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The Influence of Interactivity, Trust, and Online Customer Reviews on Impulse Buying of Avoskin Products on Shopee: a Study of Generation Z in Surabaya

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Abstract
This study aims to examine how interactions, trust, and online customer reviews influence impulsive purchasing of Avoskin products among Generation Z in Surabaya. This study employs the Stimulus-Organism-Response (S-O-R) theory, which explains that environmental influences can affect a person's internal state, subsequently leading to specific actions or behaviors. The methodology used was a quantitative study involving 156 participants selected through purposive sampling. Research data were collected and analyzed using multiple linear regression with SPSS version 31. The results indicate that interaction, trust, and customer reviews collectively influence impulsive purchases of Avoskin products among Generation Z consumers in Surabaya. Partial tests also revealed that all three independent variables have a positive and significant impact on impulsive purchasing. Among these three variables, the trust variable had the greatest influence, with a regression coefficient of 0.426. Furthermore, the coefficient of determination of 71.4% indicates that changes in impulsive purchasing behavior can be explained by the three independent variables in this study, while the remaining portion is influenced by other factors outside the model under investigation.

INTRODUCTION

Advances in digital technology have transformed consumer behavior, particularly in the realm of commerce. Information technology has provided significant access to the business sector through a wide range of information and services in e-commerce. The growth of e-commerce in Indonesia has surged in tandem with technological advancements. In 2023, the national transaction value reached Rp453.75 trillion and increased to Rp487.01 trillion in 2024, with an annual growth rate of 7.3%. Consumer engagement on e-commerce platforms goes beyond merely receiving information, consumers are now active participants. These interactions create a unique shopping experience for each consumer, distinct from conventional consumption patterns.

As the frequency of online shopping increases, impulsive buying has become a common phenomenon in consumer interactions. According to Purwanto (2022) in his book, impulse buying is a purchasing process that is not carried out consciously as a result of deliberation. This aligns with research by Anggraeni (2020), who states that impulse buying can be defined as consumers making purchases without prior planning or spontaneously, and these purchases are typically made suddenly within a short period of time. This leads to purchasing behavior carried out without sufficient prior planning, which is often triggered by external influences. Data from Statista (2023) shows that 60% of online transactions in Indonesia are impulsive, with Gen Z being the largest group affected, they are more susceptible to the influence of social media and compelling advertisements.

The high prevalence of impulse buying on e-commerce platforms is also linked to interactivity. User interactivity with brands encompasses features provided by the platform for both businesses and consumers, such as product recommendations, product visualizations, and promotional content. These elements can foster a sense of social presence. A high level of interactivity can boost consumer engagement and create a shopping experience that drives purchases. Meanwhile, consumer trust plays a crucial role in online shopping activities. Trust relates to consumers' confidence in transaction security, the platform, and the accuracy of the product information presented. Consumers with a high level of trust in e-commerce platforms generally make purchasing decisions more quickly and spontaneously (Masitoh et al., 2024).

Another factor influencing impulse buying is online customer reviews. Online customer reviews are feedback provided by consumers after making a purchase and serve as a form of electronic word-of-mouth (eWOM) that can influence consumer expectations and purchasing decisions. Customer reviews are part of word-of-mouth that function as a source of information based on previous consumer experiences. Online customer reviews provide insights into a product’s quality, benefits, and credibility. Positive reviews can reduce consumer uncertainty and increase confidence in the decision-making process, including purchasing decisions. Customer reviews not only influence consumers’ rational considerations but can also evoke emotional responses that drive purchases. This demonstrates that social influence in the form of reviews plays a strategic role in shaping digital consumer behavior.

Although it offers many opportunities for platforms and businesses, the rise in impulse buying has created a number of problems. From the consumer’s perspective, impulse buying contributes to excessive spending, leading to unplanned expenditures and potential buyer’s remorse after purchasing a product. A brand’s reliance on excessive promotions without the backing of quality and long-term trust can undermine the effectiveness of future marketing strategies. These impacts are relevant to local skincare brands like Avoskin, which are typically marketed through e-commerce platforms and target the Gen Z segment.

