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Website quality affects online complusive purchase behaviour of students faculty of economics and business UNP

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Article Info

ABSTRACT

Website quality can encourage consumers to purchase goods easily through an app. This in turn increases online shopping behaviour. Recently, there is a tendency that shoppers consider impulsive behaviour when making online purchases. The purpose of this study was to determine the Impact of Website Quality on Online Compulsive Purchasing Behaviour of UNP Faculty of Economics Students. This type of research uses quantitative survey methodology. Consumer demographics were randomly selected from a database of Instagram visits and followers. A total of 112 respondents, collected using the incidental sampling method, were sampled. A link to the survey was provided to collect data.The research instruments used in the study included online compulsive buying behavior measurement scale, website quality assessment tool, online impulsive buying behavior measurement scale, and demographic questionnaire.The SEM analysis technique method was used for data analysis. According to the research findings, website quality has an impact on the significance of compulsive behaviour mediated by impulsive buying behaviour online. The partial significance test shows the difference between the R-Square value of online impulsive buying of 56.3 percent including moderate influence. As well as the magnitude of the influence of website quality on impulsive buying of 64.4 percent including high influence.

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Introduction

In this modern era, shopping for basic necessities is increasingly easy to do. Various shops and malls around which provide various products based on price, shape and taste can be chosen according to our needs and desires. Along with technological developments, shopping can also be done via our gadgets in online retailers and e-commerce such as Shopee, Tokopedia, Lazada and so on (Cuandra et al., 2021). In online purchases, consumers initially collect information about the goods they want to buy, then they order and make payment before delivery (Danish Habib & Qayyum, 2018). In some cases, consumers have the option to make payment after delivery. Trusted and user-friendly websites attract consumers (Rahman & Hossain, 2022). In addition, factors such as the internal and external environment of the store, sales, and discounts also influence impulse buying behavior (Hashmi et al., 2019).

Impulse buying behavior is defined as the consumer's "unplanned" and planned purchase, which he makes without removing the product(Gupta & Kumar, 2022). The inherent impulsive nature of consumers is also an important factor for understanding individuals who react impulsively to various levels of website quality (Dwi

Azizah & Nur, 2021). This impulse buying behavior can be triggered by internal aspects (personality, characteristics, buying motivation, and individual resources) and external factors (promotions, in-store influences, product-related influences, and payment convenience such as payment options via credit card, bank transfer, virtual/email) (Yulianto et al., 2021). Additionally, to increase impulse buying, retailers easily focus on product display, take/web design, and package design to attract and retain buyers' attention (Akram et al., 2018).

Shopping is a common pastime in today's culture. However, when the activity becomes obsessive, it can become a dangerous and undesirable condition. In consumer research, compulsive shopping has become a topic of discussion. The tendency of customers to be preoccupied with repeated shopping without much self-control is called obsessive buying (Rahman & Hossain, 2022). Impulsive shopping behavior that occurs in some students will have an impact on their personality and shape their shopping lifestyle(Pradhan, 2018). Therefore, it is important for students to understand the factors that influence impulsive shopping behavior and control themselves in online shopping. One of them is the students of Padang State University, West Sumatra Province, is the same reason why students of Padang State University are more abreast of developments with the times and technology in the field of shopping, especially students of the Faculty of Economics and Business?

The construction of website quality models by testing impulsive buying behavior as a mediating variable is still quite limited even though many studies on compulsive behavior have been carried out. Previous research by Wulandari (2018) in examining the influence of internet addiction and materialism on online compulsive buying behavior mostly used multiple regression analysis techniques, where with this technique it was impossible to determine the strong and weak indicators of each variable. In this study, the research results obtained were that the more often a person spent time playing on the internet and had a materialist mindset, they tended to have compulsive online shopping behavior. This phenomenon is an opportunity that can be exploited by business actors to design strategies that can encourage potential consumers to be interested and buy the products being offered.

Furthermore, research by Utari (2021) with the title research on the influence of website quality and consumer characteristics on consumer impulsive buying behavior on the Tokopedia website with purchase intention as a mediating variable. Where the research uses SEM PLS data processing which shows the research results that website quality does not significantly influence impulsive buying behavior, but excitement and product knowledge provide a positive and significant influence. In addition, purchase intention does not have a mediating effect on the relationship between these two consumer characteristics on impulsive purchasing behavior.

