critical to the growth of businesses and SEs. Brahma and Dutta (2020) studied the roles of social media and e-commerce in business entrepreneurship, indicating that they have evolved into communication and commercial platforms. They described how social media and e-commerce make it easy to reach customers, acquire customers, and make sales. Further attention has been paid to the way in which online media affects impulse purchasing (Adelaar et al., 2003; Bansal & Kumar, 2018). The roles of e-commerce and social media in the commitment to impulse buying have been examined (Akram et al., 2018; Sharma et al., 2018). Most research suggests that online impulse buying positively affects online impulse buying behaviour (Badgaiyan et al., 2016; Dawson & Kim, 2009). Hence, we propose that with SEs, e-commerce and social media influence customers' impulse buying tendencies, leading to impulse buying behaviour. Consumers with a higher level of impulse buying tendency are more expected to be influenced by marketing tools, such as

advertisements; they tend to buy impulsively (Youn & Faber, 2000, as cited in Saad & Metawie, 2015). E-commerce and social media as communication and commerce platforms providing product information and purchasing systems should increase impulse buying. As new shopping tools, e-commerce and social media help consumers search for products and pricing information anywhere (Silveria & Marreiros, 2014, as cited in Bellini et al., 2017). Hence, consumers can shop for products quickly and impulsively. Customers' altruism may encourage them to buy SEs' products impulsively. Konrath and Handy (2018) described altruism as the individual motivation to improve others' wellbeing by patronizing products and services. Mendini et al. (2022) argued that consumers of corporate social responsibility sectors are also willing to contribute to others' well-being. In addition, doing something good, such as donation, is considered a potential trigger for the impulsive purchase of products with ethical claims (Iweala & Lemken, 2019). E-commerce, social media, and customers' altruism should generate impulse buying tendencies, ultimately leading to impulse buying behaviour (Figure 2). Therefore, impulse buying preferences may mediate in the following ways.

Hypothesis 5 (H5): Online impulse tendency mediates the relationship between SE e-commerce and online impulsive buying behaviour.

Hypothesis 6 (H6): Online impulse tendency mediates the relationship between SE social media and online impulsive buying behaviour.

Hypothesis 7 (H7): Online impulse tendency mediates the relationship between customers' altruism and online impulsive buying behaviour.

2.2. Research methodology

2.2.1. Sample and data collection

SEs in Thailand emerging from the non-profit sector have a long history, going back to the 1970s. The differences between social- and economic-oriented organisations have raised concerns about the country's sustainability (Panyakul, 2013). Nowadays, the emergence and growth of many SEs in Thailand have shown their development. These factors also attract the attention of academics and practitioners on enterprises that conduct their businesses sustainably by focusing on social problems and profit maximisation. The Social Enterprise Thailand Association (SE Thailand) indicates a range of SEs, including tangible and consumer products and services (tourism and leisure). This study focuses on SE selling products, including consumer products, personal products and pharmaceuticals, fashion, food and beverage, and agribusinesses through e-commerce and social media platforms. Moreover, it investigates the effect of SE e-commerce, social media, and customers' altruism on impulse buying behaviour, where impulse buying tendency is a mediator. Hence, the research follows a quantitative approach undertaken with SE customers in Thailand. Data were collected through a questionnaire survey to achieve the research objectives. This study conducted the questionnaire survey from February to March 2021 in Bangkok and Chiang Mai, major cities in Thailand. Sampling was carried out in a non-probability manner. Purposive sampling selected the sample, with the criteria of active e-commerce and social media consumers. Only those with e-commerce and social media experience could answer the

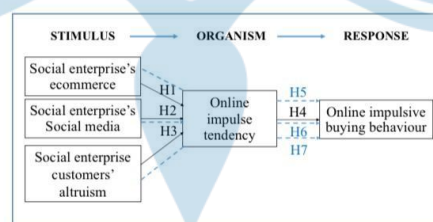


Figure 2. Hypothesis framework.

questionnaires. Generally, 100–500 respondents are considered sufficient to represent the population (Hair et al., 2010, as cited in Azizah Mt & Octavia, 2021). The researcher distributed the questionnaire to 500 respondents by using purposive sampling. Out of 500, 423 usable questionnaires were used for the analysis.

2.2.2. Instrument and measurement development

Most variables were measured using scales validated in previous studies, with minor modifications to ensure contextual consistency (Aragoncillo & Orus, 2018). Next, this study created reflective indicators for SEs' e-commerce, social media, altruism, online impulse tendency, and buying. The reflective indicators were assessed for their reliability and validity. Then, all constructs were validated as formative second-order constructs, with the relevant dimensions as the reflective first-order factors, followed by statistical analyses to test the second-order constructs. SE e-commerce, focusing on its roles as a communication and sales channel, was measured using a seven-item scale modified from the works of Brown and Jayakody (2009), Harrison et al. (2002), Rai et al. (2002) and an eight-item scale adopted from Lekhanya (2016) and Suh and Han (2002). The seven-item scale of Yadav and Rahman (2017) was applied to measure SE social media, focusing on communication. The scales of Aragoncillo and Orus (2018) and Nuseir (2020), with seven items, measured social media used as sales channels. A measurement scale for customers' altruism was adapted from Ali et al. (2020), Bigné-Alcañiz et al. (2009), and Konrath and Handy (2018). Following Badgaiyan et al. (2016), Beatty and Ferrell (1998), and Weun et al. (1998), we modified the items of online impulse buying tendency. The online impulse buying behaviour scale, with five items, was modified from the measures of Aragoncillo and Orus (2018) and Rook and Fisher (1995). In addition, Shopee and Lazada are the leading e-commerce platforms in Thailand. The section about e-commerce asks the respondents whether they are users of Shopee and Lazada. This question determines their eligibility for the survey. SEs use social media, Facebook and Line application, for communication and trading. Therefore, the filter question checks whether customers have used it previously. All items were rated on five-point Likert scales anchored from 'strongly disagree' (1) to 'strongly agree' (5). A panel of five members in the SE field reviewed the questionnaire. Item Objective Congruence (IOC) verified the content validity. All items were rated higher than 0.75. Construct reliability and validity tests were conducted in the measurement model. The Cronbach's alpha value measured the internal consistency at an acceptable level of 0.7 or higher (Nunnally & Bernstein, 1994). A confirmatory factor analysis (CFA) was performed using AMOS 21.0 through maximum likelihood estimation. This study considered convergent validity comprising composite reliability (CR) and average variance extracted (AVE). The CR value ranges from 0 to 1, indicating a higher reliability. A minimum value of 0.50 for AVE must be adequate for convergent validity (Hair et al., 2014). Structural equation modelling (SEM) was used to test the hypotheses.

