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The Effect of Impulsive Buying and Perceived Value on Repurchase Intention: The Mediating Role of Customer Loyalty Program and Moderating Role of Satisfying Customer Experience

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ABSTRACT: Based on Stimulus-Organism-Response (S-O-R) theory, this study identifies and empirically tests the effect of impulsive buying and perceived value on intention to install and repurchase intention by using the mediating role of customer loyalty programs and the moderating role of satisfying customer experience to reinforce the positive influence. Data collected from 168 small store owners using the Sahabat Warung shopping application through an online survey were analyzed using structural partial least squares (PLS-SEM) modeling. The results do not confirm the significant impact of impulsive buying but confirm the significant impact of perceived value on the intention to install. Intention to install was found to be strongly correlated with repurchase intention by mediating customer loyalty programs. Moderation of customer loyalty programs reinforces positive influence. The findings inform managers and researchers of the role of perceived value as being stronger than impulsive buying in driving intention to install and repurchase intention.

1. INTRODUCTION

The development of internet technology is currently happening very quickly and influences all aspects of life (Foster & Johansyah, 2019). Various technological activities that have been digitized are not limited to communication (Esarey, 2011), but also occur in economic (Tambunan

& Anwar, 2019), social (Aji, 2016), political (Saud et al., 2020), and education (Akbar, 2016 and Anggraeni, 2017). Worldwide consumer spending on mobile apps is expected to reach US$160 billion soon (Statista, 2020b). The availability of support or facilities from mobile devices for faster connectivity has changed the consumer decision-making process regarding shopping (Faulds et al., 2018; Jebarajakirthy et al., 2021; Cavalinhos, Marques & Salguero, 2021). Most Indonesian people are aware of the importance of technology and digitalization in life (Pilliang, 2012). Increasing public awareness of this technology influences in various ways and one of them is the buying and selling process.

During the Covid-19 pandemic, one of the businesses that continued to grow as the retail business, in this case, sales of goods and services continued to grow with this digital technology. Not only middle and upper trade, but small trade also continues to grow thanks to the support of digital technology, for example, retail stores that carry out sales and purchase transactions of goods. The digital technology referred to here can also be found in electronic devices that we use every day, one of which is mobile devices. In this digital era, humans generally have a new lifestyle that cannot be separated from the mobile devices they use. This technology is a tool that can help most of the human needs in their daily lives, including in the buying and selling process, which thanks to the rapid development of the internet and this technology allows companies and individuals to conduct electronic commerce (e-commerce).

Many companies adopt e-commerce (online shopping) systems in their business transactions. This e-commerce system becomes the company's marketing strategy system, both B2B and B2C. Business to business or B2B are transactions that are carried out electronically or physically and occur between one business entity to another, while Business to Customer or B2C is businesses that provide services or sell goods or services to individual consumers or groups directly. In its development, the e-commerce system is also developing towards a mobile/tablet trading system (m-commerce). This research is limited to B2B marketing strategies, namely by using online shopping applications from stores to companies through Distributors, known as B2B applications, the B2B applications in this study are called "Sahabat Warung".

The Effect of Impulsive Buying and Perceived Value on Repurchase Intention: The Mediating Role of Customer Loyalty Program and Moderating Role of Satisfying Customer Experience

As the popularity of mobile-based shopping continues to grow, a thorough awareness of impulse buying and consumers' perceived value and the consequent impact on their future behavior in a mobile context will benefit research. A recent report by Quartz (2020) has highlighted that consumer preference for mobile app-based shopping has grown significantly. Application installation (intention to install/enrollment) which is getting better is indicated by the first purchase, and then after the first purchase, the repurchase intention/active rate by the consumer or customer becomes the basis for comprehensive analysis and study to determine the success of an application. shopping application. Consumers or customers use their impulse purchases and their perceived value for an application so they want to install the application or also make a repurchase. There is a factor that forms the basis for customers to make repurchases, namely customer loyalty, where the customer loyalty referred to here is online loyalty (intan dewi savila, 2019). The company must be able to maintain customer loyalty through a customer loyalty program.

Research related to mobile shopping applications, namely purchases from stores to distributors, is very rare. This research was conducted on shops that make purchases through a B2B application with the name Sahabat Warung application, which is a shopping application for shops that buy Unilever products. This warung friend application is installed on the shopkeeper's smartphone and can shop anytime and anywhere and goods are sent directly from Unilever distributors. Application registration/use/enrollment of the application which started with the intention to install Sahabat Warung has only been running for less than three years in all stores served by Unilever distributors.

This period is the prime period in increasing the number of stores served by Unilever Indonesia.

Stores that have already installed the application will proceed with the first purchase and continue with the repurchase intention/active rate which is the goal of the company and will become a good habit for store owners in the shopping process. There are many challenges in getting shop owners used to shop through this application, apart from the availability of their own devices or smartphones or also from the culture of shop owners who are still conventional as traditional traders who prefer to order products through salesmen. Technological developments, digitalization, and the internet, support companies to continue to increase the number of stores served by increasing the enrollment and active rate of this application. The Decline in sales and decrease in active rate is a challenge (challenge) of the successful use of this application. Another main objective of this research is to find various application-related variables, situational variables, and characteristics of internal consumers and map their influence on impulse buying and perceived value by m-shoppers.

