

The Influence of Digital Customer Experience, Online Interaction, and Product Benefit on Impulsive Buying Through Emotional Value in Shopee Mall (A Case Study of Jiniso Women's Fashion Consumers on Shopee Mall in Sidoarjo)

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Abstract: *This study aims to analyze the influence of Digital Customer Experience, Online Interaction, and Product Benefit on Impulsive Buying through Emotional Value among Jiniso women's fashion consumers on Shopee Mall in Sidoarjo Regency. This study employed a quantitative approach using Partial Least Squares Structural Equation Modeling (PLS-SEM). Data were collected from 100 respondents selected through purposive sampling using a 5-point Likert scale questionnaire and analyzed using SmartPLS 4. The results show that Digital Customer Experience, Online Interaction, and Product Benefit have positive and significant effects on Emotional Value and Impulsive Buying. Emotional Value also has a positive and significant effect on Impulsive Buying. Furthermore, Emotional Value partially mediates the relationships of Digital Customer Experience, Online Interaction, and Product Benefit with Impulsive Buying. All ten proposed hypotheses (H1–H10) were supported. These findings indicate that positive digital experiences, effective online interactions, and perceived product benefits contribute to emotional value, which is associated with consumers' impulsive buying behavior.*

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Introduction

The development of digital technology has shifted people's consumption patterns from conventional transactions to e-commerce-based transactions (Hamacher & Buchkremer, 2022). According to Forbes Advisor (2024), the value of global e-commerce transactions is projected to reach USD 6.3 trillion in 2024. We Are Social (2024) also reports that the number of global internet users has exceeded 5.3 billion people, indicating the rapid growth of the digital economy. This phenomenon has also occurred in Indonesia, where the value of e-commerce

transactions has continued to increase in recent years. The rapid growth of e-commerce in Indonesia has intensified competition among marketplace platforms. Marketplaces such as Shopee, Lazada, Blibli, Tokopedia, and TikTok Shop continue to compete by developing digital features and marketing strategies to attract consumers (Hamami et al., 2025). The competition has also encouraged marketplaces to improve user experience, payment methods, and promotional programs to strengthen their competitiveness in the Indonesian e-commerce market (Hartono et al., 2023). Furthermore, the increasing value of e-commerce transactions has motivated marketplace platforms to continuously innovate and maintain their competitive positions in the digital market (Indriastuti et al., 2024). Based on the Top Brand Awards 2025, Shopee achieved the highest Top Brand Index of 39.30%, demonstrating its strong position in the Indonesian e-commerce market

Shopee's growth is also supported by the presence of Shopee Mall, which provides products from official brands and verified distributors, thereby guaranteeing product authenticity and quality (BFI Finance, 2025). The presence of Shopee Mall also increases consumer trust by offering a safer and more reliable online shopping experience. This condition is particularly relevant to the women's fashion category, where consumers pay close attention to product authenticity, quality, and brand credibility. Women's fashion products are among the most popular categories in e-commerce transactions. Unlike other primary needs, fashion purchases are influenced not only by functional benefits but also by aesthetic appeal, trends, lifestyle, and personal preferences. Vinish et al. (2020) explain that the visual characteristics of fashion products make consumers more responsive to digital stimuli during the online shopping process. These characteristics increase consumers' tendency to engage in impulsive buying (Bakar et al., 2025). In addition, various promotional features provided by Shopee enrich consumers' digital shopping experiences. Promotional programs such as flash sales, vouchers, free shipping, product recommendations, customer reviews, and shopping campaigns create attractive shopping stimuli (Fadilah et al., 2025). These promotional strategies can also generate a sense of urgency and encourage consumers to make spontaneous purchasing decisions (Jailani, 2025).

One factor that can influence impulsive buying is digital customer experience, which is the consumer's experience while interacting with a digital platform. Ease of navigation, visual appearance, completeness of information, transaction security, and personalization can create a positive shopping experience (Susilawati et al., 2024). Furthermore, online interaction through chat, Q&A, reviews, and Shopee Live features can increase consumer engagement and trust (Busalim et al., 2019). Afifah et al. (2023) showed that online interaction has a positive effect on impulsive buying. Product benefit factors are also important because perceptions of product quality, design, benefits, and suitability can increase consumer confidence in making a purchase (Wijoyo & Cindy, 2024).