The difference between this research and previous research lies in the variables studied and the research subjects used. This study examines the relationship between website quality, online purchasing behaviour, and online impulse buying behaviour, which are variables that have not been thoroughly explored in the context of students of the Faculty of Economics and Business, Universitas Negeri Padang (UNP). Meanwhile, previous studies have focused on the variables of compulsive buying behaviour alone or website quality on online impulsive buying behaviour.

This study also uses a different sample from previous studies. In addition, this study utilises a different data analysis method, namely Structural Equation Modeling with Partial Least Squares (SEM-PLS), which can provide a deeper insight into the relationship between the variables studied. Thus, the main contribution of this study lies in a better understanding of how website quality influences impulsive and compulsive online purchase behaviour among UNP Faculty of Economics and Business students, as well as the application of advanced analytical methods to explore the complex dynamics of the phenomenon.The purpose of this study was to determine the Impact of Website Quality on Online Compulsive Purchasing Behaviour of UNP Faculty of Economics Students.

Compulsive Buying Online (Online Compulsive Buying Behavior)
Compulsive Behavior is an anxiety disorder in which the mind is filled with persistent and uncontrollable thoughts and the individual is forced to continuously repeat certain actions, causing significant distress and interfering with daily functioning(Luigjes et al., 2019). Psychologist Dani said that a person can repeat an action, physical or mental, at an extraordinary high rate. This is what causes the person to experience obsessive compulsive disorder.

Compulsive online shopping appears to be a distinct behavioral problem characterized by specific features of motivation, lack of control, financial impact, and overall time commitment. (Begley, 2017) describes compulsive behavior as (1) an irresistible urge, (2) it cannot be controlled, (3) it causes anxiety, (4) the anxiety only goes away if the urge is acted upon, and (5) the behavior is contradictory. with the will of the heart.

Someone who reads statuses, checks or tweets on social media, steals, lies, shops or eats uncontrollably and is even willing to skip showering in order to fulfill a promise that must be kept immediately can be considered compulsive behavior. All criteria for compulsive behavior meet the criteria for compulsive behavior as mentioned above.

According to Christina Whidya Utami, there are several things related to compulsive buying behavior, namely as follows: Self-dependence and loss of control, a combination of lust, obsession and forced consumption, the tendency to increase the number of products consumed, strong emotions, cognitive control high, high reactivity(Asrinta, 2018).

Website Quality
In the e-commerce industry, website quality is very important because users' views on website quality directly influence their purchasing decisions(Giao et al., 2020). Because of its very important role in increasing consumer purchasing intentions, website quality has received a lot of attention from practitioners and academics(Rahman & Hossain, 2022). When purchasing online, buyers demand good service from shopping websites (Hussain et al., 2021). The first to bring the idea of "website quality" to the hospitality industry. They define "website quality" as the overall excellence or usefulness of a website in conveying the planned message to consumers and visitors.

According to (Hussain et al., 2021), site quality is defined as the overall efficacy or superiority of a website in transmitting the desired message. intended to target users and consumers. The WebQualTM model, which categorizes website quality into four aspects: (1) usability, (2) ease of use, (3) entertainment, and (4) complementary connections, based on interviews with online users and designers and previous research. The usability of a website determines whether it can provide adequate information to clients about products and services (Suharto & Hariadi, 2021). The ease of use and entertainment dimensions of a website indicate that the website is easy to navigate and enjoyable for visitors. The dimensions complement each other represents the relationship between a website and other sales channels. Website design is a key aspect in determining the quality of service delivered to online clients.

Impulse Buying Online (Online Impulsive Buying Behavior)
Impulsive means being quick to act suddenly according to one's impulses. So, if someone's behavior suddenly changes, unexpectedly, or an attitude that is not supported by a strong reason, and in general their attitude is classified as irrational. So, it is concluded that this individual is an impulsive person. The characteristic of an impulsive person is that what they say or do is often not accompanied by reasons or reasoning. Impulse buying is an evolving and invasive phenomenon, and can be influenced by temporary psychological states or situational features of customers(Sapienza & Zandi, 2020).

Previous studies looked at the role of impulse buying in the online environment. Occurs when consumers suddenly feel like buying a product online without thinking twice. Online impulse buying can be classified into four types: pure impulse buying, reminder impulse buying, suggestion impulse buying and planned impulse buying. Pure impulse buying refers to purchases that are triggered by new purchases or purchases that are runaway in nature and go against normal buying patterns. Reminder impulse buying is a purchase that is triggered by reminding information or advertising. Suggestion impulse buying is defined as a functional purchase when consumers see a product for the first time. Planned impulse buying reflects the desire to buy in mind while looking for and taking advantage of special prices and coupon offers (Fasyni et al., 2021).

