

## Research Article

# Analysis of the Success Rate of Paid Click Advertising and Risk Perception on Behavior and Purchases Impulsivity in Online Shopping

Pristiyono<sup>1\*</sup>, Ade Parlaungan Nasution<sup>1</sup>, Abd. Halim<sup>1</sup>, Budi Febriani<sup>1</sup>, Syukron Arjuna<sup>1</sup>, Mahirun<sup>2</sup>, Sriono<sup>1</sup>

<sup>1</sup>University of Labuhanbatu, Indonesia

<sup>2</sup>University of Pekalongan, Indonesia

## Abstract.

This study aimed to analyze the impact of paid click advertising on online purchasing behavior, assess the significant influence of perceived risk on online purchasing behavior, and investigate the indirect effect of paid click advertising and perceived risk on online impulse purchases, with a subsequent examination of how online impulse purchases directly impact consumer emotional intelligence. The population in this study are all people who have recorded experience using QRIS payments in the city of Rantauprapat as a payment method and the sample size used is 150 respondents. The data tested model uses the SEM-PLS (*Partial Least Square*) structural equation technique using Smart-PLS 4.0 software, within the framework of quantitative descriptive research methodology. Based on the results of research and discussion, the findings of this study are as follows: first, The majority of respondents reported experiencing impulsive buying, primarily influenced by online advertisements viewed through smartphone applications, with 58 individuals (38.7%) attributing their online shopping behavior to this factor. Second, the results of the study partially show that paid click advertising and perceived risk have a positive and significant effect on online purchasing behavior and impulsive buying online. Third, partially that online purchasing behavior has a positive and significant effect on impulsive buying online. Finally, partially impulsive buying online has a positive and significant effect on emotional intelligence.

**Keywords:** paid click advertising, risk perception, online purchasing behavior, online impulsive buying, consumer emotional intelligence

## 1. INTRODUCTION

In fact, the concept of marketing strategy still plays an important role in the development of a business. Without effective and efficient marketing, the company's products will not be recognized by consumers, let's take a good look at which companies or business people do not apply the marketing concept in introducing their products. The concept of marketing is very different from the concept of promotion, but companies that do marketing indirectly aim to introduce products to other parties or other people. According to [1] marketing system is a collection of institutions that carry out marketing

Corresponding Author:

Pristiyono; email:

paktio16@gmail.com

**Published:** 15 August 2024

Publishing services provided by  
Knowledge E

© Pristiyono et al. This article is distributed under the terms of the [Creative Commons Attribution License](#), which permits unrestricted use and redistribution provided that the original author and source are credited.

Selection and Peer-review under the responsibility of the 6th SoRes Conference Committee.

 OPEN ACCESS

tasks, goods and services, ideas, people and environmental factors that influence each other and shape and influence the company's relationship with the market.

The marketing concept of a product or service in the era of the industrial revolution 4.0 is now starting to rely on information and communication technology or in other words, the marketing concept does not only occur in electronic media and print media, but digital-based advertising. As explained [2] in his book marketing in business has targeted social platforms such as fb, ig, TikTok, and other applications for promotion (marketing) to increase brand awareness and grow target audiences. He added that social media marketing strategy is one of the important strategies that provides the maximum opportunity for companies to interact online with the public or target market as well as a way to win business competition.

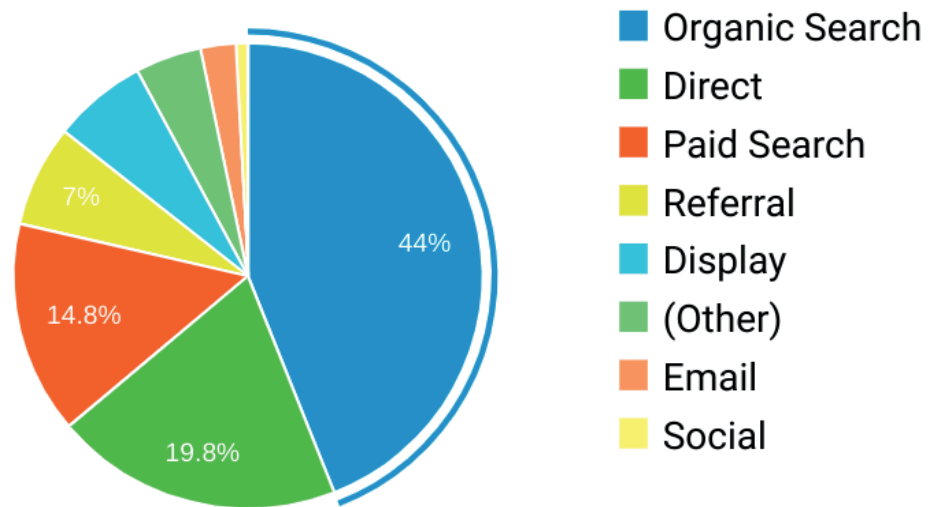
The existence of high business competition has led to new phenomena in the digital-based business world. One of them is the phenomenon of online marketing using paid click ads in every social media platform application. The way paid click ads work is quite unique because almost everyone in their daily lives depends on gadgets, this is the way the developer of the paid click ad business idea emerged. According to [3] paid click ads can increase sales and store performance through the marketplace. This is reinforced by the results of research [4] after an analysis of paid click advertising has a direct effect on attracting customers and he added that the effectiveness of online advertising is a very broad concept in advertising organizations.

