

The Influence of the Technology Acceptance Model (TAM) of the Shopee E-Commerce Platform Chatbot and Sales Promotion on Impulsive Buying (A Study of Make Over Cosmetic Users on Shopee in Jabodetabek)

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INFO	ABSTRACT
<i>Submitted:</i> 13 June 2026 <i>Revised:</i> 16 May 2026 <i>Accepted:</i> 19 June 2026 <i>Available Online:</i> 29 Juli 2026  OPEN ACCESS Keywords: Technology Acceptance Model, Sales Promotion, Impulsive Buying, Shopee Chatbot, Make Over Cosmetics	<i>This study looks at how Sales Promotion and the Technology Acceptance Model (TAM) affect Shopee users' impulsive purchasing behavior. Multiple linear regression in SPSS was used to analyze data from 150 respondents using a quantitative approach. While the F-test indicates their combined influence, the t-test results indicate that both TAM and Sales Promotion have a positive and significant impact on impulsive buying. These factors account for 86.9% of the variation in impulsive purchases, according to an R2 value of 0.869, underscoring the significance of technology adoption and marketing tactics in e-commerce.</i>

INTRODUCTION

Digital technology has changed consumer behavior in e-commerce, where platforms like Shopee use user-friendly systems, chatbots, and intensive promotions to stimulate impulsive buying..(Ramadhan et al., 2025).

While individual studies have examined the effects of sales promotion or technology acceptance separately, integrated research focusing on both TAM of chatbots and sales promotion strategies as simultaneous drivers of impulsive buying in the cosmetics category remains limited. Specifically, there is a gap in understanding how Shopee’s chatbot acceptance and promotional stimuli affect impulsive buying among cosmetic consumers. Considering that cosmetic products often lie within high hedonic value categories, they are especially susceptible to promotional triggers and interactive technological influences (Chandra et al., 2025). In a study among Gen-Z Indonesian e-commerce users, TAM and promotion variables were linked with impulsive buying behavior, indicating that perceived usefulness of the platform can significantly impact purchase spontaneity (Shabilla Cahya Masitha & Lukman Hakim, 2025)

This research aims to analyze the influence of the Technology Acceptance Model (TAM) applied to Shopee’s chatbot and sales promotion on impulsive buying behavior among Make Over cosmetic users in the Jabodetabek area. (Maulan et al., 2024). By integrating both technological and marketing stimulus perspectives, this study not only contributes to the theoretical

understanding of consumer behavior in digital commerce but also offers practical insights for e-commerce platforms and cosmetic brands in optimizing chatbot features and promotional strategies.

LITERATURE REVIEW

1) Impulsive Buying

Impulsive buying refers to purchasing behavior that occurs suddenly and without prior planning, where decisions are primarily influenced by emotional and situational stimuli rather than rational consideration. Within the e-commerce context, this behavior has become more prominent due to various digital factors, including promotional incentives, transaction convenience, and interactive features of online platforms.

Online shopping environments offer immediate product access, time-sensitive promotions, and personalized recommendations that can evoke emotional reactions such as excitement and a sense of urgency. These circumstances tend to weaken consumers' self-regulation, thereby increasing the probability of impulsive purchases, particularly for hedonic products such as cosmetics (Bilgies, 2025).

2) Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) uses user perceptions of utility and usability to explain technology adoption. These elements have a significant impact on consumers' acceptance of AI-based chatbots in e-commerce since chatbots that are perceived as helpful and simple to use encourage more interaction and boost online shopping engagement.. (Hardi et al., 2025). Research on Indonesian e-commerce reveals that chatbot acceptance is strongly influenced by perceived utility and usability, but user attitudes and intentions are also greatly influenced by elements such as trust, anthropomorphism, and enjoyment.. (Roostika, 2026)

3) Chatbot in E-Commerce Platforms

Chatbots are artificial intelligence (AI)-based communication tools designed to simulate human interaction and provide instant assistance to users. In e-commerce platforms, chatbots function as virtual shopping assistants that support consumers in searching for products, answering questions, tracking orders, and offering personalized recommendations. The integration of chatbots aims to enhance service efficiency and improve the overall customer experience by providing fast, consistent, and interactive responses without time constraints.