2.2.3. Common method bias

Common method bias (CMB) can occur because the same respondents provide data for the dependent and independent variables. Therefore, statistical and procedural methods were used to confirm the non-occurrence of CMB before testing the hypotheses (Das, Saha, et al., 2022). Firstly, the survey was conducted anonymously to receive honest opinions from the respondents. Respondents were free to withdraw from the survey at any time. Statistically, Podsakoff and Organ (1986) suggested that Harman's one-factor test appropriately identifies common method variance. They also proposed exploratory factor analysis (EFA) results in which a single construct explained more than 50% of the variance among variables demonstrates the common method variance in the data. Thus, this study used Harman's one-factor on all items of measured constructs to check CMB. The results showed that the common latent component accounted for 33.49% of the variance, indicating no significant common method variance in the data. Secondly, the CMB was tested based on variance inflation factors (VIF). A VIF of <5 (Hair et al., 2010) was found for latent constructs, which are SEs' e-commerce focusing on communication (2.399) and sales (3.429), SEs' social media focusing on communication (1.336) and sales (3.288), customers' altruism (2.305), online buying tendency (1.758), and online impulse buying behaviour (1.435). Additionally, the differences in item factor loadings between the factors, with and without the method factors, were

less than the threshold value of 0.2 (Podsakoff et al., 2003), confirming that no CMB occurred (Das, Saha, et al., 2022).

3. Results

3.1. Descriptive statistics

The final sample comprised 423 respondents. The number of women (294) was higher than that of men (126). Most respondents were between 26 and 40 (51%), showing that working people are likely to buy SE products. Company employees were the significant respondents to this research, amounting to 34.5%. Approximately 13.7% of participants were business owners, whereas 12.3% were state enterprise employees. Most respondents have bachelor's degrees (63.4%) or master's (19.1%). The number of participants buying online products/services once a week (39%) was higher than that of those buying three to four times per week (18.7%) and two times per week (16.8%). Table 1 shows the demographic characteristics of the respondents.

3.2. Measurement model

Following Hair et al. (2019), the measurement model was evaluated by analysing the internal consistency reliability of each construct, convergent and discriminant validity. Litwin (1995) and Cohen (1988) suggested that Cronbach's alpha and the CR values should be higher than 0.7, respectively. In addition, the AVE value should be higher than 0.5 (Hair et al., 2010). Table 2 reports the results. The Cronbach's alpha of each construct was above 0.931. The AVE was higher than 0.50, and the CR was above 0.7. Thus, these values were above the threshold, indicating that the construct variables are considered satisfactory regarding their internal consistency and reliability for use as measurements. Discriminant validity was evaluated according to Fornell and Larcker (1981) to examine if a construct differed from other constructs by comparing the square roots of the AVE of each construct and the correlations with the constructs. Table 3 shows that the square roots of AVE were all higher than their correlation among the constructs. Therefore, the constructs indicate moderate discriminant validity.

CFA assessed the validity of the measurement model. The model fit indices show that the model resulted in a good fit to the data [goodness-of-fit index: $\chi^2/df=2.9$; comparative fit index (CFI)=0.947; normed fit index (NFI)=0.920; Tucker–Lewis Index (TLI)=941; goodness-of-fit statistic (GFI)=0.824; and root mean square error of approximation (RMSEA)=0.056]. CFI and NFI above .90 are considered good fits (Bentler & Bonett, 1980; Hu & Bentler, 1999). The cut-off value of TLI and GFI is 0.90, considered a satisfactory fit (Hair et al., 2010), even though the GFI values are not above the cut-off of 0.90. However,

Table 1. Characteristics of respondents.

Demography	Category	Percentage
Gender	Male	29.78%
	Female	69.50%
Age	18–25 years old	6.1%
	26–30 years old	17%
	31–35 years old	18.7%
	36–40 years old	16.1%
	41–45 years old	13.9%
	46–50 years old	12.8%
	>50 years old	20%
Occupation	Company employees	34.5%
	Government officers	15.1%
	Business owners	13.7%
	State enterprise employees	12.3%
Education	Bachelor degrees	63.4%
	Master's degrees	19.1%
Buying online products/services	Once a week	39%
	Two times per week	16.8%
	Three to four times per week	18.7%

Table 2. Measures and statistics summary for scales.

Items	Factor loading	AVE	CR	α
Altruism		0.785	0.970	0.971
1. I buy online products from SE because I feel compassion towards people in need.	0.875			
2. When we do online shopping, people should be willing to help others who are less fortunate.	0.859			
3. I buy online products from SE because I am concerned about those less fortunate than myself.	0.839			
4. When it comes to buying SE online products, SE is motivated by an interest in society.	0.868			
5. When it comes to buying SE online products, SE is socially motivated.	0.923			
6. When it comes to buying SE online products, SE is altruistically motivated.	0.918			
7. SE motivation is to implement social responsibilities.	0.917			
8. SE motivation is to give feedback.	0.896			
9. SE motivation is to help others.	0.874			
SE's e-commerce		0.603	0.962	0.966
SE's e-commerce (communication focus)				
1. Finding the information I wanted from this site was easy.	0.779			
2. This site clearly shows how I can contact or communicate with the SE.	0.751			
3. This site provides the precise information I need.	0.801			
4. This site provides responses to questions and queries that are exactly what I need.	0.779			
5. This site provides sufficient information to enable me to perform my tasks.	0.817			
6. I am satisfied with the accuracy of the information provided by this online retail site.	0.773			
7. The information provided by this site is helpful regarding my questions or problems.	0.756			
SE's e-commerce (sale focus)				
1. This site changed the way I used to buy products from the SE.	0.802			
2. This site can make me choose and purchase almost anything from the SE.	0.789			
3. This site is cost-effective, safe and improves the way I use it to buy goods/services from the SE.	0.824			
4. This site plays a critical role in supporting my shopping activities.	0.813			
5. This site makes it easy to do my shopping activities.	0.801			
6. This site enables me to accomplish shopping activities quickly.	0.862			
7. This site improves my performance (e.g. saving time or money) in shopping activities.	0.888			
8. I find this site useful for my shopping activities.	0.788			
SE's social media		0.757	0.978	0.978
Social media (communication focus)				
1. SE social media offers accurate information on products.	0.860			
2. SE social media offers useful information on products.	0.880			
3. Information on products provided by SE social media is comprehensive.	0.894			
4. I use SE social media as a source of information on products.	0.885			
5. SE social media allows me to share and update existing content.	0.808			
6. SE social media interacts regularly with its members.	0.867			
7. SE social media facilitates a two-way interaction with members.	0.828			
Social media (sale focus)				
1. Online support from SE social media affects my buying behaviour.	0.864			
2. Comments on SE social media from friends influence my buying behaviour.	0.841			
3. The display of SE social media advertisements/product designs affects my buying behaviour.	0.878			
4. The popularity of the products mentioned on SE social media affects my buying behaviour.	0.908			
5. SE social media is a good source to inspire my purchases of organisation products.	0.895			
6. When I see an SE product on social media, I often search for more information to buy it.	0.874			
7. I feel attracted to SE products shared by my contacts on social media.	0.890			
Online impulse buying tendency		0.787	0.971	0.972
1. When I do online shopping, I buy things that I do not intend to purchase.	0.900			
2. I am a person who makes unplanned online purchases.	0.894			
3. I tend to buy things online that are not on my shopping list.	0.880			
4. Most of my online purchases are not planned in advance.	0.913			
5. I tend to have no plans for my online purchases.	0.885			
6. I tend to buy things online without considering the consequences.	0.913			
7. Buying online spontaneously is fun.	0.819			
8. I tend to buy things online because I like to do so, rather than because I need them.	0.941			
9. I tend to buy online products and services according to how I feel at that moment.	0.835			
Online impulse buying behaviour		0.721	0.928	0.931
1. I often buy things online spontaneously.	0.866			
2. Just do it' describes the way I buy things online.	0.859			
3. I often buy things online without thinking.	0.839			
4. I see it, I buy it' describes me when shopping online.	0.814			
5. Buy now, think about it later' describes me when shopping online.	0.865			

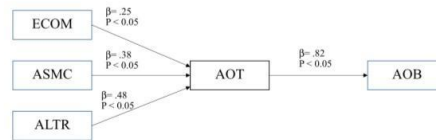


Figure 3. The structural model.

