

ABSTRACT

In the digital age and technological advancements, e-commerce platforms like Shopee have changed the way people shop. A pleasant online shopping experience at Shopee can have a big impact on impulsive buying behavior and attitudinal loyalty. This study aims to determine the effect of online customer shopping experience on online impulsive buying through attitudinal loyalty at Shopee in DKI Jakarta Province.

The sampling technique used purposive sampling with certain criteria so as to obtain a total sample of 96 respondents. The type of data used is quantitative data. The data sources used in this study are primary and secondary data. The data collection method used in this study was a questionnaire method. This research data analysis uses descriptive analysis, outer and inner tests, T tests.

The results of the study explain that the functionality aspects of online customers Shopping Experience have a positive effect on online impulsive buying, psychological aspects of online customers Shopping Experience have a positive effect on online impulsive buying, functionality aspects of online customers Shopping Experience have a positive effect on attitudinal loyalty, psychological aspects of online customers Shopping Experience have a positive effect on attitudinal loyalty, functionality aspects of online customers Shopping Experience affect online impulsive buying and attitudinal loyalty, psychological aspects of online customers Shopping Experience affect online impulsive buying and attitudinal loyalty and attitudinal loyalty have a positive effect on online impulsive buying.

Keywords: *Online Customers Shopping Experience, Online Impulsive Buying, Attitudinal Loyalty.*