The relationship between these three factors and impulsive buying can be explained through emotional value, which refers to feelings of pleasure, comfort, satisfaction, and enthusiasm that arise during the shopping process. A positive digital customer experience can create an enjoyable shopping experience and enhance consumers' emotional value (Susilawati

et al., 2024). Responsive online interaction can increase consumer engagement and trust, which ultimately encourages impulsive buying (Afifah et al., 2023). In addition, product benefits that meet consumers' needs and expectations can increase consumers' confidence and satisfaction in making online purchases, thereby strengthening the emotional value they experience (Wijoyo & Cindy, 2024). Furthermore, various stimuli encountered during the online shopping process can trigger impulsive buying behavior (Valentina & Sanistasya, 2024). Real-time interactions on digital platforms also influence impulsive buying behavior through consumers' psychological aspects (Sanjaya et al., 2025). Moreover, promotional stimuli, such as flash sales, can encourage consumers to make spontaneous purchasing decisions (Ramadhan & Wardi, 2025). However, most previous studies have primarily focused on the direct effects of digital customer experience, online interaction, and product benefits on impulsive buying. These studies have not extensively integrated these three variables with emotional value as a mediating variable within a single research model.

Based on this gap, this study uses Jiniso as its object because it is a women's fashion brand with an official store on Shopee Mall and actively utilizes promotions, vouchers, reviews, and interactive features. The study focused on female consumers in Sidoarjo who purchased Jiniso products through Shopee Mall. This research is important to analyze the influence of digital customer experience, online interaction, and product benefits on impulsive buying through emotional value as a mediating variable. The results are expected to contribute to understanding the emotional mechanisms of digital consumer behavior and provide input for Jiniso and e-commerce players in creating a more effective shopping experience.

Research Methods

This study uses a quantitative approach with a research design to analyze the influence of Digital Customer Experience, Online Interaction, and Product Benefit on Impulsive Buying with Emotional Value as a mediating variable. The study was conducted on Shopee Mall consumers who had purchased Jiniso brand women's fashion products in the Sidoarjo Regency area. The study population was all consumers whose number was not known with certainty (infinite population). The sample was determined using the Lemeshow formula and obtained 96.04 which was then rounded up to 100 respondents. The sampling technique used purposive sampling with the criteria of female respondents aged at least 17 years, domiciled in Sidoarjo, and had purchased Jiniso products through Shopee Mall at least twice.

Data collection was conducted through a closed questionnaire using Google Form with a five-level Likert scale, containing statements regarding Digital Customer Experience, Online Interaction, Product Benefit, Emotional Value, and Impulsive Buying. The collected data were then selected, tabulated, and analyzed using the Partial Least Square–Structural Equation Modeling (PLS-SEM) approach with the help of SmartPLS. The analysis included descriptive statistics, evaluation of the outer and inner models, R-Square testing, f-Square testing, model fit, and hypothesis testing using the bootstrapping method. Direct and indirect effects were assessed based on the path coefficient, t-statistic, and p-value, with the significance criteria of t-statistic > 1.96 and p-value < 0.05.



Results and Discussion

Outer Model or Measurement Model Evaluation

1. Convergent Validity

Convergent validity is the outer model evaluation stage which is used to assess the indicator's ability to represent the construct being measured. (Hair et al., 2021) states that convergent validity testing is based on outer loading and Average Variance Extracted (AVE) values. A construct is considered to meet convergent validity if it has an outer loading value ≥ 0.70 and an AVE > 0.50 . Based on these criteria, this study evaluates convergent validity using both tests.

a. Outer Loading

Table 1. Outer Loading

Variables	Indicator	Outer Loading	Information
<i>Digital Customer Experience(X1)</i>	X1.1.1	0.892	Valid
	X1.1.2	0.871	Valid
	X1.2.1	0.916	Valid
	X1.2.2	0.755	Valid
	X1.3.1	0.806	Valid
	X1.3.2	0.904	Valid
	X1.4.1	0.890	Valid
	X1.4.2	0.864	Valid
	X1.5.1	0.863	Valid
	X1.5.2	0.904	Valid
	X1.6.2	0.872	Valid
	X1.7.1	0.885	Valid
	X1.7.2	0.859	Valid
<i>Online Interaction (X2)</i>	X2.1.1	0.901	Valid
	X2.1.2	0.891	Valid
	X2.2.1	0.891	Valid
	X2.2.2	0.896	Valid
	X2.3.1	0.898	Valid
	X2.3.2	0.893	Valid
	X2.4.1	0.873	Valid
<i>Product Benefit (X3)</i>	X3.1.1	0.782	Valid
	X3.1.2	0.881	Valid
	X3.2.1	0.715	Valid
	X3.2.2	0.892	Valid
	X3.3.1	0.895	Valid
	X3.3.2	0.895	Valid
<i>Impulsive Buying (Y)</i>	Y1.1.1	0.856	Valid
	Y1.1.2	0.874	Valid
	Y1.2.1	0.800	Valid
	Y1.2.2	0.885	Valid
	Y1.3.1	0.789	Valid