4. Discussion and conclusion

4.1. General discussion

This study investigates online consumer behaviour, specifically impulsive buying, in the SE context following the S-O-R framework. Therefore, the relationship between SE e-commerce as communication and sales channels and online impulse buying behaviour is empirically explored. In addition, the association between SE social media as communication and sales channels and online impulse buying behaviour is also examined. Hypotheses 1 and 2 are supported. That is, e-commerce and social media effectiveness affect online impulse-buying tendencies. This illustrates that the information and selling roles of SE's e-commerce and social media support customers' shopping experiences, enabling an unprompted tendency in their online shopping activities. Based on the results, SE e-commerce and social media can be considered product information sources. As SE's communication tools, e-commerce and social media provide accurate, useful, and comprehensive information that allows interactions between the SE and the customers. These influence customers to likely purchase products spontaneously. Besides, SE e-commerce and social media used as selling channels can enable customers to shop quickly, easily, and conveniently. Their role as a sales channel with current customers' comments, opinions, and shared content stimulates customers' propensity to make unplanned purchases. Broadly, the results highlight the perspective of Sihombing et al. (2020), suggesting that social media's information quality and social interaction influence impulse buying. Furthermore, the results are consistent with Turkyilmaz et al. (2015) and Wells et al. (2011), indicating that website factors, such as usefulness, ease of use, and convenience—significantly affect impulsive buying. Hence, H1 and H2 are fully supported. Contrary to past research, Wiranata and Hananto (2020) indicated that e-commerce factors, such as ease of use and usefulness, did not affect impulse buying. Lo et al. (2016) added that website ease of use, usefulness, and entertainment, necessary conditions at the times of purchase, do not necessarily stimulate consumers' purchase impulses. Nonetheless, Akram et al. (2018), Sharma et al. (2018), Shiao and Chau (2015), and Wiranata and Hananto (2020) supported the current findings.

Moreover, this study investigated the relationship between SE customers' altruism and online impulse buying behaviour. Hypothesis 3 is supported. The results are similar to those of Moes et al. (2022), who found that altruistic justification can cause an impulse buying tendency. Choi and Kim (2016) proposed that customers value societal contributions generated by the SE but may be reluctant to buy due to concerns about inferior product quality. Based on the results, it is concluded that customers adopt altruistic reasons to buy SE's products. They use them to justify their impulsive buying tendency through other benefits. Therefore, H3 was accepted. Furthermore, the results prove that the online impulse tendency is positively associated with impulsive buying. This finding supports past research (Ahmad et al., 2019; Saad & Metawie, 2015); the impulsive buying tendency significantly correlated with impulse buying behaviours, supporting H4. This means that the more a customer engages in impulse buying, the more likely the consumer will buy a product without a plan (Zafar et al., 2021). This finding contradicts previous research that there was no positive relationship between the impulse buying intention and impulse buying (Sharma & Nanda, 2012). Nonetheless, while all impulsive tendencies are unlikely to be acted upon, the more impulsive tendencies experienced, the higher the likelihood that impulse purchases will occur (Badgaiyan et al., 2016; Dawson & Kim, 2009). This study also explores the mediating role of online impulse tendency. The results support the assumptions of the indirect SE e-commerce-online impulsive buying link, the indirect SE social media-online impulsive buying association, and the indirect

altruism-online impulsive buying relationship mediated by the online impulsive tendency. Hence, H5, H6, and H7 were supported. Extending the previous studies (Evangelin & Vasantha, 2022; Kwon & Ahn, 2021), this research uncovered the mediating role of online impulse tendency influencing the relationship between online marketing stimuli and online impulse behaviour. The findings also show that the customers' altruism interacts with the online impulse tendency (mediator) to significantly influence online impulsive buying behaviour. However, evidence exists that altruism affects impulse buying directly and indirectly (Moes et al., 2022). Although this research determined that customers' online impulse tendency partially mediates the connection between altruism and impulsive buying behaviour, the dependencies between altruism and impulse buying behaviour are possible, as some factors can mediate these constructs' associations.

4.2. Academic implications

Recent literature has demonstrated a growing interest in impulse buying in the online environment. However, little is known about SE online channels and customers' altruism. The results draw attention to SE e-commerce, social media, and customers' altruistic value by validating and testing these factors on impulsive purchasing behaviour. Few studies (Badgaiyan et al., 2016; Dawson & Kim, 2009) have proposed that impulse buying tendencies are antecedents to impulse buying behaviour. This result also confirms the relationship between online impulse buying tendencies and behaviour. It suggests that the degree to which people are likely to make unintended, unplanned, and thoughtless purchases (Jones et al., 2003) online influences impulse buying behaviour. Furthermore, customers' altruism motivates spontaneous buying. This result is consistent with Strahilevitz and Myers (1998), who suggested that tying a donation to a purchase can increase sales and encourage customers to visit a store. Altruism provides a good reason to make a purchase. Although altruism in charity has been extensively researched, little has been conducted on altruism in SEs. A novel aspect of this research is that altruism in the online context relates to online impulse tendency, leading to impulse buying. In addition, this study applied the stimulus-organism-response (SOR) structure to study online impulse buying. Since previous research has investigated the interactions between environmental factors (stimulus), consumers' motivation (organism), and the resulting behaviour (response), the current research proposed that the SOR model could be used to examine online impulse buying behaviour. The results demonstrate that internal and external stimuli (SE online platforms and customers' altruism) are triggers arousing organisms (online impulse tendency), resulting in customers' responses (online impulse buying behaviour). Therefore, the results indicate an empirically valid extension of the SOR in the context of online impulsiveness, altruism, and SE.

4.3. Managerial implications

Given the growing number of online retailers, SEs must manage various marketing stimuli that can amplify the online impulse buying tendency to encourage buying behaviour. The mediating role of the online impulse buying tendency is hypothesised and tested. Although H5, H6, and H7 are supported, the relationship between e-commerce and online impulse buying behaviour is partially mediated by online impulse buying tendency, partially mediating the relationship between SE social media and online impulse buying behaviour, similar to the relationship between SE customers' altruism and online impulse buying behaviour. The findings demonstrate that SE e-commerce, social media, and customers' altruism indirectly contribute to online impulse buying behaviour through online impulse buying tendencies. The results also suggest that SEs should consider their e-commerce, social media, and customers' altruism to increase online impulse buying tendency and buying tendency as the inducement of online impulse purchase behaviour. These findings suggest that SEs should consider using e-commerce and social media to provide product information and facilitate online purchasing. They can drive traffic to online SE platforms and stimulate potential customers to make unplanned purchases. Moreover, SEs can use the proposed e-commerce dimensions to build quality websites, resulting in impulsive purchases. SEs aim to improve the quality of life of society. Hence, customers' altruism motivates them to patronise SEs to help others. The motivation to help others in society increases the degree of unplanned purchases in online

shopping activities. Thus, SEs should emphasise their contributions to society, influencing customers' altruism. Failure to focus on this area can affect the opportunity to make online impulse purchases.