Recent studies indicate that chatbot usage in e-commerce significantly improves customer experience through enhanced service responsiveness and personalization. Research by (Hardi et al., 2025) demonstrates that customers who think chatbots are helpful and simple to use are more likely to have favorable opinions of chatbot interaction, which boosts engagement during the purchasing process. Customers are exposed to more product information and promotional cues when they interact with chatbots more frequently, which raises the possibility of impulsive purchasing.

Furthermore, international research on AI-driven chatbots in online marketplaces highlights that chatbots also serve as persuasive agents by recommending products, highlighting discounts, and guiding consumers at critical decision-making moments. When chatbots deliver relevant and timely suggestions, consumers are more likely to make spontaneous purchasing decisions, particularly in hedonic product categories such as cosmetics(Thedja, 2021)

In addition, a study focusing on chatbot adoption in e-commerce platforms found that perceived convenience and enjoyment derived from chatbot interaction positively influence consumers' trust and continued usage intention. This continued interaction strengthens the impact of marketing stimuli embedded in the platform, which can indirectly encourage impulsive buying behaviour

4) Sales Promotion

Empirical evidence consistently supports the positive and significant influence of sales promotion on impulsive buying in online shopping environments. (Al Mutanafisa & Retnaningsih, 2021) found that sales promotion significantly affects impulsive buying among online platform consumers by reducing perceived risk and increasing perceived value, thereby encouraging unplanned purchases. (Azizah & Indrawati, 2022) demonstrated that flash sale promotions enhance shopping enjoyment and significantly stimulate impulsive buying behavior among Shopee consumers in Indonesia. Time-limited promotional offers increase consumers' excitement and product involvement, making them more likely to purchase impulsively.

Furthermore, research in Indonesian e-commerce settings indicates that sales promotion interacts with psychological and lifestyle factors to strengthen impulsive buying tendencies. (Isalaman et al., 2020) revealed that sales promotion stimuli, when combined with hedonic shopping motivation and attractive marketplace displays, significantly increase impulsive buying behavior, particularly among millennial female consumers. These findings suggest that sales promotion not only influences purchase decisions directly but also amplifies emotional and experiential drivers, thereby accelerating unplanned purchasing behavior in digital marketplaces.

5) Conceptual Framework

Based on previous studies, impulsive buying in e-commerce is shaped by technological acceptance and marketing strategies. The perceived usefulness and ease of use of Shopee's chatbot enhance user engagement, increasing exposure to promotional offers that encourage impulsive purchases. Accordingly, the Technology Acceptance Model and sales promotion are expected to influence impulsive buying both individually and simultaneously.

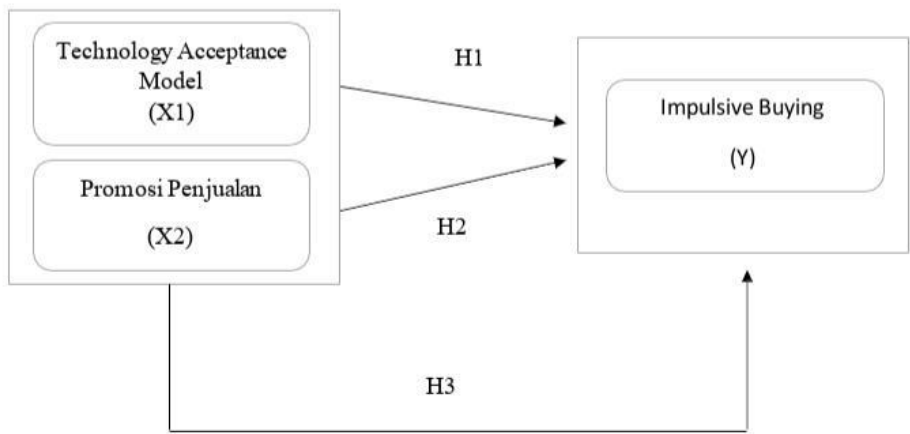


Figure 1. Conceptual Framework

METHODS

This study examines how TAM and sales promotions affect Make Over customers' impulsive purchases on Shopee in Jabodetabek using a quantitative cross-sectional method. Online surveys were used to gather data, and SPSS was used for analysis. Multiple regression, validity, and reliability tests were performed at a significance level of 5%.

RESULTS AND DISCUSSION

The data analysis was based on questionnaires distributed to 150 Shopee e-commerce users to examine the influence of the Technology Acceptance Model (TAM) and Sales Promotion on Impulsive Buying. (Kumar et al., 2024). Before conducting multiple linear regression analysis, instrument testing and classical assumption Testing was carried out to guarantee the viability and

quality of the data. (Soomro & Habeeb, 2025). To ensure that the questionnaire items consistently and accurately measured the research variables, validity and reliability tests were employed.