In a study [5] paid click advertising models provide competitive offers among commercial advertisers. This means that in the digital business, especially in digitalization advertising actors, there is fierce competition in providing advertising services so that it provides benefits for anyone who can seize this opportunity. According to [6] digital marketing channels and digital advertising are systems that can enable brands to send advertising materials as marketing to accelerate sales, website traffic and provide brand benefits. So it is very natural that paid click advertising is a truly interesting phenomenon to be studied more deeply through empirical research.

According to the Top Channels digital marketing channel data that is widely used in marketing and efforts to attract consumers and in increasing the company's Return on Investment (ROI), the following digital marketing channels (internet) are commonly used by the public:

Through Figure 1. above shows the most widely used digital marketing channel via the internet by consumers using *organic* search (organic search) of 44% compared to

## Top Channels



**Figure 1:** Top Channels. Source: [6].

direct marketing channels of only 19.8% and *paid search* of only 14.8%. So from the data above, it can be concluded that the dominant marketing channel is chosen and used by some people using organic search engines. Organic search in digitalization is part of *Search Engine Optimization* (SEO) which is defined as a technique that optimizes according to needs through search engines. [7].

The relationship between *Search Engine Optimization* (SEO) and paid click advertising according to [8] from the point of view of ranking in search engines paid click ads are only an intermediary for websites or social media platforms. According to [9] paid click advertising or known as *Paid click advertising* (PPC) is a commercial and non-personal communication about an organization and its products that are transmitted to an audience through mass media targets, especially the internet. According to the Digital 2022 Global Overview Report data until January 2022, the most effective digital advertising channel to reach consumers is search engines. This is because as many as 49.5% of global internet users prefer to use search engines as the main tool for researching products, brands and online sales services. [10].

Pros and cons of paid click advertising implementation from several relevant studies that support this research [11] paid click ads have been found to be less relevant in reaching more potential customers and increasing the number of interactions. According to [12] that the Axis market uses the Youtube, Instagram, Facebook, Line, detik.com, and

in app game platforms in an effort to reach the target market. Others according to [13] that the use of paid click ad optimization can increase the highest rating and sales and relatively increase online visits. The success of paid click ads in marketing is reinforced by research [14] paid click advertising as a marketing tool has a significant impact on consumers. Finally, according to [15] paid promotion is a promotional service that can help consumers to get product information and get the products they want in an easier way.

Apart from the phenomena and pros and cons that form the basis and basis of this research, the author is interested in reviewing the success rate of paid click advertising as a marketing alternative on social media, so the purpose of this study is to analyze the effect of paid click advertising, risk perception significantly affects online purchasing behavior, and determine the indirect effect of paid click advertising, risk perception significantly affects online impulse buying and online impulse buying directly affects consumer emotional intelligence.

## 2. LITERATURE REVIEW

### 2.1. Advertisement

In marketing business practices, the role of advertising in introducing products or services aims to offer a product aimed at the public through a medium. Advertising is included in the promotion mix which is part of marketing. According to [16] the word advertisement comes from Greek which means more or less leading people to ideas. He added that advertising is a form of activity to present and promote ideas, goods, or services in a non-personal manner paid for by certain sponsors. The concept of marketing is currently experiencing rapid development along with the rapid advancement of technology and information, so that directing online advertising marketing can be found through social media such as Instagram, Twitter, Youtube and websites that can be accessed using the internet. [17]. According to [18] Online advertising is divided into several forms, namely *video advertising*, *sponsorship*, *direct advertising*, *self service advertising* and *constextual advertising*. Online advertising is the most creative way of advertising that grows quickly so that it can reach the target audience.

## 2.2. Paid Click Ads

As the use of digital marketing becomes more widespread, more and more people shop via smartphones and utilize the internet network to access various marketplaces. People's interest in shopping online or digital marketing is influenced by advertising. According to [13] advertising effectiveness is a condition of the extent to which the effect of the advertising message conveyed can attract, pay attention, be understood, understood and arouse emotions. The development of online advertising marketing methods both on social media is increasingly varied, where online advertising has evolved into paid click advertising which helps companies in promotion at a low cost. Paid click ads generally occur on a person's social media platform. According to [19] Paid click advertising, also known as Paid click advertising (PPC), is a digital marketing model where advertisers only need to pay for each ad clicked by the target audience. The indicators or dimensions used to measure paid click advertising variables in this study are *accessibility, interactivity, entertainment, credibility, irritation* and *informativeness*.

## 2.3. Risk Perception

Online business trips both marketing provide effects and marks that can be an obstacle to the transaction process. The inhibiting factor can be said to be the level of risk. Perception of risk according to [20] as a potential consumer loss carried out in online shopping, meaning that there is a sense of uncertainty about the value obtained by consumers in shopping online. He added that risk perception can reduce consumers' desire to shop online. According to [21] risk perception in online shopping is related to the uncertainty that consumers face when they cannot see the consequences of purchasing decisions. According to [22] perceived risk is assumed to be the type of uncertainty that consumers will face when they cannot see the consequences of a purchase decision. He added that the indicators or dimensions of the perceived risk variable are uncertainty and consequences.

