

Original Article

Website Quality, Advertising Appeals, and Sales Promotions: Effects on Hedonic Value and Impulse Buying

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Abstract - This research aimed to investigate how advertisement appeals, and sales promotions moderate the impact of website quality on both the hedonic value and impulse buying behaviors of Shopee website users in Denpasar City. A total of 129 participants were selected using purposive sampling, and data was collected through surveys. The analysis employed Moderated Regression Analysis (MRA) with a Partial Least Square (PLS) approach. The findings of this study demonstrated that each of the variables—sales promotion, advertisement appeals, and website quality—exerted a significant and positive influence on both hedonic value and impulse buying. It is important to note that these conclusions are specific to Shopee platform users; different platforms might yield different results. However, these outcomes contribute valuable empirical insights that can offer practical guidance to companies aiming to understand the impact of hedonic value on user behavior. This research addresses a significant issue within the digital industry and can serve as a foundation for informed decision-making.

Keywords - Advertising appeals, Consumer behavior, Hedonic value, Impulse buying, Sales promotion, Website quality.

1. Introduction

The realm of Information Communication and Technology (ICT) is undergoing rapid escalation driven by the evolution and transformation of social interactions from mass gatherings to virtual platforms (Ahmadi, 2020). According to the Central Bureau of Statistics (2021), in 2020, the internet user population in Indonesia accounted for 72.80% of the total population. This swift technological advancement has led to significant shifts in consumer behavior patterns in the realm of commerce. Initially, purchasing involved in-person, face-to-face transactions; however, the advent of e-commerce has streamlined the buying process, facilitating seamless online transactions (Harahap, 2018).

Notably, e-commerce platforms have emerged as pivotal conduits for online purchases, with Shopee, originating in Singapore and expanding to Indonesia in 2015, ranking as the second-largest e-commerce entity in Indonesia after Tokopedia (Landaoe & Sari, 2018). As reported by CNN Indonesia (2019), Indonesia played a significant role by accounting for approximately 66% of the overall Shopee transactions within Southeast Asia, which equates to a substantial sum of 50.4 trillion rupiah. Shopee has emerged as a remarkable contender in this field, with the potential to solidify its position as a leading player in the Indonesian e-commerce market.

In the arena of e-commerce competition, Shopee strategically engages in marketing communication initiatives aimed at fostering impulsive purchasing behavior. As elucidated by Utami (2014: 50), instant purchases entail decisions executed without antecedent planning, occurring either within a physical store or within the online retail sphere. Noteworthy shifts in shopping tendencies and expenditure patterns, particularly evident in Generation Z, have been underscored by research conducted by the Boston Consulting Group (Ahmed, 2020). Moreover, the Valassis Research Institute's investigation has revealed the substantial influence of various sales promotion stimuli on consumers, particularly those belonging to Generation Z. Notably characterized by hedonistic, consumptive, and discretionary traits, Generation Z manifests a susceptibility to stimuli that allure and induce impulsive buying actions (N. D. Wahyuni, 2017). Hence, in a bid for market dominance, e-commerce platforms are vying to cultivate and amplify impulsive purchasing behaviors among consumers, particularly within the Gen-Z cohort. This research endeavors to delve deeper into the mechanics of this phenomenon.

In alignment with this context, Yarahmadi's research in 2016 substantiates that sales promotion exerts a noteworthy impact on impulsive buying behavior. Sales promotion is a pivotal facet of a company's strategic endeavors to entice consumers to engage with a product or service. Incentives,



exemplified by time-sensitive discounts, impart supplemental value and invigorate consumers to undertake purchases that were hitherto unplanned. Echoing this sentiment, Badgaiyan and Verma (2015) emphasize the affirmative influence of sales promotions on impulsive buying tendencies. Lo et al. (2016), in synthesizing antecedent studies, expound that sales promotion stimuli wield the potential to engender impulsive buying by conferring immediate rewards, thereby evoking a sense of urgency and the fear of missing out.