Tests for multicollinearity, heteroscedasticity, and normality were performed to make sure the regression model satisfied the requirements of linear regression. (Yoma & Desiyanti, 2024).

NORMALITY TEST

With 150 observations, the One-Sample Kolmogorov-Smirnov test yielded an Asymp. Sig. (2-tailed) value of 0.090, above the significance level of 0.05. This result shows that the residuals are normally distributed according to the test criteria. Consequently, the data are appropriate for multiple linear regression analysis and subsequent hypothesis testing since the normalcy assumption is satisfied. (Fitria et al., 2024)(Maharani, 2025).

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		150
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	3,17834168
Most Extreme Differences	Absolute	,102
	Positive	,048
	Negative	-,102
Kolmogorov-Smirnov Z		1,245
Asymp. Sig. (2-tailed)		,090

a. Test distribution is Normal.
b. Calculated from data.

HETEROKASDISITAS TEST

A traditional assumption test for determining whether residual variance is constant across observations is the heteroscedasticity test. Homoscedasticity is necessary for a proper regression model because heteroscedasticity can lead to biased hypothesis testing and ineffective parameter estimates.. (Rasheed et al., 2021)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.350	1.179		5.388	,000
1 Technology Acceptance Model (X1)	,002	,049	,005	,031	,975
Promosi Penjualan (X2)	-,093	,059	-,278	-1.593	,113

a. Dependent Variable: Abs.RES

The Technology Acceptance Model (X1) and Sales Promotion (X2) variables exhibit significance values of 0.975 and 0.113, respectively, which are higher than the 0.05 level of significance, according to the Glejser test results in the Coefficients table. These findings suggest that the variance of the residuals is consistent and show that heteroscedasticity is absent from the regression model.

MULTILOKINERAITAS TEST

In order to assess the degree of correlation between independent variables in a regression analysis, the multicollinearity test is a component of the traditional assumption testing. Multicollinearity should not be present in a well-specified regression model because it can skew regression coefficients, increase standard errors, and make it more difficult to understand how each independent variable contributes to the dependent variable. (Roussel et al., 2023). Indikator

Toleransi dan Faktor Inflasi Varians (VIF) digunakan dalam penelitian ini untuk menentukan ada atau tidaknya multikolinearitas. Jika nilai toleransi lebih besar dari 0,10 dan nilai VIF kurang dari 10, model regresi dianggap bebas dari multikolinearitas. (Naufal et al., 2025)

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
	B	Std. Error	Beta			
(Constant)	-11,397	1,893		-6,021	,000	
1 Technology Acceptance Model (X1)	,506	,079	,417	6,368	,000	,207
Promosi Penjualan (X2)	,778	,094	,541	8,260	,000	,207

a. Dependent Variable: Impulsive Buying (Y)

The multicollinearity test results show that the Technology Acceptance Model (X1) and Sales Promotion (X2) variables have tolerance values of 0.207 and VIF values of 4.827, which meet the acceptable criteria. This indicates that no multicollinearity is present, confirming that both variables can be included simultaneously in the regression model and that the regression coefficients are reliable for hypothesis testing. (Kyriazos & Poga 2025)

PARTIAL TEST

A predictor is considered significant when Sig. < 0.05.

Your regression model is:

Y = -11.397 + 0,506X1 + 0,778X2 + e

Where:

- Y= Impulsive Buying
- X1= Technology Acceptance Model (TAM)
- X2= Sales Promotion
- Effect of TAM (X1) on Impulsive Buying (Y)

Result from table:

- B = 0.506, t = 6.368, Sig. = 0.000
- Standardized Beta (β) = 0.417

1) Effect of Sales Promotion (X2) on Impulsive Buying (Y)

Result from table:

B = 0.778, t = 8.260, Sig. = 0.000

- Standardized Beta (β) = 0.541

a strong predictor.

2) Which variable is stronger?