Ayley and Nancarrow group impulsive purchases into four indicators: Spontaneous purchases, a situation where customers often buy something without planning it first(Neves, 2016). Purchasing without thinking about the consequences is a situation where customers often make purchases without first thinking about the consequences of the purchases made. Rush purchasing is a situation where customers often feel that they are too hasty in buying something. Purchases are influenced by emotional states, namely customer assessments where customers carry out shopping activities influenced by the emotional state, they feel (Eka Sari, 2014).

The research hypothesis to be tested is as follows, and is based on empirical research from previous researchers' studies:
H1: Website quality has a significant effect on online comprehensive purchases through impulsive purchases
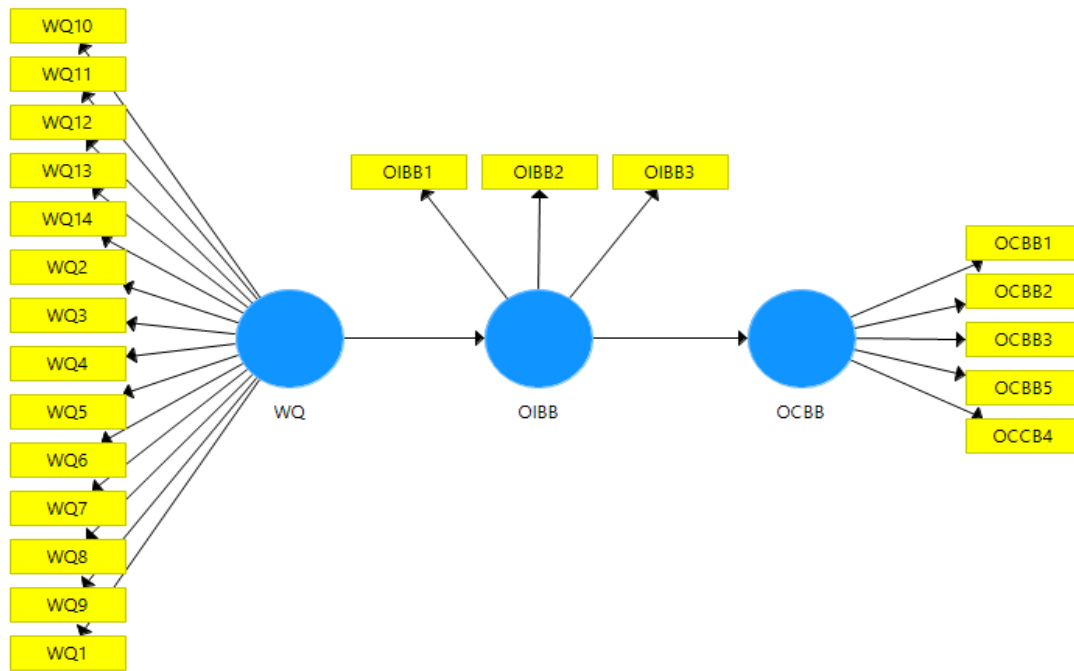
Figure 1. Research Conceptual Framework

Method

This research is quantitative research because of the data and analysis used. Researchers have selected Economic Education Students from the Faculty of Economics and Business, UNP. In this study, the researchers employed a non-probability sampling technique known as incidental sampling to select their research sample. Incidental sampling, also referred to as convenience sampling, involves selecting individuals who are readily available and accessible to participate in the study. In this case, the researchers accessed their consumer population through a WhatsApp community group they administered.

Through this sampling technique, the researchers obtained 112 responses from individuals within the WhatsApp community group who filled out the survey, thereby constituting their research sample. It's important to note that while incidental sampling allows for quick data collection, the sample may not be fully representative of the broader population, as it depends on the characteristics of those who are readily available and willing to participate. Therefore, findings from this sample should be interpreted with consideration of potential biases inherent in the sampling method. According to Akhmad Fauzi (Fauzy, 2019) every person who unexpectedly or accidentally meets a researcher can be used as a sample as long as it is determined that they are suitable as a data source. This sampling approach is known as incidental sampling.

Primary data and secondary data were collected by researchers for this research. Primary data collection is a vital data collection method in this research. Questionnaires are the method used by researchers to collect primary data. Secondary data was used to obtain information about concepts related to website quality, online impulsive buying behavior, and online compulsive buying behavior to find information about this research literature. Mainly secondary data is collected using websites, books and journal articles. The questionnaire was developed by including five-point Likert scale questions to measure independent and dependent variables (Dr. Duryadi, 2021).