4.4. Conclusion

In summary, the current study explores the direct effects of SE e-commerce, social media, and customers' altruism on online impulse tendency, along with the mediating impacts of the online impulse tendency on online impulse buying behaviour. Examining these stimuli (SE e-commerce, SE social media, and customers' altruism) reveals their connection with the organism (online impulse tendency) and response (online impulse buying behaviour). The findings will extend the academic knowledge of SE, online impulsiveness, and SOR literature. Furthermore, practitioners can apply these insights when designing effective online strategies to enhance online commerce performance.

5. Limitations and future research

This study has contributed new findings focusing on online impulse buying behaviour in SEs. However, further research should consider some limitations. Firstly, data are collected from customers in Bangkok, the capital city of Thailand, and Chiang Mai, a major city in Thailand which limit the generalisation of the results geographically. Future endeavours may consider other cities and countries with large sample sizes. Secondly, Shopee and Lazada, the largest e-commerce websites, and SE social media (Facebook and Line application) are used. Therefore, future research should employ other e-commerce websites and social networks. Thirdly, this study considered three shopping motivation factors. This research can be extended by exploring other stimulus factors, such as digital marketing strategies, online store design elements, and personal characteristics. Lastly, future research should consider the qualitative approach and other moderating effects.

Ethical approval

Silpakorn University Research Ethics Committee approval was exempted for this study (Ref No: REC 63.0513-038-1947).

Disclosure statement

No potential conflict of interest was reported by the author(s).

Funding

This study is financially supported by Thailand Science Research and Innovation National Science, Research and Innovation Fund (Fiscal Year 2022).

About the author

Jantima Banjongprasert is currently working as an Assistant Professor of Marketing at Silpakorn University International College, Silpakorn University, Bangkok, Thailand. She obtained her PhD in Marketing from the University of Manchester, UK. Her research interests include digital marketing, online marketing, influencer marketing, service marketing, competitiveness, and business strategy.

ORCID

Jantima Banjongprasert  <http://orcid.org/0000-0003-1358-0027>

Data availability statement

The data will be made available upon reasonable request.

References

- Adelaar, T., Chang, S., Lancendorfer, K. M., Lee, B., & Morimoto, M. (2003). Effects of media formats on emotions and impulse buying intent. *Journal of Information Technology*, 18(4), 1–20. <https://doi.org/10.1080/0268396032000150799>
- Ahmad, M. B., Ali, H. F., Malik, M. S., Humayun, A. A., & Ahmad, S. (2019). Factors affecting impulsive buying behavior with mediating role of positive mood: An empirical study. *European Online Journal of Natural and Social Sciences*, 8(1), 17–35.
- Ainin, S., Parveen, F., Moghaviemi, S., Jaafar, N. I., & Mohd Shuib, N. L. (2015). Factors influencing the use of social media by SMEs and its performance outcomes. *Industrial Management & Data Systems*, 115(3), 570–588. <https://doi.org/10.1108/IMDS-07-2014-0205>
- Akram, U., Hui, P., Khan, M. K., Yan, C., & Akram, Z. (2018). Factors affecting online impulse buying: Evidence from Chinese social commerce environment. *Sustainability*, 10(2), 352. <https://doi.org/10.3390/su10020352>
- Albarq, A. N. (2021). Effect of web atmospherics and satisfaction on purchase behaviour: Stimulus–organism–response model. *Future Business Journal*, 7(1), 62–69. <https://doi.org/10.1186/s43093-021-00107-3>
- Alghizzawi, M. (2019). The role of digital marketing in consumer behavior: A survey. *International Journal of Information Technology and Language Studies (IJITLS)*, 3(1), 24–31.
- Ali, F., Ashfaq, M., Begum, S., & Ali, A. (2020). How “green” thinking and altruism translate into purchasing intentions for electronics products: The intrinsic-extrinsic motivation mechanism. *Sustainable Production and Consumption*, 24, 281–291. <https://doi.org/10.1016/j.spc.2020.07.013>
- Aragoncillo, L., & Orus, C. (2018). Impulse buying behaviour: An online-offline comparative and the impact of social media. *Spanish Journal of Marketing-ESIC*, 22(1), 42–62. <https://doi.org/10.1108/SJME-03-2018-007>
- Azizah Mt, R., & Octavia, R. (2021). Critical review of digital marketing: Effect of flow and impulse buying. *Jurnal Economia*, 17(2), 175–194. <https://doi.org/10.21831/economia.v17i2.34977>
- Badgaiyan, A. J., Verma, A., & Dixit, S. (2016). Impulsive buying tendency: Measuring important relationships with a new perspective and an indigenous scale. *IIMB Management Review*, 28(4), 183–199. <https://doi.org/10.1016/j.iimb.2016.10.006>
- Bahrah, E. N., & Fachira, I. (2021). The influence of e-commerce marketing on impulsive buying behaviour. *Advanced International Journal of Business, Entrepreneurship and SMEs*, 3(9), 349–361. <https://doi.org/10.35631/AJBES.39023>
- Bala, M., & Verma, D. (2018). A critical review of digital marketing. *International Journal of Management, IT & Engineering*, 8(10), 321–339.
- Bansal, M., & Kumar, S. (2018). Impact of social media marketing on online impulse buying behaviour. *Journal of Advances and Scholarly Researches in Allied Education*, XV(5), 136–139.
- Bashar, A., Singh, S., & Pathak, V. K. (2022). A bibliometric review of online impulse buying behaviour. *International Journal of Electronic Business*, 17(2), 162–183. <https://doi.org/10.1504/IJEB.2022.121963>
- Baumgartner, H., & Homburg, C. (1996). Applications of structural equation modeling in marketing and consumer research: A review. *International Journal of Research in Marketing*, 13(2), 139–161. [https://doi.org/10.1016/0167-8116\(95\)00038-0](https://doi.org/10.1016/0167-8116(95)00038-0)
- Beatty, S. E., & Ferrell, M. E. (1998). Impulse buying: Modeling its precursors. *Journal of Retailing*, 74(2), 169–191. [https://doi.org/10.1016/S0022-4359\(99\)80092-X](https://doi.org/10.1016/S0022-4359(99)80092-X)
- Bellini, S., Cardinali, M. G., & Grandi, B. (2017). A structural equation model of impulse buying behaviour in grocery retailing. *Journal of Retailing and Consumer Services*, 36, 164–171. <https://doi.org/10.1016/j.jretconser.2017.02.001>
- Bentler, P. M., & Bonett, D. G. (1980). Significance tests and goodness of fit in the analysis of covariance structures. *Psychological Bulletin*, 88(3), 588–606. <https://doi.org/10.1037/0033-2909.88.3.588>
- Bhardwaj, S., Naman, S., Das, M., Chitnis, A., & Kumar, S. (2023). Product specific values and personal values together better explains green purchase. *Journal of Retailing and Consumer Services*, 74, 103434. <https://doi.org/10.1016/j.jretconser.2023.103434>
- Bigné-Alcañiz, E., Currás-Pérez, R., & Sánchez-García, I. (2009). Brand credibility in cause-related marketing: The moderating role of consumer values. *Journal of Product & Brand Management*, 18(6), 437–447. <https://doi.org/10.1108/10610420910989758>
- Borzaga, C., Depedri, S., & Tortia, E. C. (2009). The role of cooperative and social enterprises: A multifaceted approach for an economic pluralism. Euricse Working Papers N. 000/09. <https://doi.org/10.2139/ssrn.1622143>
- Brahma, A., & Dutta, R. (2020). Role of social media and e-commerce for business entrepreneurship. *International Journal of Scientific Research in Computer Science, Engineering and Information Technology*, 6(6), 1–18. <https://doi.org/10.32628/cseit206559>
- Bressolles, G., Durrieu, F., & Giraud, M. (2007). The impact of electronic service quality's dimensions on customer satisfaction and buying impulse. *Journal of Customer Behaviour*, 6(1), 37–56. <https://doi.org/10.1362/147539207X198365>
- Brown, I., & Jayakody, R. (2009). B2C e-commerce success: A test and validation of a revised conceptual model. *The Electronic Journal Information Systems Evaluation*, 11(3), 167–184.
- Browne, M. W., & Cudeck, R. (1993). *Alternative ways of assessing model fit* (K. A. Bollen & J. S. Long, Eds.). Sage.
- Bt Mohd, N. A., & Zaaba, Z. F. (2019). A review of usability and security evaluation model of ecommerce website. *Procedia Computer Science*, 161, 1199–1205. <https://doi.org/10.1016/j.procs.2019.11.233>
- Chan, T. K. H., Cheung, C. M. K., & Lee, Z. W. Y. (2017). The state of online impulse-buying research: A literature analysis. *Information & Management*, 54(2), 204–217. <https://doi.org/10.1016/j.im.2016.06.001>