Variables	Indicator	Outer Loading	Information
<i>Emotional Value</i> (M)	Y1.3.2	0.789	Valid
	Y1.4.1	0.824	Valid
	Y1.4.2	0.805	Valid
	M1.1.1	0.865	Valid
	M1.1.2	0.879	Valid
	M1.2.1	0.884	Valid
	M1.2.2	0.785	Valid
	M1.3.1	0.885	Valid
	M1.3.2	0.711	Valid

Data processing using SmartPLS version 4.1.1.8 revealed that all indicators for each construct recorded outer loading values above the minimum threshold of 0.70. Therefore, all indicators met convergent validity criteria, making them valid for representing the constructs being measured and suitable for use in subsequent analysis.

b. *Average Variance Extracted(AVE)*

Table 2. Average Variance Extracted (AVE)

Variables	Average Variance Extracted (AVE)	Information
<i>Digital Customer Experience(X1)</i>	0.755	Valid
<i>Online Interaction (X2)</i>	0.795	Valid
<i>Product Benefit(X3)</i>	0.716	Valid
<i>Impulsive Buying(Y)</i>	0.687	Valid
<i>Emotional Value(M)</i>	0.701	Valid

Data processing using SmartPLS version 4.1.1.8, the AVE value of the Digital Customer Experience variable reached 0.755, Online Interaction reached 0.795, Product Benefit 0.716, Impulsive Buying 0.687, and Emotional Value reached 0.701. Because all AVE values are above 0.50, each construct has met the criteria for convergent validity. This shows that the AVE value exceeds 0.50 indicates that each construct is able to explain more than 50% of the variance of the indicators that form it.

2. *Discriminant Validity*

The assessment of discriminant validity in the PLS-SEM model was carried out using 2 techniques, *Heterotrait-Monotrait Ratio(HTMT)* and *Fornell-Larcker Criterion*. Both techniques are used in research to evaluate the level of *discriminant validity* on all constructs analyzed.

a. *Heterotrait-monotrait ratio(HTMT)*

Table 3. Heterotrait-monotrait ratio (HTMT) List

Variable Relationship	HTMT Value	Information
X1 ↔ X2	0.528	Valid
X1 ↔ X3	0.455	Valid
X1 ↔ Y	0.716	Valid
X1 ↔ M	0.736	Valid



X2 ↔ X3	0.515	Valid
X2 ↔ Y	0.698	Valid
X2 ↔ M	0.688	Valid
X3 ↔ Y	0.697	Valid
X3 ↔ M	0.717	Valid
Y ↔ M	0.833	Valid

Data processing using SmartPLS version 4.1.1.8, the HTMT value between constructs ranged from 0.455 to 0.833. The analysis results showed that the highest HTMT value was obtained in the relationship between variables M and Y, which was 0.833, while the lowest value was found in the relationship between X1 and X3, which was 0.455. There were no pairs of constructs that had HTMT values exceeding the limit of 0.90, so that all constructs were declared to have met the requirements of discriminant validity. These results show that each latent variable is able to represent its respective construct differently, so that the measurement model can be declared suitable for use.

b. Fornell-Larcker Creterion

Table 4. Fornell-Larcker Creterion

	X1	X2	X3	M	Y
X1	0.869				
X2	0.512	0.892			
X3	0.433	0.483	0.846		
M	0.697	0.645	0.662	0.837	
Y	0.693	0.669	0.655	0.786	0.829

Data processing using SmartPLS version 4.1.1.8, the results of the Fornell-Larcker Criterion show that the root AVE values for constructs M, X1, X2, X3, and Y are 0.837, 0.869, 0.892, 0.846, and 0.829, respectively. All of these values are higher than the correlation coefficients with other constructs in the corresponding rows and columns. This condition indicates that each construct meets discriminant validity, so it is able to represent a concept that is different from other constructs. Therefore, the outer model in this study has met the Fornell-Larcker Criterion criteria.