This research was conducted in the city of Semarang. Semarang is one of the metropolitan cities in Indonesia which is the capital of the province of Central Java. For companies, Semarang is one of the cities that is representative of all regions of Indonesia, which represents big cities, both upper and lower middle class. The city of Semarang is also a center for trade, industry, transportation, and the destination of urbanization for the people of Central Java besides the city of Jakarta and other big cities in Indonesia. The city of Semarang has a very high population density and demographic growth rate and is an urbanization destination. The development of technology, digitalization, and the internet in the city of Semarang has made the city of Semarang a city with high economic competitiveness and a city of the future with a smart economy through good economic growth. From the growth in population and the development of technology and

digitization of the city of Semarang, it is projected that it will also affect the behavior of the people of Semarang in dealing with online trading. Online trade as one of the drivers of the regional economy in this case also includes online purchases from retail shops to companies. In the

Semarang coverage area, it is not only the city of Semarang, but also the districts around Semarang.

The current research is focused on the sales area/coverage area of Semarang, namely focusing on shops that make smaller purchases/small stores, because indeed small stores for companies are stores that make purchases as primary purchases/primary demand capture (table 1). At Unilever Indonesia, there is an electronic route to market (e-RTM) project that focuses on developing distribution systems through digitization or cellular-based applications. This e-RTM project gave birth to the Sahabat Warung application. The e-RTM project is run by an implementation team, namely the SWAT Team whose job is to offer the Sahabat War application to small store owners, where after they want to install the Sahabat War application and are already independent in shopping, the SWAT Team will look for a new store for the same process. The SWAT Team is driving the application installation/enrollment process itself. At this time, the latest data/update per week 3 of 2017 is shop survey data from AC Nielsen, the number of stores in Semarang the Greater is 69,094 stores and in Central Java + the Special Region of Yogyakarta, there are 563,490 stores, data update as of April 2022 (of which there are 14,478 big stores and 8,179 small stores). When compared to the number of stores that have been recorded/served for purchases/covered by Unilever for the Semarang area there are still 22,657 stores or 32.8% vs Ac Nielsen's survey shops in the Greater Semarang area or 4% vs AC Nielsen's survey shops in Central Java + Yogyakarta Special Region. Based on this data, the biggest challenge is how to cover more stores because there are still

opportunities, with a limited number of salesmen, and being able to rely on the Sahabat Warung application as the company's goal. Apart from the challenge of increasing the amount covered through this warung pal application, the number of shops that regularly shop/buy back/active rate is also a challenge where the number is quite large and has continued to increase from month to month since 2021. We can see data on the number of stores that have been inactive in the last three months that did not shop (dormant outlets) which continued to increase from
January 2021 to April 2022, namely from January 2021 it was 4.2% of the outlets covered and in
April 2022 it was as much as 8.56%. The number of transactions also fluctuated up and down from 2021 to April 2022.

Table. 1. The Difference between Small Stores and Big Stores

	Small Stores	Big Stores
Scope	Small Stores with minimum purchase to Unilever Distributors around < Rp 250.000 per week	Big Stores with purchases from Unilever Distributors approx. >250.000 per week
	Independent Shopping through the Sahabat Warung App, educated by the SWAT Team	Shopping is served by salesman and also by the Sahabat Warung app
Sahabat Warung Order Solution	Primary demand capture	Top up demand capture/complementary
Fulfillment Model	Two wheler or three wheler	Van
Promo & Activation	Exclusive promo	Use promo of regular based on channel

Source: e-RTM Project Unilever Indonesia

The population in this study are retail store owners (small stores) who have installed the Sahabat Warung application/enrollment application offered by the SWAT Team and have at least an active rate, namely making purchases at least once a month. The number of small stores in Semarang was 8,179 and 200 people were selected using the Slovin method with random sampling via an online questionnaire, but in this study, researchers obtained a sample of 168 people. The data obtained from the questionnaire was then processed and analyzed using the least squares structural equation modeling technique (PLS-SEM).

2. LITERATURE REVIEW AND THEORETICAL BACKGROUND

2.1 Cognitive Theory

The Cognitive theory describes and explains general aspects of thinking. Cognitivism recognizes the stimulus-response relationship. Humans are active organisms that interpret and even distort the environment. Before giving a response, humans first capture the overall "pattern" of stimuli in meaningful units.

2.2 S-O-R Models

The evolution of the S-O-R theory in psychology began with the work of Thorndike (1989) with The Law of Effect theory or stimulus-response (S-R) theory, which explains that a behavioral response (R) that gives satisfactory results is likely to survive and respond to the same stimulus.
(S). The law of effect assumes that the same stimulus is likely to produce a similar response. Then Woodworth (1918, 1958) refined the conditioned learning theory or S-R behavior model to become the S-O-R model in the books "Dynamic Psychology" and "Behavioral Dynamics". The stimulus-organism-response (S-O-R) framework proposed by Mehrabian and Russell (1974) is one of the most prominent models in environmental psychology. This illustrates the process by which environmental factors (stimuli) affect the internal state of consumers (organisms), which consequently results in approximation or sensing behavior (response).
The S-R model is a conditioned learning approach and explains how to respond to a stimulus; however, the S–O-R model describes how and when to respond to a stimulus (Tan et al., 2019).
For this reason, this study uses the S-O-R framework because it includes human cognition and logical reasoning in the model.