There is an issue with the high traffic to Avoskin’s store on the Shopee app, which does not correlate directly with impulse sales conversions; consumers often simply add products to their shopping carts without checking out or purchasing, or switch to competitors due to unconvincing reviews. The prevalence of counterfeit products and unauthorized resellers also erodes consumer trust in product authenticity, which has the potential to hinder impulse buying behavior.

This study applies the Stimulus-Organism-Response (S-O-R) model framework to describe and explain the observed phenomenon. A stimulus is an influence originating from the external environment that affects a condition within an individual or organism; it encompasses several aspects, such as perceptions of trust, information quality, and the individual’s internal emotional responses that arise during the product search and evaluation process. The internal state of the individual ultimately triggers a response in the form of impulsive behavior, a purchase made spontaneously without careful planning. This affects the level of consumer satisfaction as well as the sustainability of the interaction between the consumer and the brand over the long term.

A study conducted by Masitoh (2024) on Shopee Live Streaming features showed that interactivity and trust have a significant influence on impulse buying. The results of the analysis also indicated the presence of indirect effects: interactivity influences impulse buying through trust, and online customer reviews have an indirect effect on impulse buying. Furthermore, interactivity and online customer reviews have a significant effect on trust, but online customer reviews do not have a significant effect on impulse buying. This suggests that positive reviews from other consumers do not always trigger spontaneous purchases; rather, consumers engage in an internal processing of a review to build confidence that drives their shopping behavior.

Another study conducted by Hidayanti (2025) explains that trust influences cosmetic purchase decisions on TikTok Shop. The results of this study also illustrate that online customer reviews can shape consumers' positive perceptions of products, as well as increase trust and purchase interest. These findings confirm that trust is a crucial factor in driving consumers' desire to purchase.

Based on previous studies, there are several gaps that can serve as a foundation for this research. Limitations were identified in examining influencing factors, as previous studies focused only on one or two variables without incorporating the role of interactivity as a key variable. Therefore, this study focuses on examining the influence of interactivity, online customer reviews, and trust, as well as identifying their impact on impulse buying among Shopee app users. The findings are expected to be useful for marketers and researchers in expanding their understanding of impulse buying.

METHODS

Types and Approaches to Research

This study employs a quantitative research method. Quantitative research is an approach used to study a population or sample. This approach aims to test hypotheses and obtain evidence or explain the theory underlying the research. The results of the analysis are expected to provide insight into the relationships among the various variables under study.

Data Types and Source

This study used quantitative data obtained from primary sources through questionnaires distributed to Generation Z respondents in Surabaya who had purchased Avoskin products via the Shopee application. In research, researchers can use secondary data obtained from sources such as books and journals.

Research Object

The object of this study was the influence of interactivity, trust, and online customer review on impulse buying behavior toward Avoskin products on the Shopee application.

Population and Sampling Techniques

The population used in this study consists of Generation Z consumers residing in the city of Surabaya, specifically individuals born between 1997 and 2012. This population was selected based on the characteristics of Generation Z, which includes a high level of digital literacy and relatively frequent use of e-commerce platforms. The population size was calculated using the proportional method, a technique used to determine the number of individuals in a subgroup based on the percentage of a larger group.

Data Collection Technique

The study also used a Likert scale to measure variables, the Likert scale was used to assess the opinions of individuals and groups regarding a particular phenomenon. Data were collected by distributing a questionnaire containing a number of statements related to the research variables, respondents were then asked to select the appropriate answer from the provided options.

Data Analysis Technique

The data analysis techniques used in this study include descriptive analysis. The analysis was conducted using multiple linear regression to test the effects of interactivity, trust, and online customer reviews on impulse buying. Prior to the regression analysis, classical assumption tests were performed including tests for normality, multicollinearity, and heteroscedasticity to ensure that the model met the required assumptions.

In addition, the coefficient of determination (R^2) was used to measure the extent to which the independent variables explain the variation in impulse buying. Hypothesis testing was performed using t-tests and F-tests. The entire data analysis process was conducted using IBM SPSS 31 statistical software..