3. Reliability

The construct reliability in the PLS-SEM approach is evaluated using two measures, namely *Composite Reliability* and *Cronbach's Alpha*, which shows the level of internal consistency of a construct. The criteria for a construct with a good level of reliability is if the value *Composite Reliability* and *Cronbach's Alpha* exceeding 0.70. Based on these criteria, this study uses these two measures as a basis for evaluating the reliability of all the constructs analyzed.

a. *Composite Reliability***Table 5. Composite Reliability**

Variables	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Information
Digital Customer Experience(X1)	0.974	0.976	Reliable
Online Interaction(X2)	0.958	0.965	Reliable
Product Benefit (X3)	0.925	0.938	Reliable
Impulsive Buying(Y)	0.940	0.946	Reliable
Emotional Value (M)	0.923	0.933	Reliable

Data processing using SmartPLS version 4.1.1.8, All constructs have a Composite Reliability (rho_c) value greater than 0.70, namely Digital Customer Experience reaching 0.976, Online Interaction reaching 0.965, Product Benefit reaching 0.938, Impulsive Buying reaching 0.946, and the Composite Reliability (rho_a) value in all constructs has also exceeded the minimum limit of 0.70, with a value range between 0.923 to 0.974. These findings indicate that each construct has adequate internal consistency, so that its constituent indicators are able to represent latent variables stably. Based on these results, all constructs meet the reliability requirements and can be used in the next stage of analysis.

b. *Cronbach's Alpha***Table 6. Cronbach's Alpha**

Variables	Cronbach's Alpha	Information
Digital Customer Experience(X1)	0.973	Reliable
Online Interaction (X2)	0.957	Reliable
Product Benefit(X3)	0.919	Reliable
Impulsive Buying(Y)	0.935	Reliable
Emotional Value(M)	0.913	Reliable

Data processing using SmartPLS version 4.1.1.8, the Cronbach's Alpha value of the Digital Customer Experience variable reached 0.973, Online Interaction reached 0.957, Product Benefit reached 0.919, Impulsive Buying reached 0.935, and Emotional Value reached 0.913. These results show that the indicators in each construct have good consistency in measuring latent variables. Therefore, the research instrument has met the reliability requirements.



Inner Model Evaluation

1. R– Square

Table 7. R Square Test Results

Variables	R-Square	R-Square Adjusted
<i>Impulsive Buying(Y)</i>	0.724	0.712
<i>Emotional Value(M)</i>	0.691	0.682

Source: Data processing using SmartPLS version 4.1.1.8

Based on Table 7, the R-Square value for the Impulsive Buying variable reached 0.724, which shows that Digital Customer Experience, Online Interaction, and Product Benefit were able to explain the variation in Impulsive Buying reaching 72.4%, while 27.6% was explained by other factors outside the model. Based on(Hair et al., 2021), this value is in the moderate category. Furthermore, the R-Square value for the Emotional Value variable reached 0.691, indicating that Digital Customer Experience, Online Interaction, and Product Benefit were able to explain the variation in Emotional Value reaching 69.1%, while 30.9% was explained by other factors outside the model. Based on(Hair et al., 2021), this value is included in the Moderate category.

2. F-Square

Table 8. Test Results F Square

Relationship Between Variables	F-Square	Information
Digital Customer Experience (X1) → Impulsive Buying (Y)	0.131	Little Influence
Online Interaction (X2) → Impulsive Buying (Y)	0.107	Little Influence
Product Benefit (X3) → Impulsive Buying (Y)	0.108	Little Influence
Digital Customer Experience (X1) → Emotional Value (M)	0.373	Big Influence
Online Interaction (X2) → Emotional Value (M)	0.147	Moderate Influence
Product Benefit (X3) → Emotional Value (M)	0.299	Moderate Influence
Emotional Value (M) → Impulsive Buying (Y)	0.100	Little Influence

Based on Table 8, the F-Square value shows the magnitude of the influence of each variable on the affected variable. The highest F-Square value is found in the relationship between Digital Customer Experience (X1) and Emotional Value (M) reaching 0.373, which shows a large influence. Furthermore, the relationship between Online Interaction (X2) and Emotional Value (M) reaches 0.147 and Product Benefit (X3) and Emotional Value (M) reaches 0.299, showing a moderate influence. Meanwhile, the relationship between Digital Customer Experience (X1), Online Interaction (X2), Product Benefit (X3), and Emotional Value (M) and Impulsive Buying (Y) each has an F-Square value of 0.131, 0.107, 0.108, and 0.100,

respectively, so it is included in the small influence category. Thus, the magnitude of the influence between variables in this study varies, namely consisting of small, medium, and large categories according to the criteria.(Hair et al., 2021).