Empirical evidence from previous inquiries underscores a consistent trend wherein consumers are predisposed to impulsivity upon encountering promotional stimuli for a product (Liao et al., 2009; Tinne, 2011; Virvilaite et al., 2009). Additionally, sales promotion assumes a role within the external framework, which, when integrated into a website, can instill a compulsion to consume (Dawson & Kim, 2010). Akram et al.'s 2018 investigation delves into the interaction between sales promotions and website quality, elucidating its significant moderating effect. This observation aligns harmoniously with findings elucidated by Handayani & Rahyuda (2020) and Wiranata & Hananto (2020). As a result, this research puts forward two hypotheses concerning sales promotion: firstly, it proposes that sales promotion has a favorable impact on impulsive buying behavior; secondly, it suggests that sales promotion acts as a constructive moderator in the relationship between website quality and impulsive buying behavior.

In addition to utilizing sales promotions, another impactful stimulus within marketplaces involves the use of advertisements, a widely employed strategy to encourage consumer purchasing behavior. Advertising plays a significant role in conveying information about products or services offered by companies and organizations, as highlighted by Shimp (2003, as cited in Ida, 2017). Ariani (2016) emphasizes that the primary objective of all advertising formats is to captivate the interest of potential consumers. However, the manner in which online shop advertisements captivate attention diverges from the techniques observed in traditional television media. Television employs video commercials with an average duration of three minutes, while online platforms rely on static visual imagery to showcase their merchandise. Numerous prior investigations have underscored the potency of appealing and emotionally resonant advertisements in augmenting impulsive purchasing tendencies. Correspondingly, research findings indicate that the allure of online store advertisements significantly impacts impulsive buying behavior (Ariani, 2016).

Furthermore, the research conducted by Maulana (2016) supports a significant and positive connection between the appeal of online advertising and impulsive buying inclinations. Consequently, this study introduces two hypotheses concerning the appeal of advertisements: firstly,

that advertising attractiveness exerts a constructive influence on impulsive buying behavior; secondly, that advertising attractiveness functions as a constructive moderator in the intricate interplay between website quality and impulsive buying behavior.

Comprehensive information regarding sales promotions and advertisements within the marketplace will be easily accessible on their website. Essentially, the website serves as the central hub for all marketplace-related information accessible to consumers. As stated in a study by Giao et al. (2020), e-commerce platforms must create an appealing sales website that entices numerous potential buyers to make purchases. The decisions for impulsive online buying are influenced by the visual attractiveness and user-friendliness of the website, which in turn indirectly affects consumer behavior traits (Kim & Lee, 2006).

In another study by Tsao et al. (2016), due to the absence of face-to-face interactions in online shopping, the visual design of the website assumes a pivotal role in ensuring an enjoyable online shopping experience for consumers, thereby potentially influencing buying behavior. The website functions as the primary information repository catering to consumer needs, as highlighted by Akram et al. (2018). In a study by Fauzan & Ute (2021), a high-quality website is one that presents information in a clear, user-friendly, and secure manner, thus contributing to consumer satisfaction with the provided services.

Previous research has highlighted the impact of specific attributes of website quality on impulsive buying tendencies. For instance, Turkyilmaz et al. (2015) revealed a positive link between three dimensions of website quality—entertainment, ease of use, and usability—and online impulsive buying. Similarly, Lin & Lo (2016) identified e-commerce website quality as a significant catalyst for online impulsive buying, driven by increased individual purchasing power. Margaret's (2016) study also concurred that website quality positively influences online impulsive buying. Consequently, this study puts forward a hypothesis suggesting a positive association between website quality and impulsive buying behavior. The outcomes of this research can inform marketplace management decisions, facilitating the enhancement of website quality, advertisements, and sales promotions to stimulate impulsive buying behavior.

2. Literature Review

2.1. Advertising Appeal

Advertising appeal involves a deliberate strategy employed to engage consumers' interest and sway their emotions regarding products, encompassing both tangible goods and intangible services. As elucidated by Wang, Cheng, and Chu (2012, p. 1), the attractiveness of advertising

is designed to incite particular consumer behaviors and mold perceptions regarding the offerings. Within the realm of television advertising, Russell (in Widyatama, 2009, p. 91) outlines key constituents of a potent appeal, including music or jingle, serving as auditory enhancements; storyboard, outlining visual narrative sequencing; copy or script, forming advertisement messaging; endorser, utilizing supportive characters; strapline, encapsulating memorable taglines; and logo, facilitating rapid audience recognition.