## 2.4. Online Purchasing Behavior

Online purchasing behavior is consumer behavior, according to [23] purchasing behavior as a study of purchasing units can be individuals, groups, or organizations. In general, purchasing behavior can be influenced by personal, psychological, cultural

and social factors. According to [24] online shopping is related to purchasing behavior which means product purchasing activities (either goods or services) via the internet. Meanwhile, purchasing behavior or online shopping is a consumer decision making in meeting their needs which begins with the existence of basic needs that must be met. He added that online purchasing behavior is the tendency of consumers to make purchases through the internet media. According to [25] online purchasing behavior is a process that is closely related to the buying process but is carried out online using an internet-based media platform. Indicators that measure online purchasing behavior include convenience, completeness of information, consumer confidence and time and cost efficiency.

## 2.5. Online Impulse Buying

Impulse buying has aroused the interest of researchers and organizations trying to understand the psychological underpinnings of such behavior (Aragoncillo & Orús, 2018).. According to [27] online impulse purchases are unplanned buying behavior, or can be interpreted as part of a condition called unplanned purchases. In online impulse purchases, it means that the act of buying is not consciously recognized or there is a consideration of buying intentions that are formed after seeing or entering a store online via a website. Meanwhile, according to [28] emphasizes that impulse buying is a condition where individuals tend to buy spontaneously, reflectively, immediately and without thinking first but a very strong desire to buy. Some indicators of online impulse buying are influenced by discount information, persuasion from others, store placement and layout and consumer actions. According to analysis [29] the factors that cause the first impulse purchase are the state of mind created by the shopping environment and the characteristics inherent in consumers. Indicators of online impulse purchases include attractive offers, unplanned purchases and harsat want to shop. [30].

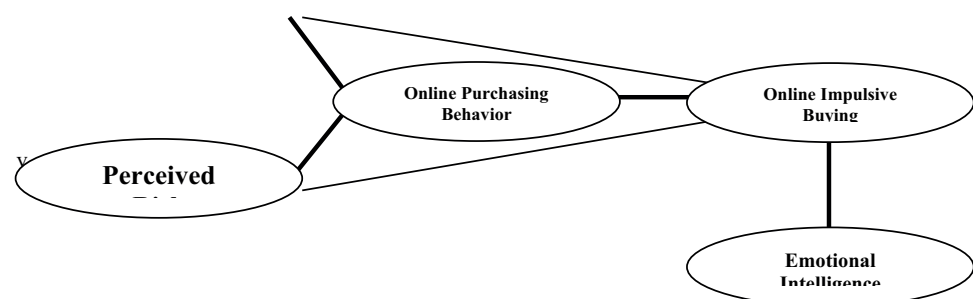
## 2.6. Emotional Intelligence

According to research (Amada and Rumiani, 2018) most of the items purchased by consumers based on impulse buying decisions are tertiary needs or items that are not very important, so this results in waste. According to the study [32] impulsive buying behavior that occurs in consumers during the digital era is hallucinatory or a mere desire that must be fulfilled, he added that consumer emotional intelligence affects the impulse

buying process because emotional intelligence at the age of 19-25 years is needed when making online shopping decisions. According to [33] emotional intelligence is the individual's ability to use his intelligence in regulating the emotions that exist in him. Research results [34] that emotional intelligence correlates well with the emergence of impulse buying influence. Definition of emotional intelligence according to [35] is a form of irrational intelligence related to emotional abilities and feelings. Indicators of emotional intelligence of online shopping are feeling calm, having the best hopes, being enthusiastic, proud, frustrated, worried, depressed and humiliated. [36].

## 2.7. Framework of Thought

Buying behavior and impulse buying in the digital business era are increasingly interesting to study as new phenomena emerge that show there are shifts and developments that occur if analyzed sharply as needed. The effects of buying behavior and impulse buying in this study from the phenomena described based on relevant research and references assume that the variables of paid click advertising and risk perception are central factors. The impact of all the assumptions outlined in this research results in the role of consumer emotional intelligence in online shopping. The framework of this research is:



**Figure 2:** Thinking Framework. Source: Data Processed, 2023.

## 2.8. Research Hypothesis

Based on the description of the background of the problem, literature review and framework in this study, the hypothesis of this study is:

1.  $H_1$  : Impulsive Buying Online -> Emotional Intelligence.
2.  $H_2$  : Online Purchasing Behavior -> Impulsive Buying Online

3.  $H_3$  : Paid click advertising -> Impulsive Buying Online
4.  $H_4$  : Paid click advertising -> Online Purchasing Behavior
5.  $H_5$  : Perceived Risk -> Impulsive Buying Online
6.  $H_6$  : Perceived Risk -> Online Purchasing Behavior.

### 3. RESEARCH METHODS

The population in this study are all people who have recorded experience using QRIS payments in the city of Rantauprapat as a means of payment. Hence the sampling technique chose purposive sampling with the criteria of experience using QRIS payments with an uncertain amount. Referring to the study [37] Where for the statistical tool used in this research is *Structural Equation Modeling (SEM)* where it is recommended that the sample size used is 100-200 subjects or 5-10 times the number of parameters. With reference to this theoretical concept, this study used 150 respondents who had experience using QRIS payments in the city of Rantauprapat. In this study, the model was tested using the SEM-PLS (*Partial Least Square*) structural equation technique using Smart-PLS 4.0 software. The SEM technique can test the mediation effect simultaneously. Model testing in SEM-PLS is carried out in two stages, namely testing the measurement model (outer model) and structural model (inner model). Model testing in this t is using validity and reliability tests of existing constructs. The validity test value converges with a factor value of 0.70 and an AVE value of > 0.50. The square root value of the AVE value of each construct must be higher than the correlation value between the model constructions. For reliability testing with Cronbach alpha value > 0.60. So it can be concluded that this research method is quantitative descriptive research.