3. Fit Model

Table 9. Fit Model

	<i>Saturated model</i>	<i>Estimated model</i>
SRMR	0.059	0.059
NFI	0.772	0.772
D_ULS	2,821	2,821
D_G	2,412	2,412
Chi_square	1096,303	1096,303

Source: Data processing using SmartPLS version 4.1.1.8

Based on the model fit evaluation results in Table 9, the Standardized Root Mean Square Residual (SRMR) value reached 0.059. This value is below the 0.08 limit, indicating that the model has met the good fit criteria. Meanwhile, the Normed Fit Index (NFI) value reached 0.772, indicating that the model's fit level is classified as good because its value is relatively close to 1. Based on these two indicators, it can be concluded that the structural model in this study has an adequate level of fit, making it suitable for use as a basis for further analysis and hypothesis testing.

Hypothesis Testing

1. Path Coefficient

Table 10. Results of Hypothesis Testing via Path Bootstrapping Coefficient

Connection Inter-Causal Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Note
<i>Digital Customer Experience → Impulsive Buying</i>	0.267	0.265	0.079	3,386	0.001	Positive and Significant
<i>On line Interaction → Impulsive Buying</i>	0.228	0.227	0.069	3,312	0.001	Positive and Significant
<i>Product Benefits→ Impulsive Buying</i>	0.232	0.230	0.077	3,017	0.003	Positive and Significant
<i>Digital Customer Experience → Emotional Value</i>	0.408	0.405	0.066	6,169	0.000	Positive and Significant
<i>On line Interaction→ Emotional Value</i>	0.263	0.264	0.069	3,826	0.000	Positive and Significant
<i>Product Benefits →</i>	0.358	0.363	0.071	5,026	0.000	Positive and Significant



<i>Emotional Value</i>						
<i>Emotional Value</i> → <i>Impulsive Buying</i>	0.299	0.305	0.103	2,912	0.004	Positive and Significant

2. Direct Effect Testing

Direct effect testing is conducted to evaluate whether exogenous variables have a direct influence on endogenous variables in the research model. According to (Hair et al., 2021) This analysis was conducted using the PLS-SEM approach through a bootstrapping procedure, taking into account the original sample value (O), t-statistics, and p-values. At a significance level of 5% ($\alpha = 0.05$), the hypothesis is supported if the t-statistics value is above 1.984 and the p-value is below 0.05. In addition to being used to test significance, the original sample value (O) also functions to show the direction of the relationship between variables. A positive coefficient indicates a positive relationship, while a negative coefficient indicates a negative relationship. A summary of the results of the direct effect test in this study is presented in Table 11.

Table 11. Results of the Direct Influence Hypothesis Test (*Direct*)

Connection Causal between Variables	Mobile phone	Direction	Original Sample (O)	T Statistics	Table	P Value	Note
<i>Digital Customer Experience</i> → <i>Impulsive Buying</i>	H1	+	0.267	3,386	1,984	0.001	Positive and Significant
<i>On line Interaction</i> → <i>Impulsive Buying</i>	H2	+	0.228	3,312	1,984	0.001	Positive and Significant
<i>Product Benefits</i> → <i>Impulsive Buying</i>	H3	+	0.232	3,017	1,984	0.003	Positive and Significant
<i>Digital Customer Experience</i> → <i>Emotional Value</i>	H4	+	0.408	6,169	1,984	0.000	Positive and Significant
<i>On line Interaction</i> → <i>Emotional Value</i>	H5	+	0.263	3,826	1,984	0.000	Positive and Significant

Connection Causal between Variables	Mobile phone	Direction	Original Sample (O)	T Statistics	Table	P Value	Note
Product Benefits Emotional Value	→ H6	+	0.358	5,026	1,984	0.000	Positive and Significant
Emotional Value → Impulsive Buying	H7	+	0.299	2,912	1,984	0.004	Positive and Significant

Based on the test results in Table 11, the relationship between Digital Customer Experience and Impulsive Buying produces a t-statistic value of 3.386, which is higher than the t-table value of 1.984. In addition, the original sample value reached 0.267 with a p-value of 0.001 (<0.05). These results indicate that Digital Customer Experience has a positive and significant influence on Impulsive Buying. This finding indicates that increasing the quality of the digital experience felt by consumers while shopping for women's fashion products at Shopee Mall can encourage an increase in impulsive buying tendencies. Therefore, H1 is declared accepted.