Furthermore, Morissan (2010, p. 342) interprets advertising appeal as a mechanism not only capturing attention but also resonating with desires, needs, and curiosities, thereby fostering heightened interest and engagement. This comprehensive understanding underscores the multifaceted role of advertising appeal in forging a compelling connection between products and consumers.

2.2. Impulse Buying

Utami (2017, p. 61) defines impulse buying as the act of making purchase decisions spontaneously, often driven by stimuli encountered within a store setting. Utami (2017, p. 81) further categorizes impulse buying behavior into four distinct types: The first type, known as "Pure Impulse," involves purchases prompted by a genuine interest in a product, often influenced by consumer loyalty to a particular brand. The second category, termed "Reminder Impulse," pertains to purchases that arise from unforeseen needs coinciding with other requirements, without prior planning or inclusion in a shopping list. The third classification, "Suggestion Impulse," occurs when consumers are enticed to try new or unfamiliar products encountered for the first time, driven by a curiosity to experience something novel. The fourth type, labeled "Planned Impulse," describes instances where consumers intentionally deviate from their initial purchasing plans due to unexpected offers or incentives. Utami's delineation of these impulse buying types provides valuable insights into the complex array of consumer behaviors, contributing to a deeper comprehension of how purchasing decisions are influenced in various scenarios.

2.3. Sales Promotion

As detailed by Belch et al. (2020, p. 474), sales promotion involves the direct offering of value or rewards to salespeople, distributors, or final consumers, aiming primarily to stimulate immediate sales. Further elaborating on this concept, Belch et al. (2020, p. 475) classify nine sales promotion strategies that focus on enhancing customer engagement; Sampling involves offering trial portions of products to stimulate purchases; Couponing employs vouchers to facilitate consumer savings during transactions; Free Premium Gifts entice purchases through complimentary or discounted goods; Contest and Sweepstakes engage consumers with opportunities to win cash or prizes; Cash Refund Offers reimburse consumers post-purchase; Bonus Pack offers additional product units at standard prices; Price

Off Deals feature time-limited price reductions; Loyalty Programs reward consistent patronage; and Event Marketing integrates product promotion into events, creating distinctive consumer experiences. These classifications by Belch et al. shed light on the multifaceted approaches that companies employ to cultivate consumer engagement, foster loyalty, and drive sales through innovative sales promotion strategies.

2.4. Hedonic Value

Hedonic value, often referred to as hedonic shopping motivation, encapsulates a consumer-driven behavioral inclination encompassing conscious and reflexive purchase actions, primarily fueled by subjective or emotional perspectives aimed at deriving pleasure (Utami, 2017, p. 59). In alignment with this concept, Utami (2017, p. 60) identifies six distinct dimensions characterizing hedonic shopping motivation. Adventure Shopping entails shopping activities interwoven with adventurous elements, evoking mood elevation and transporting individuals to alternate realms. Social Shopping involves shopping endeavors undertaken for the sheer enjoyment of the process or as a medium for social interactions, often involving friends, family, or other acquaintances.

Role Shopping captures the sentiment of delight, enthusiasm, and satisfaction experienced when shopping for others or seeking the perfect gift. Gratification Shopping revolves around shopping as a remedy to alleviate stress, negative emotions, or as a form of self-indulgence. Idea Shopping encompasses shopping driven by the desire to stay updated on emerging products and innovations within trending domains. Value Shopping constitutes shopping activities aimed at reaping benefits such as discounts or special offers associated with specific products. Utami's comprehensive delineation of these dimensions offers a deeper comprehension of the multifaceted ways in which consumers engage in pleasurable and emotionally driven purchasing behaviors.

2.5. Website Quality

Gregg and Walczak (2010:5) present a succinct definition of website quality as the amalgamation of attributes contributing to its utility for consumers. This definition underscores that website quality indeed encompasses features enhancing its usefulness to users. The multifaceted role of a website transcends information systems and emerges as an interface for vendor interaction, as posited by Gefen et al. (2013). Aladwani and Palvia (2017) emphasize the necessity for organizations to augment information systems functions, particularly to surmount critical challenges for their viability and expansion.

Scholars such as Alshibly and Chiong (2015) underscore the pivotal role of evaluating website quality for e-commerce success, enabling enhancements and a comprehensive

understanding of competitive benchmarks. In the realm of e-commerce, Jiyoung Kim and Lennon (2013) underscore website quality's significance as an intrinsic criterion for consumers to evaluate online retailers. This resonance of quality within websites profoundly impacts consumer behavior, as highlighted by Shin et al. (2013), who associate it with heightened buying interest and motivation for online shopping.