RESULTS AND DISCUSSION

Results

Validity Test

Validity testing aims to determine the validity of the data collected using an instrument or questionnaire in a study to measure the variables under investigation, whether dependent or independent. To determine the r-table value, one can refer to the table for df = N-2, where df is 154, corresponding to a significance level of 0.05. Using this method, the r-table value obtained is 0.157.

Table 1. Validity Test

Variable	R table	r table	Sig.	Description
***Interactivity* (X1)**				
X1.1	0,157	0,776	0,000	Valid
X1.2	0,157	0,695	0,000	Valid
X1.3	0,157	0,760	0,000	Valid
X1.4	0,157	0,702	0,000	Valid
X1.5	0,157	0.766	0,000	Valid
X1.6	0,157	0,747	0,000	Valid
***Trust* (X2)**				
X2.1	0,157	0,796	0,000	Valid
X2.2	0,157	0,834	0,000	Valid
X2.3	0,157	0,813	0,000	Valid
X2.4	0,157	0,777	0,000	Valid
***Online Customer Review* (X3)**				

X3.1	0,157	0,703	0,000	Valid
X3.2	0,157	0,692	0,000	Valid
X3.3	0,157	0,701	0,000	Valid
X3.4	0,157	0,677	0,000	Valid
X3.5	0,157	0,741	0,000	Valid
X3.6	0,157	0,733	0,000	Valid
X3.7	0,157	0,686	0,000	Valid
X3.8	0,157	0,658	0,000	Valid
***Impulse Buying* (Y)**				
Y1	0,157	0,671	0,000	Valid
Y2	0,157	0,668	0,000	Valid
Y3	0,157	0,658	0,000	Valid
Y4	0,157	0,668	0,000	Valid
Y5	0,157	0,710	0,000	Valid
Y6	0,157	0,767	0,000	Valid
Y7	0,157	0,708	0,000	Valid
Y8	0,157	0,673	0,000	Valid

Source: Processed Data by the Author, 2026

Based on table 1, the results of the validity test conducted on the variables Interactivity (X1), Trust (X2), Online Customer Reviews (X3), and Impulse Buying (Y) show that all items within these variables are valid, as their calculated r values are greater than the table r values.

Reliability Test

In this study, reliability testing was conducted using Cronbach's Alpha, which yielded a value of 0.60. If the value of a variable measured in the reliability test is greater than 0.60, the instrument is considered reliable and can be used repeatedly.

Table 2. Reliability Test

Variable	Cronbach's Alpha	Description
Interactivity (X1)	0,836	Reliable
Trust (X2)	0,819	Reliable
Online Customer Review (X3)	0,850	Reliable
Impulse Buying (Y)	0,843	Reliable

Source: Processed Data by the Author, 2026

Based on table 2, and given that the Cronbach's Alpha value obtained was greater than 0.60, it can be concluded that the results of the reliability test for this study's questionnaire indicate that all variables have been found to be reliable.

Classical Assumption Tests

Table 3. Results of Classical Assumption Tests

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual

N		156
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3,54455416
Most Extreme Differences	Absolute	.042
	Positive	.035
	Negative	-.042
Test Statistic		.042
Asymp. Sig. (2-tailed)[c]		.200[d]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Processed Data by the Author, 2026

Based on the results of the normality test using the Kolmogorov-Smirnov test, it can be concluded that the significance value obtained is greater than the error value of 0.05. Therefore, it can be concluded that the residuals of the independent variables (Interactivity, Trust, Online Customer Reviews) and the dependent variable (Impulse Buying) follow a normal distribution. This is indicated by the Asymp. Sig. (2-tailed) value of 0.200 > 0.05

Multicollinearity Test

Table 4. Result of Multicollinearity Test

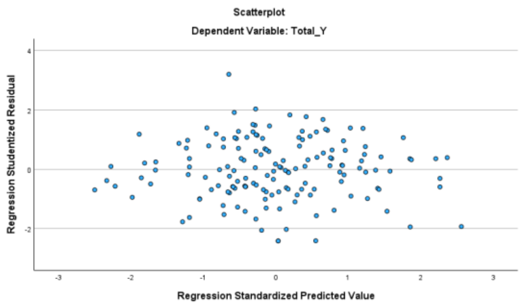
Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1,749	1,381		-1,266	0,207		
	Total_X1	0,488	0,056	0,396	8,668	0,000	0,903	1,108
	Total_X2	0,720	0,077	0,426	9,327	0,000	0,904	1,106
	Total_X3	0,372	0,045	0,379	8,331	0,000	0,910	1,099
a. Dependent Variable: Total_Y								