## 4. RESULTS AND DISCUSSION

### 4.1. Description of Respondent Profile

The purpose of the description of the respondent's profile, among others, is as one of the data analysis techniques used to provide an overview of the respondent's profile in this study by grouping into several groups based on the consumer profile, namely gender, age category, type of marketplace, online shopping intensity, number of marketplace



account ownership and reasons for shopping online. The following is a picture of 2 respondent profiles from the results of distributing online questionnaires, among others:

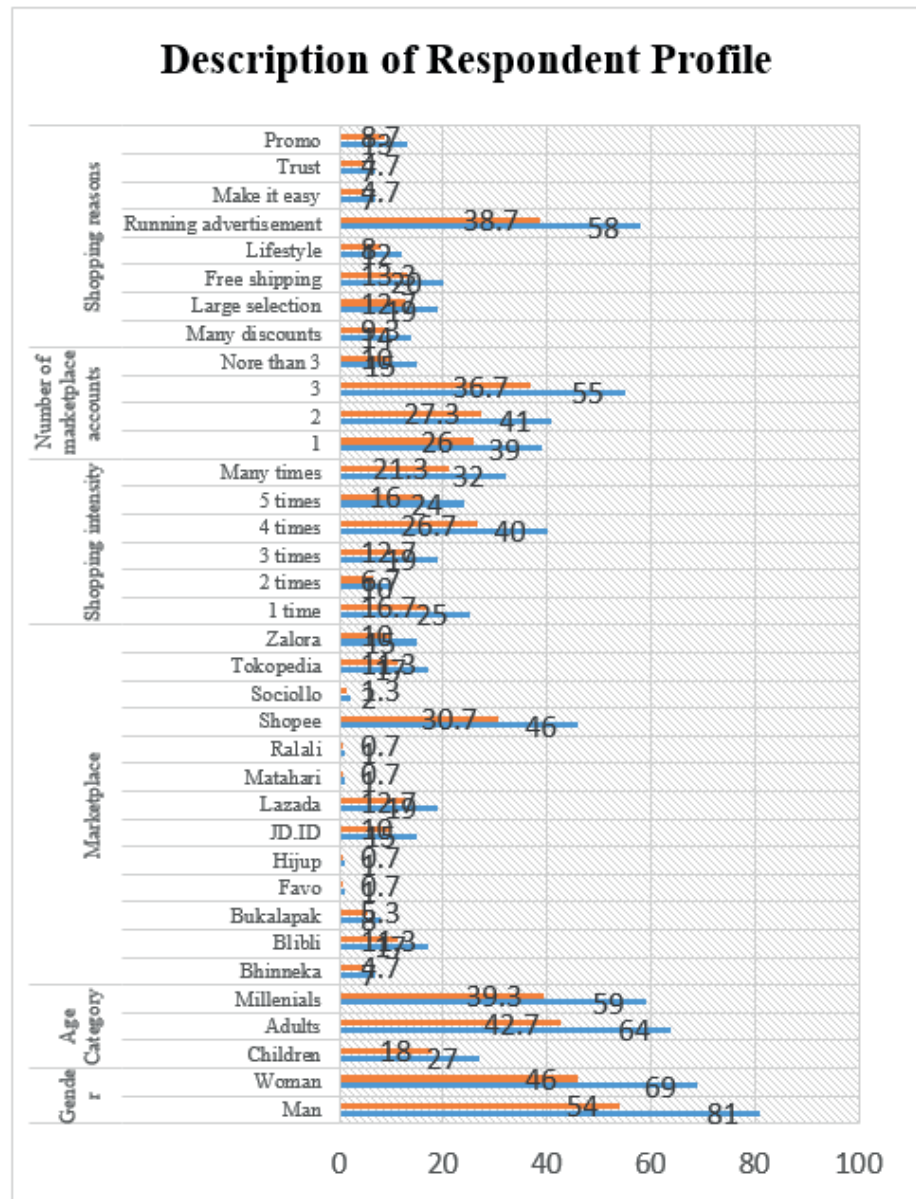


Figure 3: Description of Respondent Profile. Source: Data Processed, 2023.

Based on Figure 2. showing the profile picture of respondents in this study, it can be concluded as follows: 1) the highest gender in this study was male as many as 81 people compared to women, 2) the age category of respondents began to be dominated by adults, millennials and parents, 3) the marketplace most frequently visited by Shopee consumers, 4) the intensity of online shopping in a month by consumers as many as 4 transactions, 5) ownership of the number of marketplace accounts, 6) and the reason or

motivation for consumers to shop online because they see running ads. From the data and information on the respondent's profile, it shows that most of the respondents have experienced impulsive buying, this is due to the reason for shopping online because of running advertisements seen from smartphone applications as many as 58 people or 38.7 percent.

### 4.2. Outer Model

This measurement model is used to identify how each indicator relates to other latent variables by looking at the factor loading value, Average Variance Extracted (AVE) value and composite reliability value.