- Choi, J., & Kim, S. (2016). Is the smartwatch an IT product or a fashion product? A study on factors affecting the intention to use smartwatches. *Computers in Human Behavior*, 63, 777–786. <https://doi.org/10.1016/j.chb.2016.06.007>
- Chong, D., & Ali, H. (2022). Literature review: Competitive strategy, competitive advantages, and marketing performance on E-commerce shopee Indonesia. *Dinasti International Journal of Digital Business Management*, 3(2), 299–309. <https://doi.org/10.31933/dijdbm.v3i2>
- Clover, V. T. (1950). Relative importance of impulse-buying in retail stores. *Journal of Marketing*, 15(1), 66–70. <https://doi.org/10.2307/1247083>
- Cohen, J. (1988). *Statistical power analysis for the behavioral sciences* (2nd ed.). Routledge.
- Das, M., Balaji, M. S., Paul, S., & Saha, V. (2023). Being unconventional: The impact of unconventional packaging messages on impulsive purchases. *Psychology & Marketing*, 40(10), 1913–1932. <https://doi.org/10.1002/mar.21865>
- Das, M., Roy, A., Paul, J., & Saha, V. (2022). High and low impulsive buying in social commerce: A SPAR-4-SLR and fsQCA approach. *IEEE Transactions on Engineering Management*, 71, 1–15.
- Das, M., Saha, V., Jebarajakirthy, C., Kalai, A., & Debnath, N. (2022). Cultural consequences of brands' masstige: An emerging market perspective. *Journal of Business Research*, 146, 338–353. <https://doi.org/10.1016/j.jbusres.2022.03.081>
- Dawson, S., & Kim, M. (2009). External and internal trigger cues of impulse buying online. *Direct Marketing: An International Journal*, 3(1), 20–34. <https://doi.org/10.1108/17505930910945714>
- Dodoo, N. A., & Wu, L. (2019). Exploring the antecedent impact of personalised social media advertising on online impulse buying tendency. *International Journal of Internet Marketing and Advertising*, 13(1), 73–95. <https://doi.org/10.1504/IJIMA.2019.10019167>
- Doll, W. J., Xia, W., & Torkzadeh, G. (1994). A confirmatory factor analysis of the end-user computing satisfaction instrument. *MIS Quarterly*, 18(4), 453–461. <https://doi.org/10.2307/249524>
- El-Den, J., Adhikari, P., & Azam, S. (2017). Social media in the service of social entrepreneurship: Identifying factors for better services. *Journal of Advances in Humanities and Social Sciences*, 3(2), 105–114.
- Evangelin, R. M., & Vasantha, S. (2022). Mediating effect of impulsive buying tendency between shopping enjoyment and online impulsive buying behavior. In Y. C. Hu, S. Tiwari, M. C. Trivedi, & K. K. Mishra (Eds.), *Ambient communications and computer systems. Lecture notes in networks and systems* (p. 356). Springer Nature Singapore. https://doi.org/10.1007/978-981-16-7952-0_44
- Ferencová, M., Jeleňová, I., & Kakalejčík, L. (2015). Social media usage in product information searching. *Applied Mechanics and Materials*, 795, 69–76. <https://doi.org/10.4028/www.scientific.net/AMM.795.69>
- Filo, K., Lock, D., & Karg, A. (2015). Sport and social media research: A review. *Sport Management Review*, 18(2), 166–181. <https://doi.org/10.1016/j.smr.2014.11.001>
- Flight, R. L., Rountree, M. M., & Beatty, S. E. (2012). Feeling the urge: Affect in impulsive and compulsive buying. *Journal of Marketing Theory and Practice*, 20(4), 453–466. <https://doi.org/10.2753/MTP1069-6679200407>
- Floh, A., & Madlberger, M. (2013). The role of atmospheric cues in online impulse-buying behavior. *Electronic Commerce Research and Applications*, 12(6), 425–439. <https://doi.org/10.1016/j.elerap.2013.06.001>
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39–50. <https://doi.org/10.1177/002224378101800104>
- Gao, X., & Yee, C. L. (2022). Factors affecting consumers' impulse buying behaviour in online shopping: A systematic literature review. *Journal of Positive School Psychology*, 6(10), 4075–4097.
- Ghatak, A., Chatterjee, A., & Bhowmick, B. (2023). Intention towards digital social entrepreneurship: An integrated model. *Journal of Social Entrepreneurship*, 14(2), 131–151. <https://doi.org/10.1080/19420676.2020.1826563>
- Grand View Research Inc. (2020). *Retail e-commerce market size, share & trends analysis report by product (groceries, apparels & accessories, footwear, personal & beauty care), by region, and segment forecasts, 2020–2027*. <https://www.grandviewresearch.com/industry-analysis/retail-e-commerce-market#:~:text=Report%20Overview,9.4%25%20from%202020%20to%202027>
- Guesalaga, R. (2016). The use of social media in sales: Individual and organizational antecedents, and the role of customer engagement in social media. *Industrial Marketing Management*, 54, 71–79. <https://doi.org/10.1016/j.indmarman.2015.12.002>
- Ha, H., & Perks, H. (2005). Effects of consumer perceptions of brand experience on the web: Brand familiarity, satisfaction and brand trust. *Journal of Consumer Behaviour*, 4(6), 438–452. <https://doi.org/10.1002/cb.29>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis* (7th ed.). Prentice Hall.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis* (8th ed.). Cengage.
- Hair, J., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2014). *A primer on partial least squares structural equation modelling (PLS-SEM)*. SAGE Publications.
- Harahap, D. A., Ferine, K. F., Irawati, N., Nurlaila, & Amanah, D. (2021). Emerging advances in E-commerce: Panic and impulse buying during the COVID-19 pandemic. *Systematic Reviews in Pharmacy*, 12(3), 224–230.
- Harrison, D. A., Price, K. H., Gavin, J. H., & Florey, A. (2002). Time, teams, and task performance: Changing effects of surface- and deep-level diversity on group functioning. *Academy of Management Journal*, 45(5), 1029–1045. <https://doi.org/10.2307/3069328>
- Hashmi, H., Attiq, S., & Rasheed, F. (2019). Factors affecting online impulsive buying behaviour: A stimulus organism response model approach. *Market Forces Research Journal*, 14(1), 19–42.