Source: Processed Data by the Author, 2026

Based on the results of the multicollinearity test in table 4, it was found that the VIF values for the variables Interactivity (X1), Trust (X2), and Online Customer Review (X3) were less than 10. From these results, it can be concluded that there is no multicollinearity among the independent variables (Interactivity, Trust, Online Customer Review) in the regression on the dependent variable (Impulse Buying). Thus, the regression model is acceptable.

Heteroscedasticity Test

Picture 1. Heteroscedasticity Test



Source: Processed Data by the Author, 2026

Based on picture 1, the scatterplot does not follow a specific pattern; that is, the data points are randomly scattered above, below, to the right, or to the left of 0 on the Y-axis. Therefore, it can be concluded that the regression model used in this study does not indicate the presence of heteroscedasticity.

Multiple Linear Regression Analysis

Multiple linear regression is a regression model that uses multiple independent variables. The purpose of multiple linear regression analysis is to determine the magnitude and direction of the independent variables' effects on the dependent variable.

Table 5. Multiple Linear Regression Analysis

Coefficients						
Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-1,749	1,381		-1,266	0,207
	Total_X1	0,488	0,056	0,396	8,668	0,000
	Total_X2	0,720	0,077	0,426	9,327	0,000
	Total_X3	0,372	0,045	0,379	8,331	0,000
a. Dependent Variable: Total_Y						

Source: Processed Data by the Author, 2026

From table 5 above, the following regression equation is obtained:

$$\mathbf{Y = -1.749 + 0.488\ (X1) + 0.720\ (X2) + 0.372\ (X3) + e}$$

Based on this regression equation, the following conclusions can be drawn:

1. The constant term of -1.749 means that if the variables Interactivity (X1), Trust (X2), and Online Customer Reviews (X3) are all zero, then the Impulse Buying variable (Y) is -1.749.
2. The regression coefficient for Interactivity, 0.488, indicates that Interactivity has a positive effect on Impulse Buying.
3. The regression coefficient for Trust, 0.720, indicates that Trust has a positive effect on Impulse Buying.
4. The regression coefficient for Online Customer Reviews, which is 0.372, indicates that Online Customer Reviews have a positive effect on Impulse Buying.

Table 6. Results of Hypothesis Test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4855,748	3	1618,583	126,335	<,001[b]
	Residual	1947,399	152	12,812		
	Total	6803,147	155			

Source: Processed Data by the Author, 2026

As shown in table 6, the results of the F-test calculation indicate that the calculated F-value is 126.335 and the table F-value (k; n-k-1) = (3; 156-3-1) = (3; 152) = 2.66. This indicates that the calculated F-value is greater than the critical F-value, with 126.335 > 2.66, and the p-value is less than 0.05, specifically <0.001.

Table 7. Results of Partial Test

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,749	1,381		-1,266	0,207
	Total_X1	0,488	0,056	0,396	8,668	0,000
	Total_X2	0,720	0,077	0,426	9,327	0,000
	Total_X3	0,372	0,045	0,379	8,331	0,000

Source: Processed Data by the Author, 2026

In this study, the sample size (n) was 156 respondents. The significance level (α) was set at 0.05 : 2 = 0.025 for a two-tailed test, with degrees of freedom (df = n-k-1 = 156-3-1 = 152). As a result, the t-table value was obtained as 1.97569.

Table 8. Results of the Coefficient of Determination (R_2) Test

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.845[a]	0,714	0,708	3,579
a. Predictors: (Constant), Total_X3, Total_X2, Total_X1				
b. Dependent Variable: Total_Y				

Source: Processed Data by the Author, 2026

Based on table 8, the adjusted R^2 value obtained in this study was 0.714, or 71.4%. This indicates that the independent variables in the regression model account for 71.4% of the variation in the dependent variable. In addition, a 28.6% difference is explained by other variables outside the model that were not tested in this study.