Moreover, Aladwani and Palvia (2017) portray website quality as the way users perceive how effectively a website's features meet their needs. Building on this concept, Polites et al. (2012) conceptualize website quality as a consumer's assessment of a website's overall excellence and its appropriateness for facilitating online transactions. Particularly in the realm of e-commerce, the significance of website quality becomes exceptionally vital due to the relatively low conversion rate from website visitors to actual buyers. This underscores the pressing need to enhance this metric. Consequently, the meticulous consideration of website quality emerges as a pivotal business concern, especially when viewed through an e-commerce lens, where optimizing the visitor-to-purchaser ratio holds significant relevance.

3. Materials and Methods

This research was carried out using an associative research design. The study was conducted in Denpasar City, which serves as the capital and a central hub for various activities such as government, education, trade, healthcare, and urbanization for people from neighboring districts. There are five variables examined in this study. The independent variable is website quality (X_1), while the moderating variables are sales promotion (M_1) and advertising appeal (M_2). The study focuses on two dependent variables: hedonic values (Y_1) and impulse buying (Y_2).

The target population for this research consisted of users of the Shopee website in Denpasar City. The sample size was determined using a multivariate approach, aiming to include 5 to 10 times the number of indicators under study, as suggested by Roscoe in a book referenced from Sugiyono (2017). Accordingly, this study included a total of 129 participants. The selection criteria for the sample included a minimum age of 21 years, prior use of the Shopee website, and residence within Denpasar City.

The data collection in this study was conducted using a questionnaire as the primary tool. To ensure the questionnaire's suitability, it underwent validation and reliability testing. According to Sugiyono (2017), a validity threshold of $r = 0.60$ indicates that the variables in the study are considered valid. Additionally, if the Cronbach's Alpha value exceeds 0.60, the study's variables are deemed reliable.

The research findings were subjected to two main analytical techniques: descriptive and inferential statistical analyses. Descriptive analysis involves explaining and portraying the collected data. In contrast, inferential analysis was performed using the Partial Least Squares (PLS) approach.

4. Results and Discussion

4.1. Empirical Results

The analysis of the respondent's profile revealed that the entire respondent group (100%) fell within the 21-25 years age bracket. The highest level of education achieved was predominantly at the Strata-1 (S_1) level, constituting 87% of the sample, while 11% had completed high school (SMA), and the remaining 2% had education levels beyond Strata-1 ($>S_1$). All respondents, totaling 100%, reported using the Shopee website and being residents of Denpasar City.

Table 1. Characteristics of respondents

No	Indicators	Classification	N	%
1	Age	21-25 years	129	100%
		26-30 years	0	0
		31-35 years	0	0
		36-40 years	0	0
		> 40 years	0	0
		Total	129	100%
2	Education Stage	Elementary	0	0%
		High School	14	11%
		Strata-1 (S_1)	113	87%
		> S_1	2	2%
		Total	110	100%

Outer model analysis serves as a means to assess the effectiveness and quality of the research instrument. This analysis focuses on the outer model, which in turn provides insights into the validity and reliability of the questionnaire employed for data collection.

Table 2. Research cross loading

Variable	Indicator	Loading Factor	Cross Loading
Sales Promotion (M_1)	M1.1	0,836	Valid
	M1.2	0,916	Valid
	M1.3	0,849	Valid
Advertising Appeals (M_2)	M2.1	0,863	Valid
	M2.2	0,816	Valid
	M2.3	0,802	Valid
	M2.4	0,762	Valid
	M2.5	0,835	Valid
	M2.6	0,779	Valid
	M2.7	0,706	Valid
	M2.8	0,783	Valid
Website Quality (X_1)	X1.3	0,719	Valid
	X1.4	0,788	Valid
	X1.5	0,867	Valid
	X1.6	0,840	Valid

Hedonic Value (Y ₁)	Y1.1	0,870	Valid
	Y1.2	0,873	Valid
	Y1.3	0,891	Valid
	Y1.4	0,815	Valid
	Y1.5	0,808	Valid
Impulse Buying (Y ₂)	Y2.1	0,866	Valid
	Y2.2	0,792	Valid
	Y2.3	0,878	Valid
Website Quality × Advertising Appeals		0,922	Valid
Website Quality × Sales Promotion		1,080	Valid