- Hibbert, S. A., Hogg, G., & Quinn, T. (2005). Social entrepreneurship: Understanding consumer motives for buying The Big Issue. *Journal of Consumer Behaviour*, 4(3), 159–172. <https://doi.org/10.1002/cb.6>
- Hillman, J., Axona, S., & Morrissey, J. (2018). Social enterprise as a potential niche innovation breakout for low carbon transition. *Energy Policy*, 17, 445–456.
- Hiranrithikorn, P., & Banjongprasert, J. (2022). The effect of the website attributes on online impulse buying: An empirical investigation of utilitarian and hedonic motivations. *International Journal of Data and Network Science*, 6(4), 1419–1426. <https://doi.org/10.5267/j.ijdns.2022.5.009>
- Hodge, R. (2004). *Factors influencing impulse buying during an online purchase transaction* [Master thesis]. University of Waterloo. UWSpace. <http://hdl.handle.net/10012/912>
- Hu, L., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal*, 6(1), 1–55. <https://doi.org/10.1080/10705519909540118>
- Huang, Y., & Suo, L. (2021). Factors affecting Chinese consumers' impulse buying decision of live streaming e-commerce. *Asian Social Science*, 17(5), 16–32. <https://doi.org/10.5539/ass.v17n5p16>
- Iweala, S., & Lemken, D. (2019). Utilizing the warm glow of giving to nudge the consumption of food items with ethical claims – An experimental online auction. In *Proceedings of the Sixth African Conference of Agricultural Economists* (pp. 1–22). <https://ageconsearch.umn.edu/record/295753/files/1...w%20in%20Germany.pdf>
- Iyer, G. R., Blut, M., Xiao, S. H., & Grewal, D. (2020). Impulse buying: A meta-analytic review. *Journal of the Academy of Marketing Science*, 48(3), 384–404. <https://doi.org/10.1007/s11747-019-00670-w>
- Jain, V., Malviya, B., & Arya, S. (2021). An overview of electronic commerce (e-commerce). *Journal of Contemporary Issues in Business and Government*, 27(3), 665–670. <https://doi.org/10.47750/cibg.2021.27.03.090>
- Jeffrey, S. A., & Hodge, R. (2007). Factors influencing impulse buying during an online purchase. *Electronic Commerce Research*, 7(3–4), 367–379. <https://doi.org/10.1007/s10660-007-9011-8>
- Jones, M. A., Reynolds, K. E., Weun, S., & Beatty, S. E. (2003). The product-specific nature of impulse buying tendency. *Journal of Business Research*, 56(7), 505–511. [https://doi.org/10.1016/S0148-2963\(01\)00250-8](https://doi.org/10.1016/S0148-2963(01)00250-8)
- Kadir, A., & Sarif, S. M. (2015). Social enterprise sustainability: An exploratory case of selected private Islamic schools in Malaysia. *International Academic Research Journal of Social Science*, 1(2), 255–263.
- Kelly, D., Steiner, A., Mazzei, M., & Baker, R. (2019). Filling a void? The role of social enterprise in addressing social isolation and loneliness in rural communities. *Journal of Rural Studies*, 70, 225–236. <https://doi.org/10.1016/j.jrurstud.2019.01.024>
- Khalil, M. K., & Khalil, R. (2022). Leveraging buyers' interest in ESG investments through sustainability awareness. *Sustainability*, 14(21), 14278. <https://doi.org/10.3390/su142114278>
- Khristianto, W., Kertahadi, I., & Suyadi, I. (2012). The influence of information, system and service on customer satisfaction and loyalty in online shopping. *International Journal of Academic Research*, 4(2), 28–32.
- Kollat, D. T., & Willett, R. P. (1967). Customer impulse purchasing behavior. *Journal of Marketing Research*, 4(1), 21–31. <https://doi.org/10.2307/3150160>
- Konrath, S., & Handy, F. (2018). The development and validation of the motives to donate scale. *Nonprofit and Voluntary Sector Quarterly*, 47(2), 347–375. <https://doi.org/10.1177/0899764017744894>
- Koufaris, M. (2002). Applying the technology acceptance model and flow theory to online consumer behavior. *Information Systems Research*, 13(2), 205–223. <https://doi.org/10.1287/isre.13.2.205.83>
- Kuo, H. M., & Chen, C. W. (2011). Application of quality function deployment to improve the quality of Internet shopping website interface design. *International Journal of Innovative Computing, Information and Control*, 7(1), 253–268.
- Kwon, J., & Ahn, J. (2021). The effects of cruise attributes on impulse buying behavior: The mediating role of impulsive buying tendency. *International Journal of Quality and Service Sciences*, 13(3), 456–470. <https://doi.org/10.1108/IJQSS-09-2020-0141>
- Lavuri, R. (2021). Intrinsic factors affecting online impulsive shopping during the COVID-19 in emerging markets. *International Journal of Emerging Markets*, 18(4), 958–977. <https://doi.org/10.1108/IJOEM-12-2020-1530>
- Lee, C. H., & Chen, C. W. (2021). Impulse buying behaviors in live streaming commerce based on the stimulus-organism-response framework. *Information*, 12(6), 241. <https://doi.org/10.3390/info12060241>
- Lee, J. A., & Kacen, J. J. (2008). Cultural influences on consumer satisfaction with impulse and planned purchase decisions. *Journal of Business Research*, 61(3), 265–272. <https://doi.org/10.1016/j.jbusres.2007.06.006>
- Lee, P. (2002). Behavioral model of online purchasers in e-commerce environment. *Electronic Commerce Research*, 2(1/2), 75–85. <https://doi.org/10.1023/A:1013340118965>
- Lekhanya, L. M. (2016). E-commerce as an instrument of governing SMEs' marketing strategy in an emerging economy. *Risk Governance and Control: Financial Markets & Institutions*, 6(4), 298–305.
- Liao, C., To, P. L., Wong, Y. C., Palvia, P., & Kakhki, M. D. (2016). The impact of presentation mode and product type on online impulse buying decisions. *Journal of Electronic Commerce Research*, 17(2), 157–168.
- Lindsey-Mullikin, J., & Borin, N. (2017). Why strategy is key for successful social media sales. *Business Horizons*, 60(4), 473–482. <https://doi.org/10.1016/j.bushor.2017.03.005>
- Litwin, M. S. (1995). *How to measure survey reliability and validity*. Sage.
- Liu, C., & Arnett, K. (2000). Exploring the factors associated with web site success in the context of electronic commerce. *Information & Management*, 38(1), 23–33. [https://doi.org/10.1016/S0378-7206\(00\)00049-5](https://doi.org/10.1016/S0378-7206(00)00049-5)