DISCUSSION

The Simultaneous Effects of Interactivity, Trust, and Online Customer Reviews on Impulse Buying

Based on the results of the F-test, the calculated F-value is 126.335 and the table F-value is 2.66. This indicates that the calculated F-value is greater than the critical F-value, with 126.335 > 2.66, and the significance level is less than 0.05, specifically 0.000. It can be concluded that all independent variables namely, Interactivity, Trust, and Online Customer Reviews, simultaneously have a significant effect on the dependent variable, Impulse Buying. Substantively, these findings suggest that impulsive buying behavior is not influenced by a single factor but is shaped by a combination of several interrelated factors, interaction within the platform between producers and consumers (interactivity), the nature of trust, and assessments of product quality (online customer reviews).

This is reinforced by the coefficient of determination of 0.714, or 71.4%, which means that the vast majority of the variation in impulse buying can be explained by these three variables, while the remainder is influenced by other factors. The characteristics of the respondents in this study show that 45% of them have purchased Avoskin products more than five times. This indicates that most respondents have considerable experience purchasing Avoskin products through Shopee. Furthermore, the frequency of purchases also suggests that respondents have not only tried Avoskin products but have also read customer reviews, engaged with product information, and evaluated the products they purchased.

The Influence Interactivity on Impulse Buying

Based on the results of the test of the Interactivity variable on Impulse Buying, the t-value was 8.668, which means that 8.668 > 1.97569. In addition, the significance value of 0.000 is less than the significance level of 0.05. It can be concluded that, partially, interactivity has a significant effect on impulse buying. Substantively, this indicates that high interactivity on the Shopee platform can increase consumers' tendency to make impulsive purchases. The more actively consumers are engaged during the shopping process, the greater the likelihood of making unplanned purchases. This finding aligns with the Stimulus-Organism-Response theory, which explains that interactivity is one of the factors that can influence a consumer's state and prompt a response in the form of a spontaneous purchasing decision..

The Influence Trust on Impulse Buying

Based on the results of the test of the Trust variable on Impulse Buying, the t-value is 9.327, which means that 9.327 > 1.97569. In addition, the significance value is 0.000 < 0.05. It can be concluded that, partially, Trust has a significant effect on Impulse Buying, and there is a beta regression coefficient of 0.426, the highest among all independent variables, indicating that trust is the most dominant variable influencing impulsive buying behavior. The influence of trust is dominant and serves as the primary factor considered by consumers when purchasing Avoskin products through Shopee. In online transactions, consumers cannot see or try the products directly, so the level of trust becomes a crucial aspect in mitigating risk

The Influence Online Customer Review on Impulse Buying

Based on the results of the test of the Online Customer Review variable on Impulse Buying, the t-value was 8.331, which means that 8.331 > 1.97569. Furthermore, the p-value of 0.000 is smaller than the significance level of 0.05, leading to the conclusion that, partially, Online Customer Reviews have a significant effect on Impulse Buying. Additionally, the beta regression coefficient is 0.379, the smallest among all independent variables, indicating that other consumers' reviews are the weakest variable in influencing impulsive buying behavior. These findings indicate that reviews provided by other consumers can influence consumers' tendency to make impulse purchases. Reviews from other consumers serve as one of the most accessible sources of information for prospective buyers to gain insight into a product's quality, benefits, and user experience. The more positive the reviews a product receives, the higher consumers' confidence in making a purchase.

CONCLUSION

Interactivity, Trust, and Online Customer Reviews have collectively been shown to contribute to impulse buying of Avoskin products among Generation Z users in Surabaya. Interactivity influences impulse buying. The higher the level of consumer interactivity during the shopping process, the greater the tendency for consumers to make unplanned purchases. Trust influences impulse buying. The research results show that consumer trust in the product, the seller, and the Shopee platform plays a role in driving purchases. Trust has the most dominant influence on impulsive buying behavior. Online customer reviews influence impulse buying. Reviews provided by other consumers serve as a source of information that can influence a consumer's assessment and confidence in a product, thereby contributing to the occurrence of unplanned purchases.

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