Compare standardized betas:

- Sales Promotion β = 0.541
- TAM β = 0.417

This indicates Sales Promotion contributes more strongly to impulsive buying than TAM in your sample. In practical terms, even if users find the platform easy/useful, promotional stimuli are more powerful triggers for impulsive behavior. This pattern is consistent with recent Shopee/e-commerce studies emphasizing promotional cues as strong drivers of impulsive buying (Nurwafiyah A. Sutrisno, 2025)

3) Note on the constant (intercept)

The constant is -11.397 (Sig. 0.000). A negative intercept is not “wrong”; it simply means that when X1 and X2 are hypothetically zero, the predicted Y would be negative, often not meaningful in real settings because the scale rarely includes true zero values. The key interpretation remains the direction and significance of X1 and X2 coefficients (Alfandi & Hayu 2025)

Coefficients:					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-11,397	1,893		-6,021	,000
Technology Acceptance Model (X1)	,506	,079	,417	6,368	,000
Promosi Penjualan (X2)	,778	,094	,541	8,260	,000

a. Dependent Variable: Impulsive Buying (Y)

The constant is -11.397 (Sig. 0.000). A negative intercept is not “wrong”; it simply means that when X1 and X2 are hypothetically zero, the predicted Y would be negative often not meaningful in real settings because the scale rarely includes true zero values. The key interpretation remains the direction and significance of X1 and X2 coefficients.

MULTANEOUS TEST

To ascertain whether all independent variables taken together significantly affect the dependent variable, the F-test is utilized. The F-test evaluates the overall model fit in multiple linear regression by determining whether the independent variables can account for changes in the dependent variable when taken into account collectively. (Paerah & Ismayanti, 2024)

The decision criterion states that a regression model is considered statistically significant if the significance value (Sig.) is less than 0.05, meaning that the independent variables have a joint effect on the dependent variable. The simultaneous effects of the Technology Acceptance Model (X1) and Sales Promotion (X2) on Impulsive Buying (Y) were examined in this study using the F-test. (Yuliati & Rismawati, 2025)

Coefficients:						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
	B	Std. Error	Beta			Tolerance VIF
(Constant)	-11,397	1,893		-6,021	,000	
1 Technology Acceptance Model (X1)	,506	,079	,417	6,368	,000	,207 4,827
Promosi Penjualan (X2)	,778	,094	,541	8,260	,000	,207 4,827

a. Dependent Variable: Impulsive Buying (Y)

The ANOVA results show a statistically significant regression model (F = 488.583; p < 0.05). The large Regression Sum of Squares indicates that Technology Acceptance Model (X1) and Sales Promotion (X2) jointly explain most of the variation in Impulsive Buying (Y).. (Fitria & Andarini 2025).

COEFFICIENT OF DETERMINATION (R² Test)

The degree to which the independent variables in the regression model can account for variation in the dependent variable is measured by the coefficient of determination (R²). R2 in multiple linear regression represents the model's explanatory power, but Adjusted R2 offers a more precise measurement by accounting for the number of predictors utilized.(Rani & Catherine, 2023). A

higher R^2 value suggests that the regression model has a stronger ability to explain the dependent variable.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.932 ^a	.869	.867	3.19989
a. Predictors: (Constant), Promosi Penjualan (X2), Technology Acceptance Model (X1)				
b. Dependent Variable: Impulsive Buying (Y)				

The Model Summary shows a very strong relationship ($R = 0.932$), with $R^2 = 0.869$, indicating that 86.9% of impulsive buying behavior is explained by the model. The small gap between R^2 and Adjusted R^2 (0.867) confirms model robustness, while the low standard error indicates good predictive accuracy. Overall, the results support the importance of TAM and Sales Promotion in explaining impulsive buying in e-commerce. (Meyzi Heriyanto & Devi Juniarty, 2025).

Validity Test

The purpose of the validity test is to determine whether the research variables are accurately measured by the questionnaire items. All items for the Technology Acceptance Model, Sales Promotion, and Impulsive Buying variables have r-count values greater than the r-table value and significance levels below 0.05, according to the results of the Pearson Product Moment correlation. This shows that every question on the survey is valid and appropriate for additional statistical examination.