- Liu, P., He, J., & Li, A. (2019). Upward social comparison on social network sites and Impulse buying: A moderated mediation model of negative affect and rumination. *Computers in Human Behavior*, 96, 133–140. <https://doi.org/10.1016/j.chb.2019.02.003>
- Liu, Y., Li, H., & Hu, F. (2013). Website attributes in urging online impulse purchase: An empirical investigation on consumer perceptions. *Decision Support Systems*, 55(3), 829–837. <https://doi.org/10.1016/j.dss.2013.04.001>
- Marketing Insider Group (2018). *Why social media is important for business marketing*. <https://marketinginsidergroup.com/content-marketing/why-social-media-is-important-for-business-marketing>
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. The MIT Press.
- Mendini, M., Peter, P. C., & Maione, S. (2022). The potential positive effects of time spent on Instagram on consumers' gratitude, altruism, and willingness to donate. *Journal of Business Research*, 143, 16–26. <https://doi.org/10.1016/j.jbusres.2022.01.046>
- Miller, K., Fabian, F., & Lin, S. (2009). Strategies for online communities. *Strategic Management Journal*, 30(3), 305–322. <https://doi.org/10.1002/smj.735>
- Millon, T., & Lerner, M. J. (2003). *Handbook of psychology*. John Wiley & Sons, Inc.
- Mitchell, A., Madill, J., & Chreim, S. (2015). Marketing and social enterprises: Implications for social marketing. *Journal of Social Marketing*, 5(4), 285–306. <https://doi.org/10.1108/JSOCM-09-2014-0068>
- Moes, A., Franssen, M., Verhagen, T., & Fennis, B. (2022). A good reason to buy: Justification drives the effect of advertising frames on impulsive socially responsible buying. *Psychology & Marketing*, 39(12), 2260–2272. <https://doi.org/10.1002/mar.21733>
- Mohan, G., Sivakumaran, B., & Sharma, P. (2013). Impact of store environment on impulse buying behaviour. *European Journal of Marketing*, 47(10), 1711–1732. <https://doi.org/10.1108/EJM-03-2011-0110>
- Muruganantham, G., & Bhakat, R. S. (2013). A review of impulse buying behavior. *International Journal of Marketing Studies*, 5(3), 149–160.
- Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric theory*. McGraw Hill.
- Nuseir, M. T. (2020). The extent of the influences of social media in creating impulse buying tendencies. *International Journal of Business Innovation and Research*, 21(3), 324–335. <https://doi.org/10.1504/IJBIR.2020.105925>
- OECD (1999). *Social enterprises*. OECD Publishing.
- Ozer, L., & Gulteki, B. (2015). Pre- and post-purchase stage in impulse buying: The role of mood and satisfaction. *Journal of Retailing and Consumer Services*, 22, 71–76. <https://doi.org/10.1016/j.jretconser.2014.10.004>
- Panyakul, V. R. (2013). Climate change adaptation through agro-social enterprise: Green net's experiences in Thailand. *Asian Journal of Environment and Disaster Management*, 4(4), 1–16.
- Pinheiro, P., Daniel, A., & Moreira, A. (2021). Social enterprise performance: The role of market and social entrepreneurship orientations. *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations*, 32(1), 45–60. <https://doi.org/10.1007/s11266-020-00266-x>
- Podsakoff, P. M., & Organ, D. W. (1986). Self-reports in organizational research: Problems and prospects. *Journal of Management*, 12(4), 531–544. <https://doi.org/10.1177/014920638601200408>
- Podsakoff, P. M., MacKenzie, S. B., Lee, J.-Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. *The Journal of Applied Psychology*, 88(5), 879–903. <https://doi.org/10.1037/0021-9010.88.5.879>
- Putra, R. Y., Fadillah, S. N., Nugroho, A. A., & Nuzula, I. F. (2022). Analysis of factors contributing to impulse buying behavior of e-commerce users. *Journal of Management Studies and Development*, 1(1), 48–67. <https://doi.org/10.56741/jmsd.v1i101.43>
- Putri, W. K., & Pujani, V. (2019). The influence of system quality, information quality, e-service quality and perceived value on Shopee consumer loyalty in Padang City. *The International Technology Management Review*, 8(1), 10–15. <https://doi.org/10.2991/itmrb.b.190417.002>
- Rai, A., Lang, S., & Welker, R. (2002). Assessing the validity of IS success models: An empirical test and theoretical analysis. *Information Systems Research*, 13(1), 50–69. <https://doi.org/10.1287/isre.13.1.50.96>
- Redine, A., Deshpande, S., Jebarajakirthy, C., & Surachartkumtonkun, J. (2023). Impulse buying: A systematic literature review and future research directions. *International Journal of Consumer Studies*, 47(1), 3–41. <https://doi.org/10.1111/ijcs.12862>
- Rook, D. W. (1987). The buying impulse. *Journal of Consumer Research*, 14(2), 189–199. <https://doi.org/10.1086/209105>
- Rook, D. W., & Fisher, R. J. (1995). Normative influences on impulsive buying behavior. *Journal of Consumer Research*, 22(3), 305–313. <https://doi.org/10.1086/209452>
- Rook, D. W., & Gardner, M. P. (1993). In the mood: Impulse buying's affective antecedents. *Research in Consumer Behavior*, 6(7), 1–28.
- Saad, M., & Metawie, M. (2015). Store environment, personality factors and impulse buying behavior in Egypt: The mediating roles of shop enjoyment and impulse buying tendencies. *Journal of Business and Management Sciences*, 3(2), 69–77.
- Seager, C. (2014, February 19). Generation Y: Why young job seekers want more than money. *The Guardian*. <http://www.theguardian.com/social-enterprise-network/2014/feb/19/generation-y-millennials-job-seekers-money-financial-security-fulfilment>
- Shahjee, R. (2015). The impact of electronic commerce on business organization. *Scholarly Research Journal for Interdisciplinary Studies*, 4(27), 3130–3140.