The test results in Table 11 also show that online interaction has a positive and significant effect on impulsive buying. This is indicated by the t-statistic value reaching 3.312, which exceeds the t-table value of 1.984, with the original sample value reaching 0.228 and a p-value reaching 0.001 (<0.05). These findings indicate that the better the quality and intensity of interactions between consumers and sellers, the greater the likelihood of consumers making impulsive purchases. Thus, H2 is accepted.

Based on Table 11, the t-statistics value for the direct influence between Product Benefit on Impulsive Buying reached 3.017, above the t-table value of 1.984. The original sample value reached 0.232 and the p-value reached 0.003 (<0.05), indicating that Product Benefit had a positive and significant effect on Impulsive Buying. This means that the higher the product benefits perceived by consumers, whether functional, emotional, or social benefits, the greater the consumer's tendency to make impulsive purchases. Thus, H3 is accepted.

Based on Table 11, the t-statistics value for the direct effect between Digital Customer Experience and Emotional Value reached 6.169, above the t-table value of 1.984. The original sample value reached 0.408 and the p-value reached 0.000 (<0.05), indicating that Digital Customer Experience has a positive and significant effect on Emotional Value. This shows that a good digital experience during the shopping process can create feelings of happiness, comfort, and satisfaction in consumers. Thus, H4 is accepted.

Based on Table 11 shows that the t-statistics value for the direct effect of Online Interaction on Emotional Value reaches 3.826, higher than the t-table value of 1.984. The original sample value reaches 0.263 and the p-value reaches 0.000 (<0.05), indicating that Online Interaction has a positive and significant effect on Emotional Value. This means that the better the quality of online interaction perceived by consumers, the higher the emotional value formed during the shopping process. Thus, H5 is accepted.

Based on Table 11, the t-statistics value for the direct effect between Product Benefit and Emotional Value reached 5.026, above the t-table value of 1.984. The original sample value



reached 0.358 and the p-value reached 0.000 (<0.05), indicating that Product Benefit had a positive and significant effect on Emotional Value. This shows that the product benefits perceived by consumers can increase positive feelings, satisfaction, and emotional interest in women's fashion products purchased through Shopee Mall. Thus, H6 is accepted.

Based on Table 11, the t-statistics value for the direct influence between Emotional Value on Impulsive Buying reached 2.912, above the t-table value of 1.984. The original sample value reached 0.299 and the p-value reached 0.004 (<0.05), indicating that Emotional Value has a positive and significant effect on Impulsive Buying. This means that the higher the emotional value felt by consumers during the shopping process, the greater the consumer's tendency to make purchases, including impulsive purchases. Thus, H7 is accepted.

3. Indirect Effect Testing

Table 12. Results of the Hypothesis Test of Indirect Influence Testing ((Indirect))

<i>Path Coefficient</i>	Original Sample (o)	T Statistics ((O/STDEV))	Table	P Value	Note
<i>Digital Customer Experience(X1) → Emotional Value (M) → Impulsive Buying (Y)</i>	0.122	2,557	1,984	0.011	Positive and Significant
<i>Online Interaction(X2) → Emotional Value (M) → Impulsive Buying(Y)</i>	0.079	2,153	1,984	0.031	Positive and Significant
<i>Product Benefit(X3) → Emotional Value (M) → Impulsive Buying(Y)</i>	0.107	2,554	1,984	0.011	Positive and Significant

Based on the test results in Table 12, the t-statistics value reached 2.557, which is greater than the t-table value of 1.984, with the original sample value reaching 0.122 and the p-value reaching 0.011 (<0.05). These results show that Digital Customer Experience has a positive and significant indirect effect on Impulsive Buying through Emotional Value as a mediating variable. This finding indicates that Emotional Value can be a mediator in the relationship between Digital Customer Experience and Impulsive Buying. Therefore, hypothesis H8 is declared accepted.

Based on Table 12, Online Interaction has a positive and significant indirect effect on Impulsive Buying through Emotional Value as a mediating variable. This is indicated by the t-statistic value reaching 2.153, above the t-table of 1.984, with the original sample value reaching 0.079 and a p-value reaching 0.031 (<0.05). Thus, it can be concluded that Emotional Value is able to significantly mediate the relationship between Online Interaction and Impulsive Buying.

Based on Table 12, Product Benefit has a positive and significant indirect effect on Impulsive Buying through Emotional Value as a mediating variable. This is indicated by the t-

statistic value reaching 2.554, above the t-table of 1.984, with the original sample value reaching 0.107 and p-value reaching 0.011 (<0.05). Thus, it can be concluded that Emotional Value is able to significantly mediate the relationship between Product Benefit and Impulsive Buying.