2.3 Impulsive Buying and Perceived Value as Stimulus (S)

Impulse buying is a psychological organism that can be a stimulus to seek a response. Impulse buying or impulse buying tendency is a tendency with a spontaneous and sudden urge to purchase the spot and is also an act on impulse with little conscious consideration or evaluation of consequences (Beatty & Ferrell, 1998, 174). Also added according to Rook & Fisher (1995, 306), show that there is a tendency for consumers to buy spontaneously, non-reflectively, immediately, and kinetically. Impulse buying constructs have been studied extensively in the existing literature, but empirical investigations into the impact of impulse buying on mobile shopping (m-shopping) are just beginning and limited.

The customer's perceived value represents the quality of the product and service sought relative to its price and was found to positively affect the level of customer satisfaction (Hult, Sharma, Morgeson, & Zhang, 2019). Perceived value is consumers' perception of what they get compared to what they have to give up to obtain products and services. Rose, Clark, Samuel & Hair (2012), argued that perceived value/benefit was found to be an important antecedent of customer experience with online retail. Customer perceptions of value and customer service experiences are closely interrelated, as noted by Helkkula and Kelleher (2010). Research in marketing has shown that value is an important measure that constructs prospective responses among consumers, which in parallel justifies the fact that value constructs can be organisms. This study uses impulse buying and perceived value as stimulus variables.

2.4 Intent to install as an Organism (O)

Intention shows how hard people try or how much effort they put into performing a behavior (Ajzen, 1991, 181). Consumer intention to install other mobile shopping applications was chosen as one of the main response variables in this study. This shows the extent to which customers are planning to install other mobile shopping apps shortly, apart from the ones they are already using. The success of the information system can be seen from the use of the system which is an important variable in studies related to information systems called using the system to perform tasks (BurtonJones & Gallivan, 2007, 659). Intention to install as organism variable.

2.5 Intent to Install and Repurchase Intention in Response (R)

This research attempts to build a holistic model of how stimuli and organisms shape repurchase intention in m-commerce. Impulse buying and perceived value as a stimulus in the model (stimulus), thereby influencing the customer to have the intention to install the application on the mobile application (organism). As a result, this model has an impact on the intention to repurchase through the mobile shopping application (response).

3. RESEARCH MODEL AND HYPOTHESIS DEVELOPMENT

3.1 Stimuli and Organisms

The stimulus is the initial phase of the state of the customer's organism and its eventual response behavior and consumption context. The next section outlines the various cues and provides theoretical support for the proposed effects on customers' internal impulse buying states and the perceived value associated with mobile shopping applications.

3.1.1 Impulsive Buying and Intention to Install

Impulsive buying is described as a psychological organism that immediately seeks a response (Liu et al, 2013). Boek et al (2011) have suggested future research to explore the impact of impulse buying on mobile application usage behavior. Rodriguez-Torrico et al (2017) stated that impulsivity was found to be associated with more frequent use of mobile platforms compared to online channels. Thus the impulse purchase will show a tendency for the intention to install the mobile application. Chopdar & Sivakumar (2019) have further demonstrated the beneficial effects of impulsivity on the adoption and use of mobile shopping apps. Tak & Panwar (2017) stated that consumers' tendency towards offers and promotions significantly influences their switch to application-based shopping. Consumers' preference for shopping on mobile platforms is due to their nature, size, and convenience anytime, anywhere (Gao, Waecher, & Bai, 2015; Wang, Malthouse, & Krisnamurthi, 2015). According to Ng (2016) impulsivity is noted to be an important determinant of m-commerce adoption for consumers in China. Impulsivity is related to more frequent use of mobile platforms compared to online channels (Rodriquez-Torrico, Cabezudo, & San-Martin, 2017). The significant positive impact of impulsivity on behavioral intention and usage behavior of mobile shopping apps (Chopdar & Sivakumar, 2019). Thus, the following hypothesis is put forward:

Hypothesis 1. Impulsive Buying has a positive and significant effect on Intention to Install through mobile shopping applications.

3.1.2 Perceived Value and Intention to Install

Perceived value contributes positively to the development of a satisfying overall experience for customers in various offline and online contexts (Jain, Aagja, & Bagdare, 2017). Hult et al (2019) validated that perceived value is a stronger driver of customer satisfaction for online retailers compared to offline retailers. Perceived value is the basis for the intention to install a mobile shopping app because installing is the beginning of discovering the customer's perceived value. Perceived value can be an important driver for customer retention, this research focuses attention on exploring its role in shopping channels which are relatively new on mobile platforms. To that end, the hypothesis is proposed:

Hypothesis 2. Perceived Value has a positive and significant effect on the Intention to Install mobile shopping applications.

3.2 Organisms and Responses

Organisms require internal cognitive and affective processes which are considered intermediate states between stimuli and responses in the S-O-R framework (Fang et al, 2017). In this study, we have considered impulsivity and perceived value as an organism, whereas Intention to Install and Repurchase Intention as a Response.

3.2.1 Intention to Install and Customer Loyalty Program

Intention to Install directly will encourage the company to provide a Customer Loyalty Program, as per company policy. An understanding of online sales is that there should be promos so that sales are maintained and sustained. The tendency for this promo to continue to be available is greater at the start of a new application enrollment and also to maintain customer purchases. To that end, the following hypothesis is proposed:

Hypothesis 3. Intention to Install has a positive and significant effect on Customer Loyalty Programs through mobile shopping applications.