X1

		Correlations										Technology Acceptance Model (X1)
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	
X1.1	Pearson Correlation	1	,204	,099	,356	,131	,240	,202	,166	,247	,181	,370
	Sig. (2-tailed)		,012	,229	,000	,110	,003	,013	,043	,002	,027	,000
	N	150	150	150	150	150	150	150	150	150	150	150
X1.2	Pearson Correlation	,204	1	,072	,324	,119	,238	,017	,162	,187	,212	,327
	Sig. (2-tailed)	,012		,381	,000	,146	,003	,838	,048	,022	,009	,000
	N	150	150	150	150	150	150	150	150	150	150	150
X1.3	Pearson Correlation	,099	,072	1	,094	,583	,477	,626	,795	,571	,549	,755
	Sig. (2-tailed)	,229	,381		,251	,000	,000	,000	,000	,000	,000	,000
	N	150	150	150	150	150	150	150	150	150	150	150
X1.4	Pearson Correlation	,356	,324	,094	1	,175	,226	,087	,223	,189	,285	,383
	Sig. (2-tailed)	,000	,000	,251		,032	,005	,292	,006	,021	,000	,000
	N	150	150	150	150	150	150	150	150	150	150	150
X1.5	Pearson Correlation	,131	,119	,583	,175	1	,673	,701	,522	,709	,723	,810
	Sig. (2-tailed)	,110	,146	,000	,032		,000	,000	,000	,000	,000	,000
	N	150	150	150	150	150	150	150	150	150	150	150
X1.6	Pearson Correlation	,240	,238	,477	,226	,673	1	,674	,535	,728	,686	,822
	Sig. (2-tailed)	,003	,003	,000	,005	,000		,000	,000	,000	,000	,000
	N	150	150	150	150	150	150	150	150	150	150	150
X1.7	Pearson Correlation	,202	,017	,626	,087	,701	,674	1	,552	,687	,662	,799
	Sig. (2-tailed)	,013	,838	,000	,292	,000	,000		,000	,000	,000	,000
	N	150	150	150	150	150	150	150	150	150	150	150
X1.8	Pearson Correlation	,166	,162	,795	,223	,522	,535	,552	1	,513	,640	,780
	Sig. (2-tailed)	,043	,048	,000	,006	,000	,000	,000		,000	,000	,000
	N	150	150	150	150	150	150	150	150	150	150	150
X1.9	Pearson Correlation	,247	,187	,571	,189	,709	,728	,687	,513	1	,655	,827
	Sig. (2-tailed)	,002	,022	,000	,021	,000	,000	,000	,000		,000	,000
	N	150	150	150	150	150	150	150	150	150	150	150
X1.10	Pearson Correlation	,181	,212	,549	,285	,723	,686	,662	,640	,655	1	,840
	Sig. (2-tailed)	,027	,009	,000	,000	,000	,000	,000	,000	,000		,000
	N	150	150	150	150	150	150	150	150	150	150	150
Technology Acceptance Model (X1)	Pearson Correlation	,370	,327	,755	,383	,810	,822	,799	,780	,827	,840	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	150	150	150	150	150	150	150	150	150	150	150

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

X2

		Correlations										Promosi Penjualan (X2)
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	
X2.1	Pearson Correlation	1	,611 [*]	,753 [*]	,666 [*]	,692 [*]	,665 [*]	,153	,175	,187 [*]	,116	,829 [*]
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,061	,033	,022	,156	,000
	N	150	150	150	150	150	150	150	150	150	150	150
X2.2	Pearson Correlation	,611 [*]	1	,600 [*]	,658 [*]	,700 [*]	,661 [*]	,146	,033	,178 [*]	,121	,780 [*]
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,075	,685	,029	,140	,000
	N	150	150	150	150	150	150	150	150	150	150	150
X2.3	Pearson Correlation	,753 [*]	,600 [*]	1	,658 [*]	,740 [*]	,639 [*]	,206	,093	,217 [*]	,075	,822 [*]
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,011	,256	,008	,360	,000
	N	150	150	150	150	150	150	150	150	150	150	150
X2.4	Pearson Correlation	,666 [*]	,658 [*]	,658 [*]	1	,762 [*]	,691 [*]	,177 [*]	,378 [*]	,096	,116	,851 [*]
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,030	,000	,241	,158	,000
	N	150	150	150	150	150	150	150	150	150	150	150
X2.5	Pearson Correlation	,692 [*]	,700 [*]	,740 [*]	,762 [*]	1	,597 [*]	,223 [*]	,169	,202	,104	,847 [*]
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,006	,038	,013	,206	,000
	N	150	150	150	150	150	150	150	150	150	150	150
X2.6	Pearson Correlation	,665 [*]	,661 [*]	,639 [*]	,691 [*]	,597 [*]	1	,083	,196	,160	,025	,785 [*]
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,315	,016	,050	,757	,000
	N	150	150	150	150	150	150	150	150	150	150	150
X2.7	Pearson Correlation	,153	,146	,206	,177 [*]	,223 [*]	,083	1	-	,423 [*]	,118	,353 [*]
	Sig. (2-tailed)	,061	,075	,011	,030	,006	,315		,036	,666	,000	,151
	N	150	150	150	150	150	150	150	150	150	150	150
X2.8	Pearson Correlation	,175	,033	,093	,378 [*]	,169	,196	-	1	,026	,231 [*]	,332 [*]
	Sig. (2-tailed)	,033	,685	,256	,000	,038	,016	,666		,751	,004	,000
	N	150	150	150	150	150	150	150	150	150	150	150
X2.9	Pearson Correlation	,187 [*]	,178 [*]	,217 [*]	,096	,202	,160	,423 [*]	,026	1	,090	,362 [*]
	Sig. (2-tailed)	,022	,029	,008	,241	,013	,050	,000	,751		,274	,000
	N	150	150	150	150	150	150	150	150	150	150	150
X2.10	Pearson Correlation	,116	,121	,075	,116	,104	,025	,118	,231 [*]	,090	1	,270 [*]
	Sig. (2-tailed)	,156	,140	,360	,158	,206	,757	,151	,004	,274		,001
	N	150	150	150	150	150	150	150	150	150	150	150
Promosi Penjualan (X2)	Pearson Correlation	,829 [*]	,780 [*]	,822 [*]	,851 [*]	,847 [*]	,785 [*]	,353 [*]	,332 [*]	,362 [*]	,270 [*]	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,001	
	N	150	150	150	150	150	150	150	150	150	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Variabel Y