Hypothesis Testing Results

First Statistical Hypothesis

The influence of Digital Customer Experience on Impulsive Buying among Jiniso women's fashion consumers at Shopee Mall in the Sidoarjo region is proven to be positive and significant. The first hypothesis stating that "it is suspected that Digital Customer Experience has a significant influence on Impulsive Buying among Jiniso women's fashion consumers at Shopee Mall in the Sidoarjo region" is proven true. This is supported by the t-statistics value above from the t-table (1.984) which shows a significant influence. Thus, it can be concluded that Digital Customer Experience has a positive and significant influence on Impulsive Buying. Based on this, H1 is accepted.

Second Statistical Hypothesis

The influence of Online Interaction on Impulsive Buying among Jiniso women's fashion consumers at Shopee Mall in the Sidoarjo region was proven positive and significant. The second hypothesis which states that "it is suspected that Online Interaction has a significant influence on Impulsive Buying among Jiniso women's fashion consumers at Shopee Mall in the Sidoarjo region" was proven true. This is supported by the t-statistics value above from the t-table (1.984) which shows a significant influence. Thus, it can be concluded that Online Interaction has a positive and significant influence on Impulsive Buying. Based on this, H2 is accepted.

Third Statistical Hypothesis

The influence of Product Benefit on Impulsive Buying among Jiniso women's fashion consumers at Shopee Mall in the Sidoarjo region was proven positive and significant. The third hypothesis which states that "Product Benefit is suspected to have a significant influence on Impulsive Buying among Jiniso women's fashion consumers at Shopee Mall in the Sidoarjo region" was proven true. This is supported by the above t-statistics value from the t-table (1.984) which shows a significant influence. Thus, it can be concluded that Product Benefit has a positive and significant influence on Impulsive Buying. Based on this, H3 is accepted.

Fourth Statistical Hypothesis

The influence of Digital Customer Experience on Emotional Value among Jiniso women's fashion consumers at Shopee Mall in the Sidoarjo area was proven to be positive and significant. The fourth hypothesis, which states that "Digital Customer Experience is suspected to have a significant influence on Emotional Value among Jiniso women's fashion consumers at Shopee Mall in the Sidoarjo area," was proven true. This is supported by the t-statistics value above from the t-table (1.984), which shows a significant influence. Thus, it can be concluded that Digital Customer Experience has a positive and significant influence on Emotional Value. Based on this, H4 is accepted.



Fifth Statistical Hypothesis

The influence of Online Interaction on Emotional Value among Jiniso women's fashion consumers at Shopee Mall in the Sidoarjo region was proven to be positive and significant. The fifth hypothesis, which states that "it is suspected that Online Interaction has a significant influence on Emotional Value among Jiniso women's fashion consumers at Shopee Mall in the Sidoarjo region," was proven true. This is supported by the t-statistics value above from the t-table (1.984), which shows a significant influence. Thus, it can be concluded that Online Interaction has a positive and significant influence on Emotional Value. Based on this, H5 is accepted.

Sixth Statistical Hypothesis

The influence of Product Benefit on Emotional Value of Jiniso women's fashion consumers at Shopee Mall in the Sidoarjo area was proven to be positive and significant. The sixth hypothesis which states that "Product Benefit is suspected to have a significant influence on Emotional Value of Jiniso women's fashion consumers at Shopee Mall in the Sidoarjo area" was proven true. This is supported by the t-statistics value above from the t-table (1.984) which shows a significant influence. Thus, it can be concluded that Product Benefit has a positive and significant influence on Emotional Value. Based on this, H6 is accepted.

Seventh Statistical Hypothesis

The influence of Emotional Value on Impulsive Buying among Jiniso women's fashion consumers at Shopee Mall in the Sidoarjo region was proven positive and significant. The seventh hypothesis which states that "it is suspected that Emotional Value has a significant influence on Impulsive Buying among Jiniso women's fashion consumers at Shopee Mall in the Sidoarjo region" was proven true. This is supported by the t-statistics value above from the t-table (1.984) which shows a significant influence. Thus, it can be concluded that Emotional Value has a positive and significant influence on Impulsive Buying. Based on this, H7 is accepted.