3.2.2 Customer Loyalty Program and Repurchase Intention

Customer Loyalty Programs positively influence repurchase intentions (Kuo, Wu, & Deng, 2009; Lin & Wang, 2006). This customer loyalty program will directly increase the intention of customers to make online purchases. To that end, marketers must focus on value drivers to facilitate the repeated use of technology-enabled products and services. This customer loyalty program is a dominant factor to increase customer satisfaction and will continue to make purchases online. To that end, the following hypothesis is proposed:

Hypothesis 4. Customer Loyalty Program has a positive and significant effect on Repurchase Intentions through mobile shopping applications.

3.3 Mediating Variables: Customer Loyalty Program

The customer loyalty program is the dominant or key factor to mediate the intention to install a mobile shopping application against the intention to repurchase. In addition, impulse buying and perceived value have an influence on customer loyalty programs through the mediation of intention to install. To that end, the following hypothesis is proposed:

Hypothesis 5a. Impulsive Purchase has a positive and significant effect on the Customer Loyalty Program through Intention to Install as a mediating variable.

Hypothesis 5b. Perceived Value has a positive and significant effect on the Customer Loyalty Program through Intention to Install as a mediating variable.

Hypothesis 5c. Intention to Install has a positive and significant effect on Repurchase Intention through the Customer Loyalty Program as a mediating variable.

3.4 Moderating Variable: Satisfying Customer Experience

A pleasant, easy and reliable shopping experience is to satisfy customers. Customer satisfaction will give a sense of loyalty to products and services. Loyalty to the use of mobile shopping applications (online) is different from offline loyalty. The most significant reason customers make purchases online is that it is easier and the other main reason is because of discounts. Customer loyalty in this mobile shopping application is realized by the existence of a customer loyalty program.

The customer loyalty program referred to here is an application incentive that refers to exclusive offers and discounts provided by m-retailers to reward users who download their applications and make in-app purchases (Dale, White, Mitchell, & Faulkner, 2019). Leading online retailers provide offers and discounts exclusively on their mobile apps, known as app-only offers, which are accessible to mobile users and act as an incentive for consumers to install and purchase through the app. Transaction-prone consumers are willing to turn to app-based shopping to benefit from various promotional offers offered exclusively to them. There is a general trend that consumers prefer promotions and offers to save money and derive value from online transactions. Money savings resulting from sales promotions and discounts are a significant component of the utilitarian value that consumers obtain on online trading platforms (Chiu, Wang, Fang, & Huang, 2014). Likewise, Liu et al (2015) suggest that perceived monetary savings from m-coupons is reported to be strongly associated with perceived consumer value from m-coupon applications. Putting more emphasis on the study Fang, Zhao, Wen, & Wang (2017) have called for research on the impact of app reward systems on consumer engagement behavior. This customer loyalty program will certainly enable customers to always make repurchases through mobile shopping applications. This customer loyalty program provides value that is felt by customers and can be realized. Based on these findings the following hypothesis is proposed:

Hypothesis 6a. The impact of Impulsive Purchase on the Intention to Install is positively moderated by Satisfying Customer Experiences.

Hypothesis 6b. The impact of Perceived Value on the Intention to Install is positively moderated by a Satisfying Customer Experience.

Hypothesis 6c. The impact of the Intention to Install on a Customer Loyalty Program is positively moderated by a Satisfying Customer Experience.

Hypothesis 6d. The Impact of a Customer Loyalty Program on Repurchase Intentions is positively moderated by a Satisfying Customer Experience.

4. RESEARCH METHODS

4.1 Instruments and Measurements

The survey questionnaire given for this study consisted of two independent variables, one mediating variable, one moderating variable, and one dependent variable. All items measuring various constructs were adopted from validated measures from previous studies, based on relevant reviews. Prior to the survey, some of the questionnaire items were slightly modified to suit the background of this study in consultation with the research supervisor. A 5-point Likert scale (1=disagree, 5=strongly agree) was adopted to measure various indicators. Appendix I presents the details of the measured construction.

In this study, the type of data used is primary data. The data collection technique that the researcher chose was a questionnaire. The questionnaire, which the researcher administered, consisted of three parts. The first part is the screening test, used to select whether respondents fit the researcher's criteria. The second part is the respondent's thoughts about the four variables to be examined: impulse purchase, perceived value, intention to install, customer loyalty program, and repurchase intention. The third part is information about the respondent's identity which includes gender, age, last education, stores covered by Unilever distributors, turnover of purchases to Unilever distributors, as well as the frequency of using the application.

4.2 Process of sampling and data collection

Data collection in this study used an online survey method using an online Typeform. We use the online survey with support from the SWAT Team in the Semarang area, by providing a survey link to small store owners during their visit to the store. The survey was conducted from October 5, 2022, to November 23, 2022. The number of shop owners collected in this survey was 168 stores.

4.3 Analysis

The partial least squares structural equation modeling (PLS-SEM) approach was applied to analyze the conceptual framework. The measurement model (outer model) tests the reliability and validity of the measures of all latent constructs, while the structural model (inner model) assesses the relationship between latent constructs for hypothesis testing. Smart-PLS 3 (Ringle et al., 2015) was used as a software to perform statistical analysis. The PLS approach is preferred and suggested by Hair et al. (2014) due to the exploratory character of the current research. In addition, due to its distribution-free nature, PLS prefers non-parametric multigroup analysis for group comparisons (Henseler, 2012).