### 4.3. Outer Model Testing

#### Factor Loading

Testing the validity of a model is determined from the requirements that the loading factor must meet the requirements above 0.60, so the indicator is considered valid. The loading factor value can be seen in Figure 2 below:

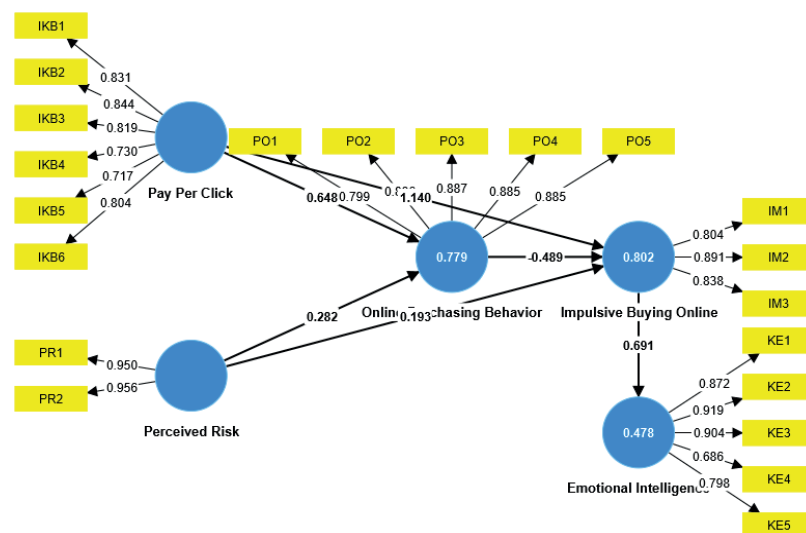


Figure 4: Outer Model Algorithm Results. Source: SmartPLS output, 2023.

#### Average Variance Extracted (AVE)

The following Average Variance Extracted (AVE) values can be seen in the table:

Based on Table 1 output Average Variance Extracted (AVE) variables (paid click advertising, perceived risk, online purchasing behavior, impulsive buying online and

TABLE 1: Average Variance Extracted (AVE) Output.

No.	Variables	Average Variance Extracted (AVE)
1	Emotional Intelligence	0.706
2	Impulsive Buying Online	0.714
3	Online Purchasing Behavior	0.755
4	Paid click advertising	0.628
5	Perceived Risk	0.908

Source: SmartPLS output, 2023

emotional intelligence) have a very good Average Variance Extracted (AVE) value which is greater than 0.50. Then the outer model Convergent Validity is fulfilled.

#### Composite Reliability

Composite reliability aims to show how well a group of indicators measures a variable. The composite reliability output, among others, can be seen below:

TABLE 2: Composite Reliability and Cronbach Alpha Output.

	Cronbach's Alpha	Composite Reliability
Emotional Intelligence	0.895	0.925
Impulsive Buying Online	0.802	0.807
Online Purchasing Behavior	0.919	0.922
Paid click advertising	0.880	0.883
Perceived Risk	0.898	0.901

Source: SmartPLS output, 2023

Through the data above, it shows that all constructs (paid click advertising, perceived risk, online purchasing behavior, impulsive buying online and emotional intelligence) have very good Composite Reliability and Cronbach Alpha values which are greater than 0.70 so that no variable undimensionality problems are found.

#### 4.4. Inner Model Testing

Inner model testing uses the coefficient of determination approach ( $R^2$ ) as the final requirement for the model which is determined among others:

From the data in the table above, it can be seen that the R-Square value of each Emotional Intelligence variable is 0.478 or 47.8% and the Impulsive Buying Online variable is 0.802 or 80.2% and the Online Purchasing Behavior variable is 0.779 or 77.9%.

TABLE 3: R-Square Output.

	R-square
Emotional Intelligence	0.478
Impulsive Buying Online	0.802
Online Purchasing Behavior	0.779

Source: SmartPLS output, 2023

This means that all of these variables are able to influence the paid click advertising and perceived risk variables according to the value possessed by each Emotional Intelligence, Impulsive Buying Online and Online Purchasing Behavior variable.

### 4.5. Hypothesis Testing

In testing the PLS-SEM hypothesis is by comparing the results of the bootstrapping model output and using the conditions, namely if the t-statistic value of each variable / construction is greater than the value of 1.96 with a p-value smaller than the value of 0.05, it can be stated that the hypothesis is accepted, otherwise if the t-statistic value of each variable / construction is smaller than the value of 1.96 with a p-value greater than the value of 0.05, it can be stated that the hypothesis is rejected.

TABLE 4: Bootstrapping Model Output.

	T statistics	P values
Impulsive Buying Online -> Emotional Intelligence	16.259	0.000
Online Purchasing Behavior -> Impulsive Buying Online	4.576	0.000
Paid click advertising -> Impulsive Buying Online	11.152	0.000
Paid click advertising -> Online Purchasing Behavior	10.116	0.000
Perceived Risk -> Impulsive Buying Online	2.346	0.019
Perceived Risk -> Online Purchasing Behavior	3.578	0.000

Source: SmartPLS output, 2023

## 5. Discussion

Based on the research results, the next section will clearly describe the hypothesis testing, among others:

$H_1$  : Impulsive Buying Online -> Emotional Intelligence.

Referring to the results of testing the hypothesis that the Impulsive Buying Online variable has a positive and significant effect on Emotional Intelligence, the t-statistic value is 16.259 and the p-value is 0.000. This means that the results of this test meet the requirements if the t-statistic value of each variable / construct ( $16.259 > 1.96$ ) with a p-value ( $0.000 < 0.05$ ), it can be stated that the hypothesis is accepted. So it can be concluded that Impulsive Buying Online has a positive and significant effect on Emotional Intelligence. This is in line with research [38] that impulsive buying also involves emotional factors in decision making, meaning that emotional factors in shopping experienced by consumers without thinking about making purchases are included in the category of consumers who have shopping instincts compared to negative emotions classified as consumers who have no motivation. According to [39]; (Hejase et al., 2018) that consumer emotional intelligence must be an important consideration for all stakeholders if the value proposition is to be high.