Eighth Statistical Hypothesis

The influence of Digital Customer Experience on Impulsive Buying through Emotional Value on Jiniso women's fashion consumers at Shopee Mall in the Sidoarjo area is proven to be positive and significant. The eighth hypothesis which states that "it is suspected that Digital Customer Experience has a significant influence on Impulsive Buying through Emotional Value on Jiniso women's fashion consumers at Shopee Mall in the Sidoarjo area" is proven true. This is supported by the t-statistics value above from the t-table (1.984) thus showing a significant mediation effect. Thus, it can be concluded that Emotional Value is able to significantly mediate the influence of Digital Customer Experience on Impulsive Buying. Based on this, H8 is accepted.



Ninth Statistical Hypothesis

The influence of Online Interaction on Impulsive Buying through Emotional Value on Jiniso women's fashion consumers at Shopee Mall in the Sidoarjo region is proven to be positive and significant. The ninth hypothesis which states that Online Interaction has a significant influence on Impulsive Buying through Emotional Value on Jiniso women's fashion consumers at Shopee Mall in the Sidoarjo region is proven true. This is supported by the t-statistics value above from the t-table (1.984) thus showing a significant mediation effect. Thus, it can be concluded that Emotional Value is able to significantly mediate the influence of Online Interaction on Impulsive Buying. Based on this, H9 is accepted.

Tenth Statistical Hypothesis

The influence of Product Benefit on Impulsive Buying through Emotional Value on Jiniso women's fashion consumers at Shopee Mall in the Sidoarjo area is proven to be positive and significant. The tenth hypothesis which states that "it is suspected that Product Benefit has a significant influence on Impulsive Buying through Emotional Value on Jiniso women's fashion consumers at Shopee Mall in the Sidoarjo area" is proven true. This is supported by the t-statistics value above from the t-table (1.984) thus showing a significant mediation effect. Thus, it can be concluded that Emotional Value is able to significantly mediate the influence of Product Benefit on Impulsive Buying. Based on this, H10 is accepted. After conducting the hypothesis test, the following conclusions can be drawn:

Table 13. Hypothesis Test Results

	Hypothesis	Information
H1	<i>Digital Customer Experience</i> has a positive and significant effect on Impulsive Buying.	Accepted
H2	<i>Online Interaction</i> has a positive and significant effect on Impulsive Buying	Accepted
H3	<i>Product Benefit</i> has a positive and significant effect on Impulsive Buying.	Accepted
H4	<i>Digital Customer Experience</i> has a positive and significant effect on Emotional Value.	Accepted
H5	<i>Online Interaction</i> has a positive and significant effect on Emotional Value.	Accepted
H6	<i>Product Benefit</i> has a positive and significant effect on Emotional Value.	Accepted
H7	<i>Emotional Value</i> has a positive and significant effect on Impulsive Buying.	Accepted
H8	<i>Digital Customer Experience</i> has a positive and significant effect on Impulsive Buying through Emotional Value.	Accepted
H9	<i>Online Interaction</i> has a positive and significant effect on Impulsive Buying through Emotional Value.	Accepted
10	<i>Product Benefit</i> has a positive and significant effect on Impulsive Buying through Emotional Value.	Accepted

Conclusion and Recommendation

Based on the research results, it can be concluded that Digital Customer Experience, Online Interaction, and Product Benefit have a positive and significant effect on Impulsive Buying and Emotional Value in Jiniso product consumers on Shopee Mall. In addition,



Emotional Value has a positive and significant effect on Impulsive Buying, which shows that positive experiences, good interactions, and product benefits can create feelings of pleasure, comfort, satisfaction, and interest, thus increasing the tendency for consumers to make spontaneous purchases. Emotional Value is also proven to partially mediate the influence of Digital Customer Experience, Online Interaction, and Product Benefit on Impulsive Buying. Thus, the better the digital experience, online interactions, and product benefits perceived by consumers, the higher the emotional value formed and the greater the tendency for impulsive buying.

Based on the research results, marketing practitioners and the Jiniso Official Store on Shopee Mall are advised to improve the quality of the digital experience by presenting more complete, clear, and attractive product information, strengthening service personalization, and maintaining product quality that suits consumer needs. The speed and quality of communication through chat features and interactive services also need to be improved to create better relationships with consumers and strengthen emotional value. In addition, Jiniso needs to maintain relevant and attractive product presentations so that the shopping experience remains enjoyable and can increase consumer engagement. For future researchers, it is recommended to expand the research area, increase the number of respondents, use different e-commerce objects or platforms, and add other relevant variables so that the research results are more comprehensive and can be generalized.

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