5. RESULTS

The details of the demographics of the sample members and their use attributes are presented as follows: The sample consists of 23.6% male and 76.3% female respondents. The highest number of respondents was in the age group of 36–45 years, followed by the age group of 26–35 years.

Regarding their education, the majority of the sample members graduated from high school (66.3%), followed by junior high school (15.4%) and a bachelor's degree (11.8%). Most of the respondents had shopped through the warung stall application with frequency more than once, namely 86.3% of respondents, followed by one-time shopping (8.2%), while they had never used the warung stall application but it had been offered by the SWAT Team as much as 6.3 %. Nearly 90% of respondents have used a shopping app more than once, making our sample appropriate for the current study and contributing to the validity of the findings.

5.1 Evaluation of the Outer Model

The reliability and validity of the various constructs used were assessed first. The value of Cronbach's Alpha and Composite Reliability is greater than 0.70, indicating that the construction is Reliable. Loading Factor and Average Variance Extracted (AVE) were examined to assess convergent validity. All loadings were reported to be greater than 0.70, whereas the AVE score was greater than 0.50 as suggested by (Hair et al. 2010). It can be concluded from Table 1, that all measures used in this study meet

the criteria of convergent reliability and validity. Following Fornell and Larcker (1981), the square root of the AVE of each construct was compared with its correlation with other constructs to confirm discriminant validity.

Table 2. Psychometric properties of measures

Construct	Items	Loadings	AVE	CR	Cronbach's alpha
Impulse Buying (IB)	IB1	0,872	0,761	0,905	0,846
	IB2	0,850			
	IB3	0,895			
Perceived Value (PV)	PV1	0,907	0,792	0,938	0,912
	PV2	0,906			
	PV3	0,846			
	PV4	0,900			
Intention to Install (ITI)	ITI1	0,876	0,697	0,873	0,784
	ITI2	0,879			
	ITI3	0,743			
Customer Loyalti Program (CLP)	CLP1	0,926	0,895	0,962	0,941
	CLP2	0,957			
	CLP3	0,955			
Satisfying Customer Experience (SE)	SE1	0,942	0,917	0,978	0,970
	SE2	0,965			
	SE3	0,970			
	SE4	0,953			
Repurchase Intention (RIT)	RIT1	0,759	0,759	0,904	0,838
	RIT2	0,925			
	RIT3	0,920			

Note: AVE = average variance extracted. CR = Composite realiability.

5.2 Evaluation of the Inner Model

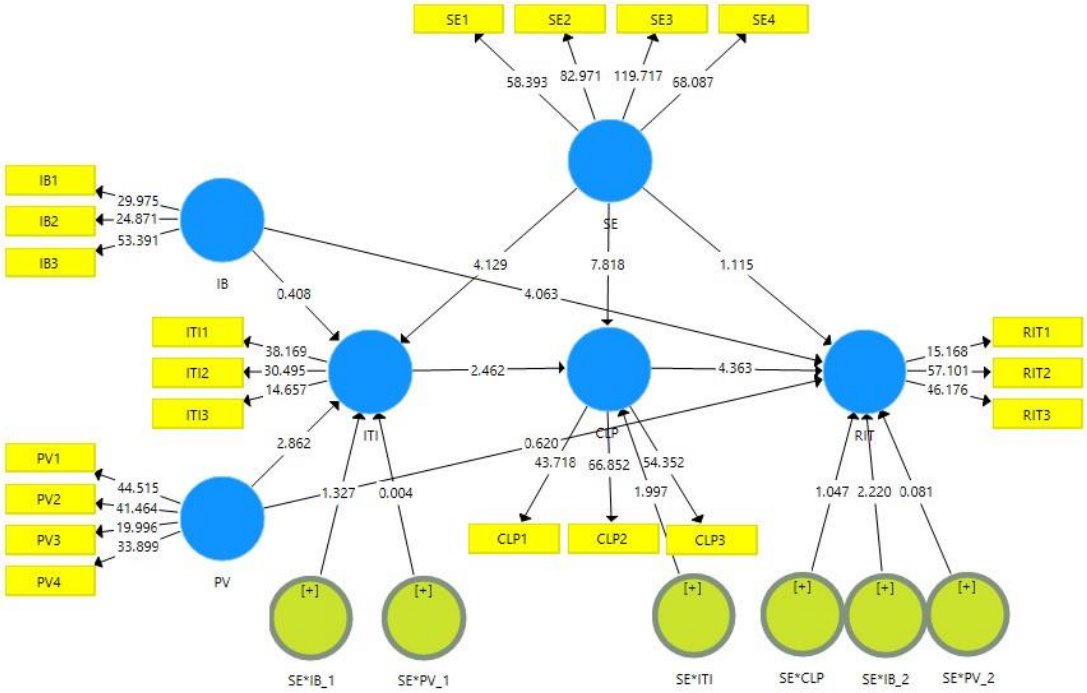
The PLS-SEM algorithm is run to get estimates for hypothesis testing. A non-parametric bootstrap procedure was performed to assess the significance of the PLS-SEM results (Davison and Hinkley, 1997). The results are presented in Figure 1. The R-Square value in table 3 shows that the R-Square value for the endogenous variable Intention to Install is 84.9% influenced by the exogenous variables Impulsive Purchase and Perceived Value, while 15.1% is influenced by other factors outside the variables studied. Likewise, for the Customer Loyalty Program endogenous variable of 63.2% is influenced by the exogenous Intention to Install variable, while another 36.8% is influenced by other factors outside the variables studied. Likewise, for the endogenous variable Repurchase Intention, 71.9% is influenced by the exogenous variable Customer Loyalty Program, while another 28.1% is influenced by other factors outside the variables studied. In the model fit (model goodness-of-fit) in table 4, the NFI value is 0.81 which is greater than 0.67 and indicates a strong goodness-of-fit model of 81%.