Table 3. Composite reliability

No	Variable	Cronbach's Alpha	Description
1	Advertising Appeals	0,916	Reliable
2	Website Quality	0,818	Reliable
3	Hedonic Value	0,905	Reliable
4	Sales Promotion	0,836	Reliable
5	Impulsive Buying	0,801	Reliable

The cross-loading values for each research indicator have surpassed the 0.6 threshold, confirming the validity of the research indicators. Table 3 demonstrates that the Cronbach's alpha values for each variable are above 0.6,

establishing the reliability of all variables. The assessment of the inner model is performed through bootstrapping, which reveals both the path coefficient values and the r-square values. The r-square value signifies the proportion of influence of the independent variable on the dependent variable, while the path coefficient value indicates the influence between different variables within the model.

Table 4. R-Square values

Variable	R-Square
Impulsive Buying	0,573
Hedonic Value	0,560

The analysis indicates that the R-square value for the impulsive buying variable is 0.573. This finding suggests that 57.30% of the variance in the impulsive buying construct can be accounted for by the variables of website quality, advertising attractiveness, and sales promotion, while the remaining 42.70% of the variance is attributed to factors beyond the scope of the model.

Similarly, for the hedonic value variable, the R-square value is 0.560, implying that the variables examined in this study explain 56% of the variability in hedonic value, while the remaining 44% is influenced by external factors not considered in the model.

Table 5. Path analysis and results of the direct effect hypothesis

	Original Samples (O)	Samples Mean (M)	Standard Deviation (Stdev)	T stat. (O/STDEV)	P Values
Ad. Appeals → Hedonic Value	0,327	0,332	0,086	3,802	0,000
Web Quality → Hedonic Value	0,307	0,306	0,079	3,900	0,000
Sales Promotion → Hedonic Value	0,272	0,268	0,081	3,351	0,001
Mod. Ad. Appeals → Hedonic Value	0,036	0,033	0,088	0,408	0,684
Mod. Sales Promotion → Hedonic Value	-0,015	-0,010	0,094	0,155	0,877
Hedonic Value → Impulse Buying	0,757	0,758	0,041	18,475	0,000

In this study, the significance level (Alpha) was set at 5%. Out of the analyzed relationships, four relationships demonstrated p-values below 0.05, signifying statistical significance. These significant relationships include Advertisement Appeals on Hedonic Value, Web Quality on Hedonic Value, Sales Promotion on Hedonic Value, and Hedonic Value on Impulsive Buying. Additionally, the relationships between Sales Promotion on Impulsive Buying and Hedonic Value on Impulsive Buying were also found to be significant.

However, two relationships yielded p-values above 0.05. Specifically, the interactions between advertisement appeals and website quality in moderating impulsive buying, as well as the role of sales promotion in moderating website quality on impulsive buying, were not found to have a significant impact.

In the analysis of hedonic value concerning impulsive buying, the estimated coefficient value is 0.757 in the original sample (o), with a corresponding p-value of 0.000. This result highlights a statistically significant and positive association between hedonic value and impulsive buying. These findings align with the research conducted by Binar Utami (2016), affirming that hedonic value stands as a principal stimulant in online impulsive buying tendencies.

Similarly, in the context of sales promotion, the estimated coefficient value of 0.272 (original sample, o) with a p-value of 0.001 signifies a noteworthy and positive impact of sales promotion on consumer hedonic value. This aligns with prior research by Akram et al. (2018), Badgaiyan & Verma (2015), and Lo et al. (2016), emphasizing sales promotion's role as a situational factor that incites hedonic behaviors.