H<sub>2</sub> : Online Purchasing Behavior -> Impulsive Buying Online

Referring to the results of testing the hypothesis that the Online Purchasing Behavior variable has a positive and significant effect on Impulsive Buying Online, a t-statistic value of 16.259 and a p-value of 0.000 is obtained. This means that the results of this test meet the requirements if the t-statistic value of each variable / construct ( $4,576 > 1.96$ ) with a p-value ( $0.000 < 0.05$ ), it can be stated that the hypothesis is accepted. So it can be concluded that Online Purchasing Behavior has a positive and significant effect on Impulsive Buying Online. Research results [41] said that consumers with high impulsivity focus more on the hedonic value of online reviews, thus influencing online purchasing behavior. The same research [26] the results showed that offline channels slightly more encourage impulsive purchases than online channels and factors that encourage online impulse purchases explain this behavior more than factors that inhibit; social networks can have a big impact on impulsive purchases. [42].

H<sub>3</sub> : Paid click advertising -> Impulsive Buying Online

Referring to the results of testing the hypothesis that the Paid click advertising variable has a positive and significant effect on Impulsive Buying Online, the t-statistic value is 16.259 and a p-value of 0.000. This means that the results of this test meet the requirements if the t-statistic value of each variable / construct ( $11,152 > 1.96$ ) with a p-value ( $0.000 < 0.05$ ), it can be stated that the hypothesis is accepted. Based on this, this research is in line with [3] that paid advertising can improve sales performance in one of the marketplaces. Other research is [43] that the ability to remember ads and

the frequency of online ad clicks affect purchasing decisions. This means that the role of paid click advertising for consumers is very likely to further foster Impulsive Buying Online in a marketplace advertisement both on social media. In addition, the frequency of routine paid click advertising will have an impact on unplanned purchasing decisions because it is already in the consumer's memory when using the application.

H<sub>4</sub> : Paid click advertising -> Online Purchasing Behavior

Referring to the results of testing the hypothesis that the Paid click advertising variable has a positive and significant effect on Online Purchasing Behavior, the t-statistic value is 16.259 and the p-value is 0.000. This means that the results of this test meet the requirements if the t-statistic value of each variable / construct ( $10.116 > 1.96$ ) with a p-value ( $0.000 < 0.05$ ), it can be stated that the hypothesis is accepted. Of course, the results of this study strongly support research [17] On the other hand, running ads are said to be ineffective because many people who are accessing the internet avoid or disturb virtual comfort. However, on the other hand, paid click advertising is an effective way of advertising / promotion with a wide range, can determine segmentation and requires small capital so that paid click advertising in this study is a research novelty where online purchasing behavior occurs due to paid click advertising. Other research [44] in the advertising literature, it has been proven that viewers show a positive attitude towards informative advertisements on social networks. Consumer attitude towards an advertisement has a significant influence on purchase intention, because consumer attitude towards advertising is the most important determinant of purchase intention.

H<sub>5</sub> : Perceived Risk -> Impulsive Buying Online

Referring to the results of testing the hypothesis that the Perceived Risk variable has a positive and significant effect on Impulsive Buying Online, the t-statistic value is 16.259 and the p-value is 0.000. This means that the results of this test meet the requirements if the t-statistic value of each variable / construct ( $2,346 > 1.96$ ) with a p-value ( $0.000 < 0.05$ ), it can be stated that the hypothesis is accepted. The results of this study are in line with [45] Risk perception affects online purchasing decisions, so this will have an impact on the occurrence of unplanned purchases from the set. Other research results that confirm [46] that overall perceived risk, financial risk and product risk were found to have a fairly negative relationship. with online impulse buying tendencies. According to [47] the tendency to buy impulsively is not only a basic human trait, but also varies from one person to another. There are several aspects that prevent impulsive buying

tendencies from turning into behavior, one of which is the perception of opportunities that consumers have when shopping online.

$H_6$  : Perceived Risk -> Online Purchasing Behavior

Referring to the results of testing the hypothesis, the Perceived Risk variable has a positive and significant effect on Online Purchasing Behavior, obtained a t-statistic value of 16.259 and a p-value of 0.000. This means that the results of this test meet the requirements if the t-statistic value of each variable / construct ( $3,578 > 1.96$ ) with a p-value ( $0.000 < 0.05$ ), it can be stated that the hypothesis is accepted. The results of other studies are in line with [48] that financial risk, security risk, time and convenience risk and psychological risk have an impact on online consumer purchasing behavior. Furthermore, according to [49] findings show that convenience risk is found to have a positive effect on consumer attitudes, which indicates that online shoppers on this site trust online sellers and they are less troubled by the site. This implies that consumers to measure and manage consumer-perceived risk in internet-based transactions to increase their involvement in online shopping and to reduce their cognitive dissonance in the e-commerce environment.

## 6. CONCLUSIONS

Based on the results of research and discussion, the findings of this study are as follows: 1) most of the respondents have experienced impulsive buying this is because the reason for shopping online is because of the running advertisements seen from the smartphone application as many as 58 people or 38.7 percent, 2) the results of the study partially show that paid click advertising and perceived risk have a positive and significant effect on online purchasing behavior and impulsive buying online, 3) partially that online purchasing behavior has a positive and significant effect on impulsive buying online, and 4) partially impulsive buying online has a positive and significant effect on emotional intelligence.