In table 5 we can see the relationship between variables and the significant influence between variables. Impulse Buying (IB) has a t-statistic of 0.410 and a p-value of 0.682. To be able to say the relationship between variables is significant if the t-statistic value is above 1.96 and the p-value is below 0.05. In the table, we see that Impulsive Buying has no significant relationship to Intention to Install because the t-statistic value is below 1.96 and the p-value is above 0.05, for that hypothesis 1 is rejected. Perceived Value (PV) has a positive and significant relationship to

Intention to Install (ITI), with a t-statistic value of 2.806 above 1.96 and a p-value of 0.005 below 0.05, for that hypothesis 2 is accepted. Intention to Install has a positive and significant relationship to the Customer Loyalty Program (CLP) with a t-statistic value of 2.443 above 1.96 and a p-value of 0.015 below 0.05, so hypothesis 3 is accepted. The Customer Loyalty Program has a positive and significant relationship to Repurchase Intention (RIT) with a t-statistic value of 4.453 above 1.96 and a p-value of 0.000 below 0.05, so hypothesis 4 is accepted.

In table 6 we can see that the Impulsive Purchase (IB) variable has no significant effect on the Customer Loyalty Program (CLP) variable through the Intention to Install (ITI) variable, with a tstatistic of 0.367 less than 1.96 and a p-value of 0.714 greater of 0.5, so hypothesis 5a is rejected. The variable Perceived Value (PV) has a positive and significant influence on the Customer Loyalty Program (CLP) variable through the Intention to Install (ITI) variable, with a t-statistic of 1.966 greater than 1.96 and a p-value of 0.050 of 0.05, so hypothesis 5b is accepted. The Intention to Install (ITI) variable has a positive and significant influence on the Repurchase Intention (RIT) variable through the Customer Loyalty Program (CLP) variable, with a t-statistic of 1.964 greater than 1.96 and a p-value of 0.050 of 0.05, so hypothesis 5c is accepted.

In the moderation test, both the relationship between the variable Impulse Purchase (IB) and Intention to Install (ITI) is moderated by Satisfying Customer Experience (SE), and the relationship between the variable Perceived Value (PV) and Intention to Install (ITI) is moderated by Satisfying Customer Experience (SE), as well as the relationship between Customer Loyalty Program (CLP) variables on Repurchase Intention (RIT) moderated by Satisfying Customer Experience (SE), no significant effect, where the t-statistic value is below 1.96 and the p-value is above 0.5, so hypotheses 6a, 6b, and 6d are rejected. Meanwhile, the relationship between Intention to Install (ITI) and Customer Loyalty Program (CLP) variables is moderated by Satisfying Customer Experience (SE), where the t-statistic is 1.987 above 1.96 and the p-value is 0.047 below 0.05, so hypothesis 6c received.



Gambar 1 Output Bootsraping Non-parametrik

Table 3. R Square

	R Square	R Square Adjusted
CLP	0,849	0,846
ITI	0,632	0,621
RIT	0,719	0,707

Table 4. Model Fit

	Saturated Model	Estimated Model
SRMR	0,066	0,068
d_ULS	0,905	0,957
d_G	0,817	0,857
Chi-Square	727,136	703,134
NFI	0,810	0,816

Table 5. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
CLP -> RIT	0,536	0,551	0,120	4,453	0,000
IB -> ITI	0,027	0,020	0,065	0,410	0,682
IB -> RIT	0,200	0,200	0,049	4,060	0,000
ITI -> CLP	0,138	0,140	0,057	2,443	0,015
PV -> ITI	0,378	0,368	0,135	2,806	0,005
PV -> RIT	0,071	0,057	0,113	0,630	0,529
SE -> CLP	0,714	0,714	0,092	7,790	0,000
SE -> ITI	0,490	0,488	0,122	4,018	0,000
SE -> RIT	0,126	0,132	0,113	1,116	0,264
SE*CLP -> RIT	-0,064	-0,049	0,060	1,069	0,285
SE*IB_1 -> ITI	0,124	0,138	0,092	1,353	0,176
SE*IB_2 -> RIT	0,110	0,104	0,050	2,208	0,027
SE*ITI -> CLP	-0,108	-0,110	0,055	1,987	0,047
SE*PV_1 -> ITI	0,000	-0,016	0,083	0,004	0,997
SE*PV_2 -> RIT	-0,007	-0,016	0,082	0,082	0,935

Table 6. Specific Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
IB -> ITI -> CLP	0,004	0,003	0,010	0,367	0,714
PV -> ITI -> CLP	0,052	0,050	0,027	1,966	0,050
SE -> ITI -> CLP	0,068	0,068	0,034	2,004	0,045
SE*IB_1 -> ITI -> CLP	0,017	0,019	0,015	1,128	0,259
SE*PV_1 -> ITI -> CLP	0,000	-0,003	0,013	0,004	0,997
IB -> ITI -> CLP -> RIT	0,002	0,002	0,006	0,336	0,737
PV -> ITI -> CLP -> RIT	0,028	0,028	0,016	1,738	0,082
SE -> ITI -> CLP -> RIT	0,036	0,038	0,022	1,679	0,093
SE*IB_1 -> ITI -> CLP -> RIT	0,009	0,010	0,009	1,029	0,303
ITI -> CLP -> RIT	0,074	0,078	0,038	1,964	0,050
SE*PV_1 -> ITI -> CLP -> RIT	0,000	-0,002	0,008	0,003	0,997
SE -> CLP -> RIT	0,383	0,391	0,092	4,176	0,000
SE*ITI -> CLP -> RIT	-0,058	-0,062	0,036	1,619	0,105