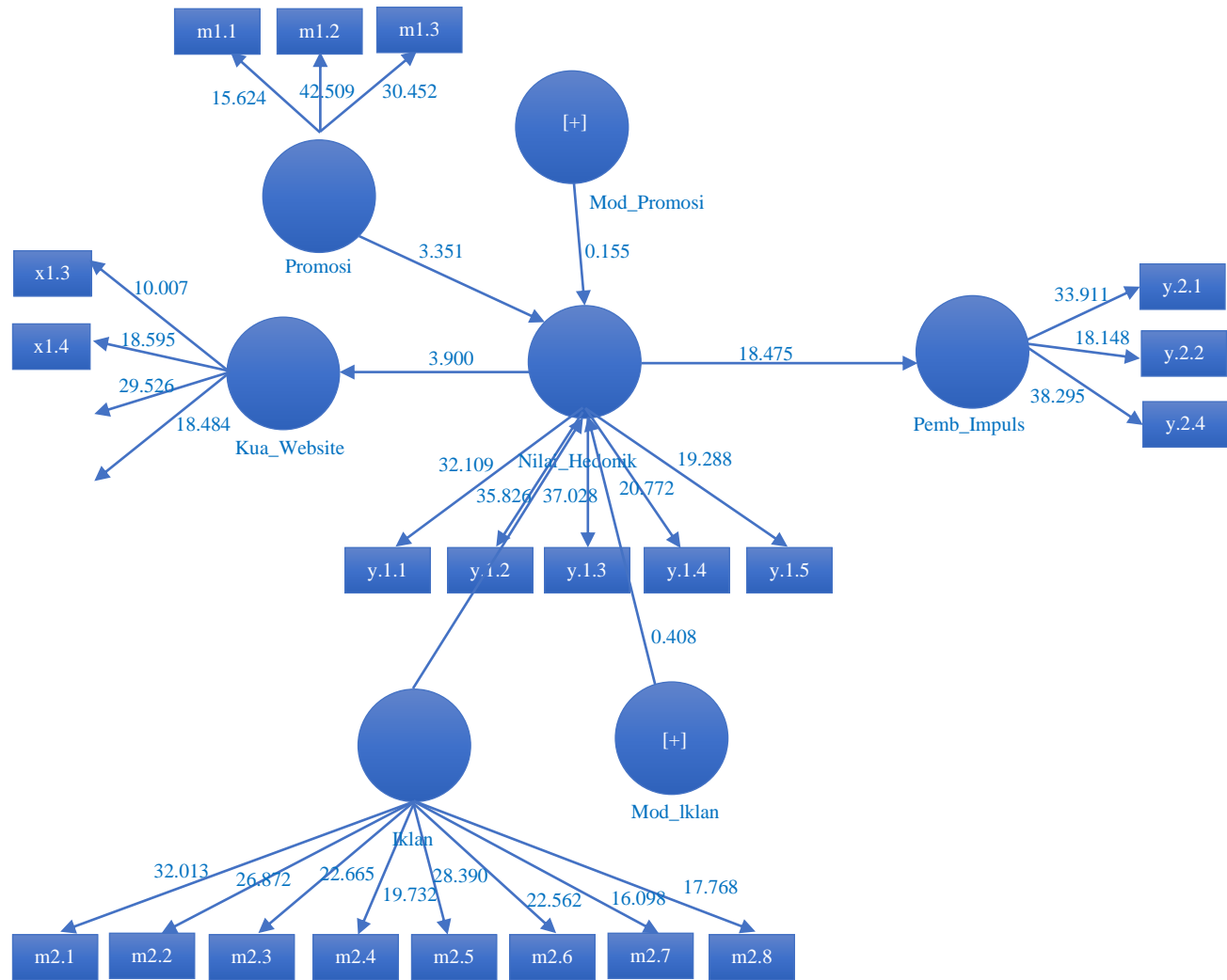


Fig. 1 Path construct

Turning to website quality, the analysis reveals an estimated coefficient value of 0.307 (original sample, o) alongside a p-value of 0.000, signifying a compelling and affirmative link between website quality and hedonic value. These findings corroborate earlier investigations by Febrianti (2016) and Edward (2017), attesting to website quality's role as a stimulus elevating perceived hedonic value. Likewise, the assessment of advertisement appeals demonstrates an estimated coefficient value of 0.327 (original sample, o) with a p-value of 0.000, emphasizing a significant and positive influence of advertisement appeals on hedonic value. These outcomes are in concordance with prior studies by Prajogo & Purwanto (2020) and Moore & Lee (2022), highlighting the potency of advertising's attractiveness in shaping hedonic values through visual appeal, taste, and emotional anticipation.