## References

- [1] Wilardjo SB. "THE STATE OF THE ART MARKETING," *VALUE ADDED*, Vol.6, No.2, Maret 2010 t Agustus 2010, vol. 6, no. 2, pp. 16–31, 2010.
- [2] A. Wardhana, "Manajemen pemasaran (era revolusi industri 4.0)," *CV. MEDIA SAINS Indones. Melong Asih Regency B40 - Cijerah Kota Bandung - Jawa Barat*, no. March,

2022.

- [3] Asye Rachmawaty AS. Penerapan Strategi Marketing Melalui Iklan Berbayar pada Marketplace untuk Meningkatkan Penjualan di KAREEMA\_OFFICIAL. *ATRABIS J. Adm. Bisnis*. 2022;8(1):37–47.
- [4] Khraim HS. “The Effect of Using Pay Per Click Advertisement on Online Advertisement Effectiveness and Attracting Customers in E-marketing Companies in Jordan The Effect of Using Pay Per Click Advertisement on Online Advertisement Effectiveness and Attracting Customer,” *Int. J. Mark. Stud. Vol. 7, No. 1; 2015 ISSN 1918-719X E-ISSN 1918-7203*, no. January, 2015, <https://doi.org/10.5539/ijms.v7n1p180>.
- [5] Kapoor KK, Piercy NC. “Pay-Per-Click Advertising: A Literature Review Pay-Per-Click Advertising: A Literature Review,” <https://publications.aston.ac.uk/id/eprint/39389/1/31942.pdf>, 2016.
- [6] Rodriguez J. The Top Digital Marketing Channels. Ranked By Statistics; 2023.
- [7] D. Saputriin, “The Core Aspects of Search Engine Optimisation Necessary to Move up the Ranking,” no. October 2011, 2016, <https://doi.org/10.4018/jaci.2011100105..>
- [8] M. Rahardi and A. Surat, “Relevansi Search Engine Optimization (SEO) On-pages Di 2021,” *J. Ilmu Komput. dan Bisnis*, vol. XII, no. 1, pp. 205–214, 2021.
- [9] Saputri D. “ADVERTISING PAY PER CLICK (PPC) DENGAN GOOGLE ADSENSE PERSPEKTIF HUKUM ISLAM,” *YUDISIA, Vol. 9 No. 2, Juli-Desember 2018*, 2014.
- [10] A. Ahdiat, “5 Saluran Iklan Digital yang Paling Banyak Diakses Konsumen.” 2022.
- [11] Depari GS, Harapan UP. IKLAN BERBAYAR DI SOCIAL MEDIA. SEBUAH SISTEM. 2020;4(2):47–60.
- [12] Santi DE. Peran online advertising pada pemasaran axis. 2011. pp. 58–71.
- [13] Budiyanto AR. UMKM KERAJINAN TANDUK SAPI (SUBUR SOUVENIR - MAGELANG). *Bakti Hum*. 2022;11(2):8–12.
- [14] Bhandari RS. Pay Per Click Marketing Strategies: A Review of Empirical Evidence. Volume 8. 2017. pp. 7–16.
- [15] Umami Z, Darma GS. “DIGITAL MARKETING: ENGAGING CONSUMERS WITH SMART,” *Umami Digit. Mark. Engag. Consum. with Smart Digit*. 2021;23(2):94–103.
- [16] A. Lukitaningsih, “IKLAN YANG EFEKTIF SEBAGAI STRATEGI KOMUNIKASI PEMASARAN,” *J. Ekon. dan Kewirausahaan*, vol. 13, no. 2, pp. 116–129, 2013.
- [17] Santoso NL. Erica Delia, “BENARKAH IKLAN ONLINE EFEKTIF UNTUK DIGUNAKAN-DALAMPROMOSI PERUSAHAAN,” *J. Ilm. Bisnis dan Ekon. Asia*. 2019;13(1):28–36.