The Online Compulsive Buying Behavior Measurement Scale assesses the extent to which individuals exhibit compulsive buying tendencies in online shopping contexts. The scale utilizes a Likert scale ranging from 1 to 5, where "1" represents "strongly disagree" and "5" represents "strongly agree" for each possible answer. Higher scores indicate a greater tendency towards online compulsive buying behavior. Validity and reliability testing were conducted to ensure the accuracy and consistency of the scale(Cruz et al., 2016). Construct validity was established through expert review and factor analysis. The scale demonstrated high internal consistency with a Cronbach's alpha coefficient of 0.85, indicating good reliability.

The questionnaire is used as a research tool and contains a list of the factors studied. Table 1 contains the questionnaire grid.

Table 1. Questionnaire Grid

Variables Research	Indicator	Item
Online Compulsive Buying Behaviour (Y)	An urge that is irresistible, cannot be controlled, brings anxiety, the anxiety only disappears if the urge is acted upon, and the behavior is contrary to the will of the heart	OCBB1,OCBB2OCBB3,OCBB4,OCBB5
Web Quality (X)	Usability, Ease of use, Entertainment	WQ1,WQ2,WQ3,WQ4,WQ5,WQ6,WQ7,WQ8,WQ9,WQ10,WQ11,WQ12,WQ13,WQ14
Online Impulsive Buying Behaviour (Z)	Spontaneity of purchases, Does not consider consequences, Tends to shop without thinking beforehand	OIBB1,OIBB2,OIBB3

The Structural Equation Model (SEM) method was used with Partial Least Square (PLS) software to test the research hypothesis. PLS is SEM that uses components or variance as its basis. In contrast to the covariance-based SEM approach, which usually evaluates cause and effect or theory, Ghozali claims that PLS is more of a predictive approach (Sholiha & Salamah, 2015). Using the Structural Equation Model (SEM) method and Partial Least Square (PLS) software, the research hypothesis was tested. Structural equation modeling (SEM) known as PLS is based on components or variance. Ghozali claims that PLS is a different strategy from covariance-based SEM strategies, which usually examine cause and effect or theory, while PLS is more of a predictive model.

According to Chin, Gopal, & Salinsbury in Jogiyanto(Matsani, 2024), if the AVE root for each construct is higher than the correlation between that construct and other constructs in the model, then the model has sufficient discriminant validity. In PLS-SEM, reliability testing is carried out in addition to validity testing. Reliability tests are performed to demonstrate the precision, accuracy and consistency of the instrument when measuring various structures. With mirroring indicators, there are two approaches to assessing construct reliability: Cronbach's Alpha and Composite Reliability. Composite Reliability Rating must be more than 0.70 to be considered reliable in terms of construction. It is better to use Composite Reliability because using Cronbach's Alpha to measure construct reliability will produce lower numbers (estimates below) (Rifai, 2015).

Results and Discussions

Respondent characteristics data is respondent data collected to determine the profile of research respondents. Based on the results of the research conducted, it is a profile of 112 respondents who participated in filling out this research questionnaire. If we look at gender, women dominate in this study with a percentage of 70.5 percent. If we look at age, those aged 22-26 years dominate with a percentage of 56.3 percent. If we look at the majors, students dominate with a percentage of 31.3 percent of management.

Table 2. Respondent Characteristics

Variable	Classification	Number (Person)	Persentase (%)
Gender	Male	33	29,5
	Female	79	70,5
Total		112	100
Age	17-21 Years old	8	7,1
	22-26 Years old	63	56,3
	27-32 Years old	36	32,1
	> 33 Years old	5	4,5
Total		112	100
Jobs	Pekon	33	29,5
	MM	21	18,8
	Economics	7	6,2
	M.Pde	15	13,4
	Manajement	35	31,3
	ME	1	0,8
Total		112	100

Source: processed data, 2023

Outer Model (Validity and Reliability Test)
Validity of Variants
Online Compulsive Buying Behavior (OCBB)

The Online Compulsive buying behavior (OCBB) variable in this case has a total of 5 statement items or questions, symbolized by OCBB and starting from OCBB1 to OCBB5, following the test results. The results of processing with SmartPLS 4 show the usefulness of external models or relationships between statement components and latent variables or constructs that often meet convergent validity. Each of these indicators has a correlation value that is below the recommended level of 0.70, which indicates that the variable is not yet feasible or valid. Item OCBB4 should be removed from the model because it has a loading that is less than 0.70 based on the external loadings shown below. After removing 1 invalid statement item from our model, it was then re-estimated and tested. The results of the retest showed the outer model value or correlation between statement items and latent variables. After revising the model, it was seen that all statement items did not have a Convergent Validity value greater than 0.70. Based on the outer loading below, item OCBB2 must be removed from the model because it has a loading of less than 0.70.