The analysis of the interaction between advertisement appeals and website quality displays an original sample (o)

coefficient of 0.036, with a corresponding p-value of 0.684. This signifies that advertisement appeals do not have a significant moderating impact on the connection between website quality and impulsive buying. It is worth noting that all respondents in the study belong to Generation Z, and their responses differ from those of earlier generations, particularly in their reactions to advertising.

As evidenced by a 2017 survey conducted by Kantar Millward Brown, Generation Z inhabits a mobile-first and choice-rich environment, rendering them more resistant to conventional advertising influence compared to earlier cohorts. The findings from this study further underscore Generation Z's favorability toward mobile video with rewards and "skip-able pre-rolls," while displaying aversion to intrusive formats like non-skippable pre-rolls and pop-ups. Given the advertising landscape dominated by non-skippable and pop-up ads on platforms like Shopee, respondents perceive these ads as lacking appeal and motivating power.

Generation Z's proclivity lies in personalized content, influencer endorsements, and positive product reviews, eclipsing the efficacy of traditional advertisements.

Generation Z's distinctive preferences and attributes underscore the critical need for tailoring brand messaging and product offerings to align with their evolving demands promptly. As a result, this research brings forth innovative perspectives by revealing that the attractiveness of advertising uniquely enhances the impact of website quality on impulsive buying tendencies. This finding underscores a dynamic interaction between these variables, particularly within the context of Generation Z consumers.

Regarding the interplay between sales promotion and website quality, the calculated coefficient value is -0.015 (original sample, o), accompanied by a p-value of 0.877. This outcome suggests that sales promotion does not play a significant moderating role in influencing the connection between website quality and impulsive buying tendencies. In the realm of Generation Z consumers, research emerges as a predominant behavior, with 46% conducting pre-purchase investigations to scrutinize customer reviews. Furthermore, 30% of Generation Z individuals promptly utilize provided features to voice concerns or discrepancies if a product fails to meet their expectations.

Generation Z's discerning and selective approach to purchase decisions, as elucidated by Prameswari (2018), underscores that sales promotions are merely one facet weighed by consumers, particularly Generation Z, in their shopping deliberations. Husaini's survey findings (2020) highlight ten preeminent features on Shopee, with sales promotions not dominating the top-ranking positions. Hence, it can be deduced that sales promotions do not primarily reinforce the role of website quality in influencing impulsive buying tendencies. Consumers' shopping decisions are influenced by various factors, and the combined effect of numerous features contributes to the influence of website quality. This emphasizes that sales promotions have limited significance in enhancing the relationship between website quality and impulsive buying.

5. Conclusion and Policy Recommendation

Impulsive buying behavior within Shopee website users in Denpasar City is notably influenced by hedonic

motivation, utilitarian motivation, and idea shopping. The propensity for impulsive buying is further accentuated when Shopee presents a high-quality website, encompassing effective design, customer service, and robust security measures. Alongside website quality, other influential factors include advertisement appeals and sales promotions, which play pivotal roles in fostering impulsive buying tendencies. Sales promotions encompassing shopping vouchers, discounts, sweepstakes, and games contribute to this phenomenon.

The synergy between hedonic value and website quality does not significantly enhance the effect of website quality on impulsive buying among Shopee users in Denpasar City. An important discovery is that the appeal of advertising does significantly magnify the impact of website quality on impulsive buying. This is largely attributed to the discerning behavior of Generation Z individuals who are inclined towards personalized content, influencer endorsements, and favorable product reviews, while displaying lower susceptibility to traditional advertising methods.

Conversely, the interplay between sales promotion and website quality does not yield a significant amplification of the effect of website quality on impulsive buying. This highlights that while sales promotions play a role, they do not emerge as the primary driver supporting the dynamic relationship between website quality and impulsive buying. This observation aligns with earlier investigations conducted by Husaini (2020) and Prameswari (2018). These findings underscore the intricate nature of consumer decision-making during shopping, wherein a multitude of variables and attributes collectively shape both website quality and impulsive buying behavior.

In light of these research conclusions, it is recommended that Shopee strategically optimize each variable explored in the study - website quality, sales promotions, and advertisement appeal - to enhance impulsive buying behavior among users in Denpasar City. To effectively attract the Gen-Z demographic, Shopee should design integrated advertisements encompassing essential stimuli acknowledged by this cohort. Moreover, a concerted effort to enhance features beyond sales promotions is advised to bolster website quality and, consequently, elevate impulsive buying behavior.

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