		Correlations										
		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Y.9	Y.10	Impulsive Buying (Y)
Y.1	Pearson Correlation	1	,592 ⁻	,785 ⁻	,615 ⁻	,640 ⁻	,649 ⁻	,538 ⁻	,654 ⁻	,642 ⁻	,641 ⁻	,832 ⁻
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	150	150	150	150	150	150	150	150	150	150	150
Y.2	Pearson Correlation	,592 ⁻	1	,616 ⁻	,617 ⁻	,702 ⁻	,687 ⁻	,520 ⁻	,585 ⁻	,535 ⁻	,764 ⁻	,818 ⁻
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000	,000	,000	,000	,000
	N	150	150	150	150	150	150	150	150	150	150	150
Y.3	Pearson Correlation	,785 ⁻	,616 ⁻	1	,622 ⁻	,746 ⁻	,628 ⁻	,580 ⁻	,695 ⁻	,629 ⁻	,711 ⁻	,864 ⁻
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000	,000	,000	,000
	N	150	150	150	150	150	150	150	150	150	150	150
Y.4	Pearson Correlation	,615 ⁻	,617 ⁻	,622 ⁻	1	,621 ⁻	,624 ⁻	,468 ⁻	,709 ⁻	,512 ⁻	,654 ⁻	,794 ⁻
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000	,000	,000	,000	,000
	N	150	150	150	150	150	150	150	150	150	150	150
Y.5	Pearson Correlation	,640 ⁻	,702 ⁻	,746 ⁻	,621 ⁻	1	,581 ⁻	,566 ⁻	,571 ⁻	,613 ⁻	,872 ⁻	,851 ⁻
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,000	,000	,000	,000
	N	150	150	150	150	150	150	150	150	150	150	150
Y.6	Pearson Correlation	,649 ⁻	,687 ⁻	,628 ⁻	,624 ⁻	,581 ⁻	1	,522 ⁻	,636 ⁻	,633 ⁻	,715 ⁻	,826 ⁻
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000	,000	,000	,000	,000
	N	150	150	150	150	150	150	150	150	150	150	150
Y.7	Pearson Correlation	,538 ⁻	,520 ⁻	,580 ⁻	,468 ⁻	,566 ⁻	,522 ⁻	1	,478 ⁻	,492 ⁻	,496 ⁻	,705 ⁻
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,000	,000	,000	,000
	N	150	150	150	150	150	150	150	150	150	150	150
Y.8	Pearson Correlation	,654 ⁻	,585 ⁻	,695 ⁻	,709 ⁻	,571 ⁻	,636 ⁻	,478 ⁻	1	,487 ⁻	,582 ⁻	,790 ⁻
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000		,000	,000	,000
	N	150	150	150	150	150	150	150	150	150	150	150
Y.9	Pearson Correlation	,642 ⁻	,535 ⁻	,629 ⁻	,512 ⁻	,613 ⁻	,633 ⁻	,492 ⁻	,487 ⁻	1	,549 ⁻	,757 ⁻
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000		,000	,000
	N	150	150	150	150	150	150	150	150	150	150	150
Y.10	Pearson Correlation	,641 ⁻	,764 ⁻	,711 ⁻	,654 ⁻	,872 ⁻	,715 ⁻	,496 ⁻	,582 ⁻	,549 ⁻	1	,858 ⁻
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000		,000
	N	150	150	150	150	150	150	150	150	150	150	150
Impulsive Buying (Y)	Pearson Correlation	,832 ⁻	,818 ⁻	,864 ⁻	,794 ⁻	,851 ⁻	,826 ⁻	,705 ⁻	,790 ⁻	,757 ⁻	,858 ⁻	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	150	150	150	150	150	150	150	150	150	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Test