After the model was revised, the retest results showed that all statement items had a Convergent Validity value of 0.70, indicating that all variable items were valid or feasible (Ghozali, 2006). This value represents the outer model value, namely the correlation between statement items and latent variables. Therefore, all items currently offered are appropriate and suitable to represent the online Compulsive buying Behavior variable in further testing.

Website Quality

In this case, the web quality variable has a total of 14 statement items or questions, symbolized by WQ, starting from WQ1 to WQ14. The outer model value or correlation between statement items and latent variables or constructs which usually do not meet convergent validity is revealed by data processing using SmartPLS 4. Where the processing results still find six statement items which are still not feasible or valid because they have a Convergent Validity value <0.7 namely items WQ2, WQ4, WQ6, WQ8, WQ9, WQ11. Retesting should be performed after removing this component from the model

The retest results show the usefulness of the external model or the relationship between latent variables and statement items. Convergent Validity value > 0.70, which indicates that each variable item is valid or can be put into practice, was proven after the model was changed (Ghozali, 2006). Therefore, for further testing, all available items are reliable and suitable to represent the Website Quality variable.

Online Impulsive Buying Behavior (OIBB)

The Online impulsive buying behavior (OIBB) variable in this case has a total of 3 statement items or question items which are symbolized by OIBB starting from OIBB1 to OIBB3. Data processing using SmartPLS 4 shows the outer model value or correlation between statement items and latent variables or constructs which generally meet Convergent Validity. Where the results of the processing still did not find statement items that were still not feasible or valid because they had a Convergent Validity value <0.7, namely items OIBB1, OIBB2, OIBB3. So, it can be concluded that all variable items are valid or appropriate (Ghozali, 2006).
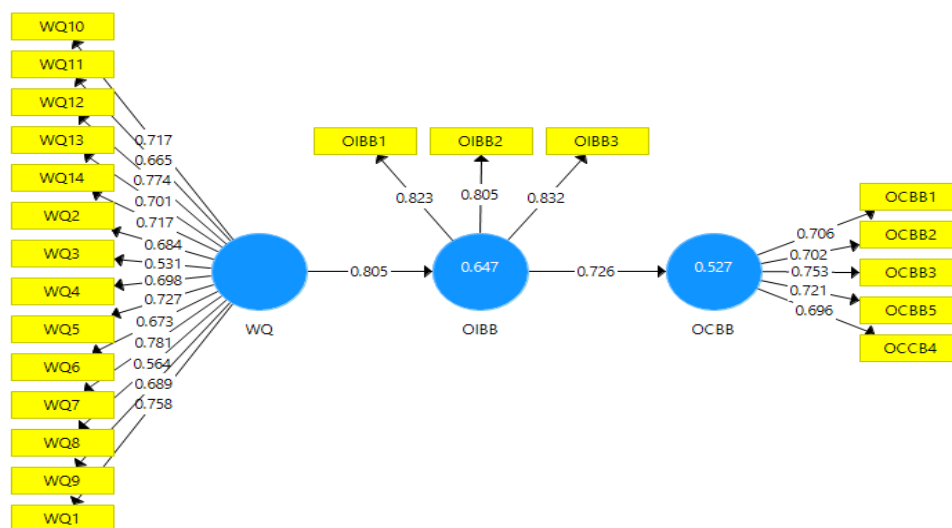