To summarize the results, Perceived Value (PV) was found to be the most prominent driver of Intention to Install (ITI) of Sahabat Warung app compared to Impulsive Purchase (IB), however, Impulse Purchase has a direct significant effect on Repurchase Intention (RIT). While Intention to Install (ITI) is a positive and significant mediation for the Perceived Value of Customer Loyalty Programs (CLP), however, it is not the same as Impulsive Buying of Customer Loyalty Programs. The Customer Loyalty Program mediates a positive and significant relationship between the Intention to Install and Repurchase Intention. On the other hand, the relationship between Intention to Install and Customer Loyalty Program variables are moderated by Satisfactory Customer Experience (SE), in contrast to other moderating factors, namely from Impulsive Purchases on Intention to Install, from Perceived Value of Intention to Install, and Customer Loyalty Programs on Repurchase Intentions.

6. DISCUSSION AND IMPLICATIONS

6.1 Discussion

Building on the S-O-R foundation, this research empirically validates the conceptual framework by identifying various drivers of consumer Impulse Purchases and Perceived Value associated with mobile shopping applications. As a result predicting intention to install, customer loyalty program, and repurchase intention through the mobile shopping application in this study is the Sahabat Warung application. This study identified two stimuli on the intention to install namely; Impulse buying and perceived value. Previous research by Chopdar (2022) made impulsiveness a mediating variable but suggested that further research to examine the moderating role of customer loyalty programs and customer experience to reduce the possible adverse consequences of impulsivity in the model. So this research uses the moderating role of a pleasant customer experience. Researchers use the role of the customer loyalty program as a mediating variable through research suggestions from Savila (2019) who use online loyalty as a mediation of the multichannel integration variable on repurchase intentions. The findings reveal that perceived value has the strongest effect on the intention to install, but not on repurchase intention. Thus, supporting the findings of Davis and Sajtos (2009) but not validating the results of Zhou et al. (2010).

As a result, consumer impulse purchases were not found to be a strong determinant for the intention to install and for the customer loyalty program. There are no previous empirical clues about the response to impulsivity. However, impulsive buying in this study supports Zhang (2007) who predicts that impulsivity can generate positive purchase intentions, in line with the direct relationship between impulsive buying and repurchasing intention in this study. This is supported by Floh's research (2013) that impulse buying behavior is caused by browsing variables in the online shopping media itself. Previous research has supported that perceived value can respond well to creating experiences (Chen & Chen, 2010) and other sustainable actions such as loyalty and ongoing engagement (Floh, Zauner, Koller, & Rusch, 2014; Kim, Lin, Sung et al ., 2013), but not directly with repurchase intentions. In line with previous research also from Se Hun Lim (2017) it was stated that impulse buying is very closely related to consumers' willingness to return goods or the tendency to return goods, giving a message to e-commerce companies to be more careful in using consumer impulse purchases for promotions. business. This research empirically supports and expands on previous literature by finding that perceived value can encourage repurchase intention and is influenced by satisfying positive experiences and repurchase intention. Furthermore, the positive impact of satisfying experience as a moderator and repurchase intention has provided a new perspective for academics and practitioners.

Regarding the moderating effect of satisfactory customer experience, strengthening the effect of perceived value on install intention, this is in line with previous findings that perceived value was found to have a stronger positive impact on install intention and customer loyalty programs. The customer loyalty program is a determining factor in purchases through online shopping applications so that it effectively mediates the intention to install against the intention to repurchase.

This study, which is built on the S-O-R theory, explores the factors that arouse the intention to install applications that are most strongly influenced by perceived value, but impulsive purchases also have an influence on the intention to repurchase. This is because impulsive buying is positively correlated with mobile phone overuse and early adoption of mobile shopping apps (Vinayak and Malhotra, 2017; Chopdar and Sivakumar, 2019), it positively influences users' repurchase intentions with apps (Chopdar and Balakrishnan, 2020). The results of this study not only confirm the findings of Chopdar and Balakrishnan, 2020) but also extend them, where impulse buying and perceived value are independent variables as a cause of the intention to install a mobile shopping application.

Existing literature has demonstrated behavioral intention as the main determinant of mobile shopping app usage behavior (Chopdar et al., 2018), the current findings establish a strong correlation between install intention and repurchase intention, through customer loyalty programs as mediates. It should also be noted that in previous studies, both Chopdar et all (2020 & 2022), the impulsiveness variable and the perceived value variable are mediating variables, while in this study they are independent variables based on the research of Se Hun Lim et all (2017), where impulsive buying is as the independent variable.