- Sharma, A., & Nanda, A. (2012). Impulse buying at airport terminals: A case of Indian consumers. *Asian Journal of Management Research*, 3(1), 68–82.
- Sharma, B. K., Mishra, S., & Arora, L. (2018). Does social medium influence impulse buying of Indian buyers? *Journal of Management Research*, 18(1), 27–36.
- Shiau, W. L., & Chau, P. Y. K. (2015). Does altruism matter on online group buying? Perspectives from egotistic and altruistic motivation. *Information Technology & People*, 28(3), 677–698. <https://doi.org/10.1108/ITP-08-2014-0174>
- Shin, J. I., Chung, K. H., Oh, J. S., & Lee, C. W. (2013). The effect of site quality on repurchase intention in Internet shopping through mediating variables: The case of university students in South Korea. *International Journal of Information Management*, 33(3), 453–463. <https://doi.org/10.1016/j.jinfomgt.2013.02.003>
- Short, J. C., Moss, T. W., & Lumpkin, G. T. (2009). Research in social entrepreneurship: past contributions and future opportunities. *Strategic Entrepreneurship Journal*, 3(2), 161–194. <https://doi.org/10.1002/sej.69>
- Sihombing, E. S., Budi, I., & Munajat, Q. (2020). Factors affecting the urge of impulsive buying on social commerce Instagram. *International Journal of Internet Marketing and Advertising*, 14(3), 236–257. <https://doi.org/10.1504/IJIMA.2020.108716>
- Strahilevitz, M., & Myers, J. G. (1998). Donations to charity as purchase incentives: How well they work may depend on what you are trying to sell. *Journal of Consumer Research*, 24(4), 434–446. <https://doi.org/10.1086/209519>
- Suh, B., & Han, I. (2002). Effect of trust on customer acceptance of internet banking. *Electronic Commerce Research and Applications*, 1(3–4), 247–263. [https://doi.org/10.1016/S1567-4223\(02\)00017-0](https://doi.org/10.1016/S1567-4223(02)00017-0)
- Suresh, V., Chitra, M., & Maran, K. (2016). A study on factors determining social media on cosmetic product. *Journal of Pharmaceutical Sciences and Research*, 8(1), 1–5.
- Thakur, C., Diwekar, A., Reddy, B. J., & Gajjala, N. (2020). A study of the online impulse buying behaviour during COVID-19 pandemic. *International Journal of Research in Engineering, Science and Management*, 3(9), 86–90. <https://doi.org/10.47607/ijresm.2020.294>
- Tsai, J., Hung, S., & Yang, T. (2020). In pursuit of goodwill? The cross-level effects of social enterprise consumer behaviours. *Journal of Business Research*, 109, 350–361. <https://doi.org/10.1016/j.jbusres.2019.11.051>
- Tshikovihi, N., & Shambare, R. (2015). Entrepreneurial knowledge, personal attitudes, and entrepreneurship intentions among South African Enactus students. *Problems and Perspectives in Management*, 13(1), 152–158.
- Turkylmaz, C. A., Erdem, S., & Uslu, A. (2015). The effects of personality traits and website quality on online impulse buying. *Procedia-Social and Behavioral Sciences*, 175, 98–105. <https://doi.org/10.1016/j.sbspro.2015.01.1179>
- Tuten, T. L., & Solomon, M. R. (2015). *Social media marketing* (2nd ed.). Sage.
- User Interface Engineering (2001). What causes customers to buy on impulse? Ecommerce White Paper. <http://www.uiie.com/publications/whitepapers/ImpulseBuying.pdf>
- Verhagen, T., & Van Dolen, W. (2011). The influence of online store beliefs on consumer online impulse buying: A model and empirical application. *Information & Management*, 48(8), 320–327. <https://doi.org/10.1016/j.im.2011.08.001>
- Weinberg, B. D., de Ruyter, K., Dellarcas, C., Buck, M., & Keeling, D. I. (2013). Destination social business: Exploring an organization's journey with social media, collaborative community and expressive individuality. *Journal of Interactive Marketing*, 27(4), 299–310. <https://doi.org/10.1016/j.intmar.2013.09.006>
- Wells, J. D., Parboteeah, V., & Valacich, J. (2011). Online impulse buying: Understanding the interplay between consumer impulsiveness and website quality. *Journal of the Association for Information Systems*, 12(1), 32–56. <https://doi.org/10.17705/1jais.00254>
- Wenhe, Y. (2020). A comparative study of marketing between social enterprises and commercial enterprises based on electronic commerce. In *Proceedings of the 7th International Education, Economics, Social Science, Arts, Sports and Management Engineering Conference (IEESASM)* (pp. 2600–2604). <https://www.clausiuspress.com/conference/proceeding/IEESASM2019.html>
- Westerman, D., Spence, P. R., & Van Der Heide, B. (2014). Social media as information source: Recency of updates and credibility of information. *Journal of Computer-Mediated Communication*, 19(2), 171–183. <https://doi.org/10.1111/jcc4.12041>
- Weun, S., Jones, M. A., & Beatty, S. E. (1998). The development and validation of the impulse buying tendency scale. *Psychological Reports*, 82(3 Pt 2), 1123–1133. <https://doi.org/10.2466/pr0.1998.82.3c.1123>
- Wiranata, A. T., & Hananto, A. (2020). Do website quality, fashion consciousness, and sales promotion increase impulse buying behavior of e-commerce buyers? *Indonesian Journal of Business and Entrepreneurship*, 6(1), 74–85.
- Wu, I. L., Chen, K. W., & Chiu, M. L. (2016). Defining key drivers of online impulse purchasing: A perspective of both impulse shoppers and system users. *International Journal of Information Management*, 36(3), 284–296. <https://doi.org/10.1016/j.jinfomgt.2015.11.015>
- Xuanxiaoping, F., Yang, D., & Huang, K. C. (2012). A study of the factors that affect the impulsive cosmetics buying of female consumers in Kaohsiung. *The African Journal of Business Management*, 6(2), 652–657.
- Yadav, M., & Rahman, Z. (2017). Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development & validation. *Telematics and Informatics*, 34(7), 1294–1307. <https://doi.org/10.1016/j.tele.2017.06.001>
- Yadav, R. (2016). Altruistic or egoistic: which value promotes organic food consumption among young consumers? A study in the context of a developing nation. *Journal of Retailing and Consumer Services*, 33, 92–97. <https://doi.org/10.1016/j.jretconser.2016.08.008>

Lampiran 7. Hasil Turnitin

FINAL_SKRIPSI_ERNAWA_BAB_1-5.docx

ORIGINALITY REPORT

16%	17%	16%	13%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to UPN Veteran Yogyakarta Student Paper	2%
2	repository.unissula.ac.id Internet Source	1%
3	Submitted to Universitas Islam Indonesia Student Paper	1%
4	www.econstor.eu Internet Source	1%
5	repository.umsu.ac.id Internet Source	1%
6	Submitted to Universitas Bhayangkara Jakarta Raya Student Paper	1%
7	dspace.uii.ac.id Internet Source	1%
8	Submitted to Universitas Negeri Surabaya The State University of Surabaya Student Paper	<1%

scholar.unand.ac.id