Figure 2. Outer Variable Model Web Quality, Online Impulsive Buying Behavior, and Online Compulsive Buying Behavior
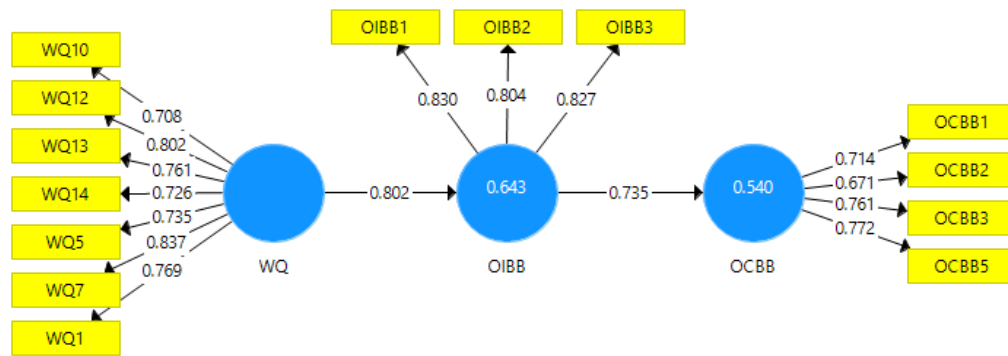
Figure 3. Outer Model Test Results I Variable Web Quality, Online Impulsive Buying Behavior, and Online Compulsive Buying Behavior
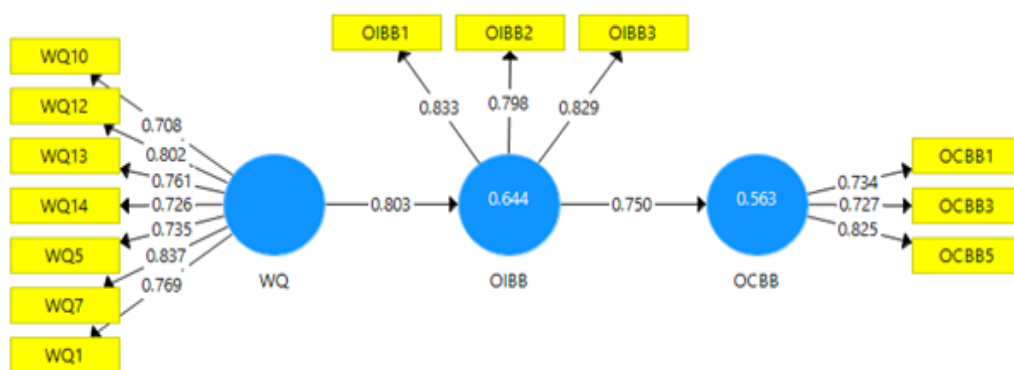

Figure 4. Outer Model Test Results II Variable Web Quality, Online Impulsive Buying Behavior, and Online Compulsive Buying Behavior

Reliability Test for All Variables

After knowing the level of data validity, the next step is to find out the level of data reliability or level of reliability of each existing variable through the composite reliability value produced by PLS calculations for each construct. The value of a construct is said to be reliable if it provides a composite reliability value > 0.70 (Werts et al. 1979 in Ghozali, 2006). The results of the reliability test are presented in the table:

Table 3. Variable Reliability Test Results

Variable	AVE	Composite Reliability	Cronbachs Alpha	Description
Website Quality	0.569	0.895	0.891	Reliable
Online impulsive buying behaviour (OIBB)	0.673	0.758	0.757	Reliable
Online compulsive buying behaviour (OCBB)	0.583	0.734	0.716	Reliable

Source: PLS 4 output

The test results in Table III show that all research variables including Web Quality, Online Impulsive Buying Behavior, and Online Compulsive Buying Behavior have AVE values greater than > 0.5. And the Composite Reliability value is above 0.70 as the cutoff value, and the Cronbach's Alpha value is greater than 0.7. Thus, all constructs or variables in this research have been shown to be suitable measurements, this means that all question items used are valid and reliable.

Inner Model (Structural Model Testing)

Testing of the inner model or structural model was carried out to see the relationship between constructs as hypothesized in this research. The structural model was evaluated using R-Square for the dependent construct,

Stone-Geiser Q-square test for predictive relevance, t-test and the significance of the structural path parameter coefficients. The coefficient value of the direct influence of each variable is shown by the direction of one arrow from a particular exogenous variable to the endogenous variable.
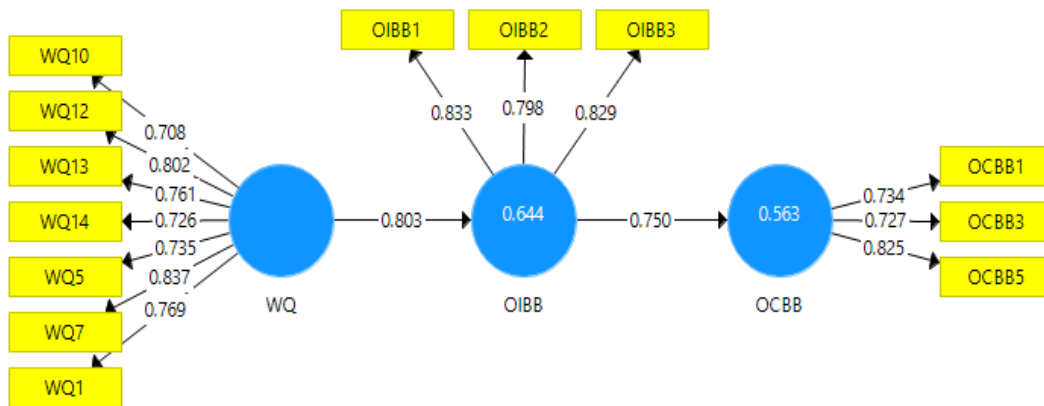