6.2 Implications

Some further managerial implications are derived from this research. Based on the findings, the owner of the Sahabat Warung application, namely Unilever Indonesia, needs to focus on variables, namely the perceived value to trigger an intention to install the application for Sahabat Warehouse, a small store owner. Besides that, companies must also remain focused on customer loyalty programs as a strong factor to further strengthen repurchase intentions, besides that companies must also increasingly explore satisfying customer experiences to further strengthen the effect of perceived value on intentions to install the Sahabat Warung application. Impulse buying plays a big role when customers are getting used to using the Sahabat Warung application and increasing their repurchase intention. However, it needs to be investigated further what are the dominant factors for shop

owners to make repeat purchases and buy regularly. The satisfying customer experience here also needs to be studied again for which factors can be improved from which side.

Apart from that, application owners also have to rely more on the customer loyalty program to increase the frequency of small store purchases, moreover, this customer loyalty program is a

mediator, because both promos and special customer programs further strengthen the intensity of shop owner repurchases through the Sahabat Warung application.

Regarding the perceived value, Users of the Sahabat Warung shopping application conclude that the perceived benefits and application-specific offers outweigh the perceived costs, thereby adding more value to shopping on the Sahabat Warung application. However, what the application owner needs to pay attention to is related to the slow loading of the application which involves the large memory capacity required for this application, for this reason, efforts must be made to make it more suitable for all smartphone shops owners.

Despite a significant contribution to the mobile shopping literature, some limitations of this work provide opportunities for improvement in the future. First, a cross-sectional study design may not reflect a causal relationship. Therefore, future longitudinal studies with consumer panels will minimize self-report bias and provide more actionable findings. Furthermore, the existence of moderating or mediating variables needs to be re-examined whether the customer loyalty program is a moderator or even an independent variable. Furthermore, other variables can be examined in future studies, namely as in previous studies, variables such as perceived utility, product variety, hedonic motivation, personalization, visual appeal, contextual offers, application incentives, and sources of communication or pleasant experiences can be included.

Furthermore, since this research is not limited to a particular product category, future research may replicate it on different product categories to gain better insights into the behavior of productspecific m-shoppers. In addition, this study only uses customer loyalty programs as a mediating variable. So investigating age, the differential effects of product involvement, product types, personality traits, and cultural variables can yield interesting results. Finally, this research predicts the shop owner's intention to repurchase through the Sahabat Warung shopping application, with the independent variables of impulse buying and perceived value, proving that apart from being a mediating variable, it can also be an independent variable in proving the S-O-R model itself, in Subsequent studies, can be used as relevant variables according to research problems and research sources.

7. CONCLUSION

Triggered by the exponential increase in the use of mobile commerce applications, this study attempts to gain a better understanding of the intention to install, customer loyalty programs, and repurchase intentions of users of mobile shopping applications. The S-O-R model is used as a theoretical foundation to identify the various drivers of impulse buying and the perceived value associated with store owners' intentions to install and repurchase intentions. Perceived value was found to be a strong predictor of intention to install, whereas impulse buying did not have a strong relationship to intention to install, but had a direct relationship to repurchase intention. Based on a sample of 168 small store owners as users of the Sahabat Warung shopping application in Semarang, this research confirms that perceived value positively influences the intention to install from store owners and confirms the customer loyalty program as a mediator. Given the rich findings and subsequent discussion of this research, both academics and practitioners will be interested in exploring innovative ways to enhance the satisfying experience of future buyers, especially through this m-commerce.

Appendix A. Constructs, Indicators, and Sources Impulsive Buying. Rook and Fisher (1995).

When I shop using the best friend stall application, I often buy things spontaneously (outside of the original plan).

When I use the best friend warung shopping app, I often buy things without thinking about it.

When using the shop buddy shopping application, sometimes I feel like I want to buy things suddenly.

Perceived Value. Yang et al. (2015).

Considering the costs, risks and benefits, I think the Sahabat Warung app is invaluable.

Apart from the time, effort, and money that I have to spend, the best friend shop shopping application is useful for me.

There are benefits that outweigh the downsides of the Sahabat Warung shopping app.

Overall, using the Sahabat Warung shopping app gives me a good score.

Intention to Install. Tseng and Teng (2014).

(For potential users of the Sahabat Warung application or already using it) After I have been given an explanation by the SWAT Team, I will install the Sahabat Warung shopping application and make purchases.
(For potential users of the Sahabat Warung application or already using it) After I have been given an explanation by the SWAT Team, I will consider installing the Sahabat Warung application and I will use it.
(For potential users of the Sahabat Warung application or already using it) After I was given an explanation by the SWAT Team, I plan to install the Sahabat Warung shopping application in addition to other applications (other principals) that I use.

Repurchase Intentions. Khalifa and Liu (2007).
I anticipate to repurchase in the near future via the best friend warung shopping app.
I will likely repurchase in the near future through the Sahabat Warung shopping app.
I hope to repurchase in the near future via the best friend warung shopping app.

Satisfying Experience. Calvo and Levy (2015). Wu (2011). Fan et al (2010).
The experience I had with the Sahabat Warung shopping app was very satisfying.
In general, I am satisfied with the way the shopping application for Warung Friends makes transactions.
In general, I am satisfied with the service I received from the best friend shop shopping application.
I'm glad I bought from the best friend shop shopping app.

Customer Loyalty Program/Application Incentives. Young Kim and Kim (2004). Ho, Ho, and Tan (2017).
The Sahabat Warung shopping application offers membership/application user benefits.
The Sahabat Warung shopping application offers coupons that can be exchanged for its users.
The Sahabat Warung shopping application offers discount benefits to its users.

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