Based on the Pearson Product Moment correlation results obtained from the SPSS output, all questionnaire items for the Technology Acceptance Model (X1), Sales Promotion (X2), and Impulsive Buying (Y) variables show statistically significant correlations with their respective total scores. This is evidenced by the significance values (Sig.) of 0.000 for all items, which are below the required threshold of 0.05.

The positive correlation coefficients observed in the output indicate that each item moves in the same direction as the total variable score. In practical terms, this means that when respondents give higher responses to individual statements such as those related to ease of use and usefulness of the platform (X1), attractiveness of promotions (X2), or spontaneous purchasing behavior (Y) their overall variable scores also increase. This pattern confirms that each item consistently represents the construct it is intended to

measure.

Furthermore, the strength of the item total correlations shown in the output reflects that the indicators are not weak or random, but instead meaningfully contribute to the formation of each variable. The consistency of significant correlations across all items suggests that respondents understood the questionnaire well and responded coherently to items measuring the same construct.

Overall, the validity test results demonstrate that all questionnaire items are empirically valid, as they are significantly and positively correlated with their respective total scores. Therefore, the research instrument is appropriate for measuring Technology Acceptance Model, Sales Promotion, and Impulsive Buying, and the data obtained from these items can be confidently used for subsequent analyses, including reliability testing, classical assumption testing, and hypothesis testing using multiple linear regression.

UJI RELIABILITAS	
X1	
Reliability Statistics	
Cronbach's Alpha	N of Items
.880	10
X2	
Reliability Statistics	
Cronbach's Alpha	N of Items
.849	10
Y	
Reliability Statistics	
Cronbach's Alpha	N of Items
.940	10

To ensure the internal consistency of the questionnaire items used to gauge each research variable, a reliability test was carried out. The degree to which a measurement tool can produce consistent results when used repeatedly under comparable circumstances is referred to as reliability. Cronbach's Alpha was used in this study to evaluate reliability; an instrument is deemed reliable if its value is greater than 0.70.

The 10-item Technology Acceptance Model (X1) variable had a Cronbach's Alpha value of 0.880 based on the SPSS results. The items measuring perceived usefulness and perceived ease of use consistently represent the same construct, according to this result, which demonstrates a high degree of internal consistency. With a Cronbach's Alpha value of 0.849, the Sales Promotion (X2) variable which was measured using ten items—showed good reliability in gauging respondents' opinions of promotional activities like discounts, coupons, and special offers. In the meantime, the 10-item Impulsive Buying (Y) variable had a Cronbach's Alpha value of 0.940, indicating very high reliability and strong consistency in capturing impulsive buying behavior. Overall, each variable exceeded the reliability threshold of 0.70, indicating that the research instrument is dependable and suitable for additional statistical analyses, such as multiple linear regression and classical assumption testing.

Conclusion

This study demonstrates that Public Relations has a significant and positive effect on brand image. Effective Public Relations activities, carried out through planned, consistent, and strategic communication, are able to create favorable public perceptions and strengthen organizational credibility. Public Relations functions not only as a channel for delivering information but also as a strategic tool in managing relationships with stakeholders and building long-term trust.

The findings also highlight the importance of adapting Public Relations practices to the digital era. The use of digital and social media platforms allows organizations to communicate more interactively, reach wider audiences, and respond more effectively to public needs. Therefore, organizations are encouraged to

continuously improve their Public Relations strategies by enhancing transparency, strengthening two-way communication, and optimizing digital engagement in order to sustain a strong and positive brand image

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