Figure 5. Model Fit Website Quality Affects Online Complusive Purchase Behavior

In assessing the model with PLS, start by looking at the R-Square for each dependent latent variable. Changes in the R-Square value can be used to assess the influence of certain independent latent variables on whether the dependent latent variable has a substantive influence. Table IV is the result of R-Square estimation with Visual-PLS.

Table 4. R-Square Value

Variable	R-Square
Online Compulsive Buying Behaviour	0.563
Online Impulsive Buying Behaviour	0.644

Source: PLS 4 output

Table IV shows that the R-Square of the Online compulsive buying behavior (OCBB) construct is 0.563 or 56.3%, which is an illustration of the influence exerted by the Website Quality variable, then the R-Square of the Online compulsive buying behavior (OCBB) construct is 0.644 or 0.644. 64.4%. The higher the R-Square, the greater the ability of the independent or exogenous variable to explain the dependent or endogenous variable so that the better the structural equation that is formed.

Structural Equation Modeling (SEM) Testing with PLS Version 4
The analysis method in this research was carried out using Structural Equation Modeling (SEM). The test was carried out with the help of the Smart PLS version 4 program. The results of the PLS Algorithm test were obtained as follows: The significance of the estimated parameters provides information about the relationship between the research variables. The limit for refusing to accept the proposed hypothesis is ±1.96, where if the t-statistic value is in the range of -1.96 and 1.96 then the hypothesis will be rejected or in other words accept the null hypothesis (H0).
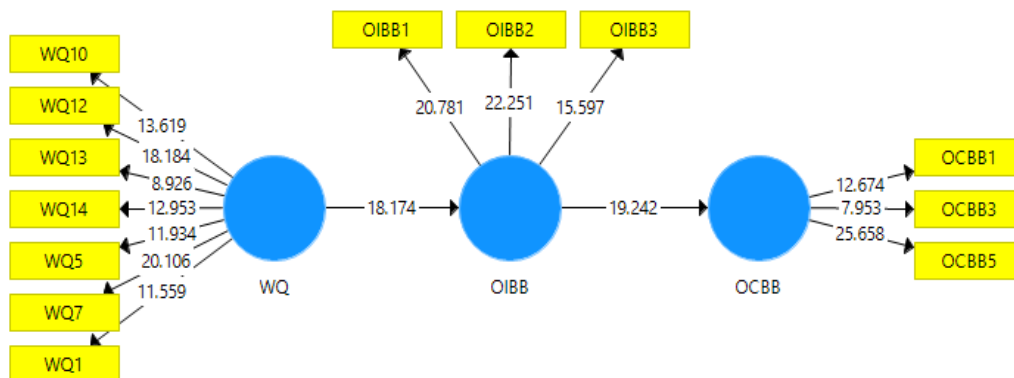

Figure 5. FIT Model Website Quality Affects Online Complusive Purchase Behavior

Outer Model Analysis Results

Below in table V, the Outer Model Output from the Smart PLS 4 program for inner weights is presented which describes the path coefficient values, standard error and t-statistics. As an estimate for testing structural models.

Table 5. Indirect Effect of Exogenous Variables on Endogenous Variables

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
WQ -> OCCB	0.602	0.612	0.057	10.624	0.000

Source: PLS 4 output

From the table above, sequentially it can be explained as follows, Original Sample (O) is a standardized beta score which is used to see the predictive properties of the independent (exogenous) variable on the dependent (endogenous) variable, whether positive or negative. Sample mean is the average value of the sample resulting from the iteration process.The t-statistic is a parameter for the significance of the predictive influence between latent variables which is measured based on the rule of thumb for the type of hypothesis, namely >1.96 for a two-way hypothesis and >1.64 for a one-way hypothesis. Standard Deviation and Standard Error are the standard deviation levels of the sampling distribution in a measurement or estimation method.

Results of Indirect Effect Analysis

Meanwhile, the direct and indirect influence as well as the total of the Online Impulsive Buying Behavior variable is able to play a role in maximizing the influence of Web Quality on Online Compulsive Buying Behavior. The value of the indirect and total influence of the variables will be seen, following the explanation in table VI below:

Table 6. Specific Indirect Effects

Variable	Original Sample (O)	Decision
Web Quality -> Online Impulsive Buying Behaviour -> Online Compulsive Buying Behaviour	0.602	Hypothesis accepted

Source: PLS 4 output

Hypothesis Test Results

Hypothesis testing is carried out to answer research problems. Interpretation of the estimation results with SEM can be done after the assumptions in the model are met. Testing the proposed hypothesis can be seen from the large t-statistic value. The significance of the estimated parameters provides information about the relationship between the research variables. The limit for rejecting and accepting the proposed hypothesis is ±1.96, where if the t-statistic value is in the range of -1.96 and 1.96 then the hypothesis will be rejected or in other words accept the null hypothesis (H0).

Based on the results of the PLS (Inner Model) analysis in tables 4 and 5 and figure 4 it can be presented as follows: The first hypothesis of this research is intended to see that website quality has a significant effect on online comprehensive purchases through impulsive purchases. This test was carried out by looking at the original sample value from SEM PLS 4. The following test results are presented in table v above. Based on the analysis carried out using the Smart PLS 4 program and the results shown in table v, it can be concluded that impulse buying mediates website quality on online compulsive buying behavior. The beta coefficient value (original sample) is 0.602 and the calculated t value is 10,624 above the t table value (1.96), which means Ho is rejected at the 5% error/significance level (0.05). This suggests that a high level of impulse buying tends to mediate the effect of website quality on compulsive buying.

The findings derived from the analysis employing Partial Least Squares (PLS) methodology unveil a significant mediation effect of impulse buying in the intricate relationship between website quality and online compulsive buying behavior. This discovery strongly corroborates the initial hypothesis posited in the study, indicating that impulse buying assumes a pivotal role in mediating the impact of website quality on compulsive buying behavior within the online domain.This research is not in line with research Utari (2021), where the results show that website quality does not have a significant effect on impulse buying behaviour.

Impulse buying, characterized by spur-of-the-moment purchases driven by immediate emotions or desires, emerges as a critical determinant in shaping online shopping behaviors. Individuals who exhibit heightened levels of impulsivity are more predisposed to engaging in compulsive buying, particularly in the dynamic and fast-paced online environment. In essence, impulse buying serves as a vital intermediary mechanism between

website quality and compulsive buying behavior, exerting a significant influence on how website features intricately mold consumers' purchasing patterns and habits.

These findings underscore the paramount importance of comprehensively considering both website design attributes and consumer behavioral dynamics in elucidating and effectively addressing online compulsive buying tendencies. While enhancing website quality remains paramount for optimizing user experience and fostering engagement, it is equally imperative to address and mitigate impulsive buying tendencies among consumers. Consequently, strategies aimed at fostering responsible online shopping practices should encompass multifaceted approaches that not only enhance website usability but also bolster impulse control mechanisms to effectively curb compulsive buying tendencies.

The acknowledgment of the mediating role of impulse buying holds profound implications for the development and implementation of targeted marketing strategies and interventions within online shopping environments. By acknowledging and addressing impulsive buying tendencies, businesses and e-commerce platforms can cultivate a more conducive online shopping milieu that not only nurtures consumer satisfaction but also cultivates responsible spending habits and consumer well-being in the digital landscape.

In summary, these findings contribute significantly to advancing our comprehension of the complex interplay between website quality, impulse buying behavior, and online compulsive buying behavior. By recognizing the mediating role of impulse buying, businesses can tailor their strategies to not only promote healthier online shopping habits but also enhance consumer well-being and foster sustained engagement within the digital realm.

Conclusions

Based on the analysis and discussion presented in the previous chapters, it can be concluded that website quality significantly influences online compulsive buying behavior among students of UNP Faculty of Economics, with online impulsive purchases mediating this relationship. The indicators of website quality, when mediated by impulsive online purchases, serve as crucial considerations for individuals engaging in compulsive online buying behaviors. The findings indicate a moderate influence of website quality on online compulsive purchasing, with impulsive purchases contributing to 56.3% of this influence, and a high influence of website quality on impulsive purchases, accounting for 64.4%. Despite the rigorous processes and methods employed in this research, limitations such as respondents' sincerity and accuracy in responses were acknowledged. However, it is assumed that the responses generally provide an accurate representation of the intended research constructs.

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