- [18] Prasetyo DD. PENGARUH IKLAN SECARA ONLINE TERHADAP KEPUTUSAN PEMBELIAN (Survey Pada Mahasiswa Pengguna Produk Telkomsel Internet 4G LTE). *J. Adm. Bisnis.* 2016;41(1):170–4.
- [19] Mubarak I. Panduan Pay Per Click (PPC). Terlengkap - Niagahoster Blog; 2019.
- [20] Karami KA, Wismiarsi T. Prosiding Seminar Nasional INDOCOMPAC PENGARUH RISIKO PADA KEPUTUSAN BELANJA ON-LINE. *Pros. Semin. Nas. INDOCOMPAC;* 2016. pp. 2–3.
- [21] Salsabila HZ, Susanto S, Hutami LT. Pengaruh Persepsi Risiko, Manfaat, Dan Kemudahan Penggunaan. *J. Ilm. Manaj. Kesatuan.* 2021;9(1):75–84.
- [22] Said M, Mustaking M. The Effect of Perceived Quality, Perceived Sacrifice and Perceived Risk on Customers' Perception of Product Value for Electronic Product. *PINISI Discret. Rev.* 2020;1(1):225.
- [23] Saputri ME. Pengaruh Perilaku Konsumen Terhadap Pembelian Online Produk Fashion Pada Zalora Indonesia. *J. Sosioteknologi.* 2016;15(2):291–7.
- [24] Widyanto I, Prasilowati SL. Aplikasi theory of planned behavior dalam membangkitkan niat pasien untuk melakukan operasi katarak application of the theory of planned behavior in generating patients intention to undergo cataract surgery. *J. Adm. Kesehat. Indones.* 2015;5(1):674–81.
- [25] Hanifah N, Rahadi DR. “Analisis Perilaku Konsumen Dalam Memutuskan Pembelian Secara Online pada Masa Pandemi COVID-19,” *J. Manaj. dan Keuang.*, vol. 7, no. November, pp. 112–122, 2020, [Online]. Available: <https://online-journal.unja.ac.id/mankeu/article/view/5490>
- [26] Aragoncillo L, Orús C. “Impulse buying behaviour: an online-offline comparative and the impact of social media,” *Spanish J. Mark. - ESIC.* 2018;22(1):42–62.
- [27] Fataron ZA. Online Impulse Buying Behaviour: Case Study On Users Of Tokopedia. *J. Digit. Mark. Halal Ind.* 2020;1(1):47–60.
- [28] Alitani MB, Alfianti A. Impulsive Buying Berbelanja Online pada Mahasiswi Ditinjau dari Kecerdasan Emosional. *J. Implih Multi Disiplin Indones.* 2022;1(7):890–6.
- [29] Assadam E. Online impulse buying: who had suggested you to buy on instagram. *Manag. Econ. J.* 2019;3(3):231–44.
- [30] Tumanggor S, Hadi P, Sembiring R. Pembelian impulsif pada e-commerce shopee (studi pada konsumen shopee di Jakarta Selatan). *J. Bus. Bank.* 2022;11(2):251–70.
- [31] A. Amada dan Rumiani, “Kecerdasan Emosi dan Impulse Buying Online Pada Anggota Forum Kaskus di Yogyakarta,” [Online,. Available: <http://www.detikinet.com/>]. *J. Psikol. Integr.* 2018;1(2):156–64.

- [32] R. Maulidah, N. Kaunain, I. Noviekayati, A. Ananta, F. Psikologi, and U. Agustus, "Kecerdasan Emosi Dengan Impulsive Buying Pada Karyawan Yang Menggunakan Pay Later," no. 45, 2021.
- [33] Aina Q. "PENGARUH KEPERIBADIAN MODEL BIG FIVE DAN KECERDASAN EMOSIONAL TERHADAP IMPULSIVE BUYING MAHASISWA PSIKOLOGI UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG YANG MELAKUKAN BELANJA ONLINE," <http://etheses.uin-malang.ac.id/27475/1/17410142.pdf>, vol. 3, no. 2, p. 6, 2021.
- [34] Putra AA. KECERDASAN EMOSI DAN IMPULSE BUYING ONLINE Akbar Amada Putra dan Rumiani. *J. Psikol. Integr.* 2010;1(1):156–64.
- [35] Obinna P, James C. Email: obinnapikechi@yahoo.com; chimaihie@yahoo.com This study investigated the extent of relationship between emotional intelligence and Consumer buying behaviour of online retail products in Port Harcourt, Rivers State. Specifically, the study dete. *Int. J. Mark. Manag. Res.* 2021;7(2):15–33.
- [36] Harris I. Kehebatan Situs Belanja Daring dalam Mempengaruhi Emosi dan Kepercayaan Pembeli. *JMD J. Ris. Manaj. Bisnis Dewantara.* 2019;2(2):81–8.
- [37] Ahmadi, Indah DP; Ahmadi and D. P. Indah. Faktor-Faktor Yang Mempengaruhi Pembentukan Perilaku Ngopi Masyarakat Kota Pontianak – Sebuah Studi Eksplorasi. *Competence J. Manag. Stud.* 2022;16(1):64–79.
- [38] Oliy MI, Bempah I, Wibowo LS. "Hubungan Antara Kecerdasan Emosi Dengan Impulse Buying Pada Konsumen Apel Di Hypermart Gorontalo Dimasa Pandemi Covid-19," *AGRINESIA J. Ilm. ...*, 2022, [Online]. Available: <https://ejurnal.ung.ac.id/index.php/AGR/article/view/18949%0Ahttps://ejurnal.ung.ac.id/index.php/AGR/article/download/18949/6128>
- [39] Nair D, Das S. Impact of Emotional Intelligence on Impulse Buying and Product Value Proposition. *Eur J Bus Manag.* 2015;7(1):165–72.
- [40] Hejase HJ, Skaff Y, Skaff DE, Hejase AJ; H. J. HEJASE. Y. SKAFF, D. EL SKAFF, and A. J. HEJASE, "Effect of Education and Emotional Intelligence on Consumers Impulsive Buying Behavior,," *Int. Rev. Manag. Bus. Res.* 2018;7(3):732–57.
- [41] Zhang KZ, Xu H, Zhao S, Yu Y. Online reviews and impulse buying behavior: the role of browsing and impulsiveness. *Internet Res.* 2018;28(3):522–43.
- [42] Zhang M, Shi G. "Consumers ' Impulsive Buying Behavior in Online Shopping," vol. 2022, 2022.
- [43] Yusuf, "Peran Iklan Online Terhadap Keputusan Konsumen Untuk Membeli Jambu Menteng. Studi Pada UKM di Kecamatan Lakudo Kabupaten Buton Tengah," vol. 8479, no. 2, 2021, [Online]. Available: <https://doi.org/10.35326/agribisnis.v5i2.1856>.

- [44] Erdem Ş, Durmuş B, Özdemir O. The Relationship with Ad Clicks and Purchase Intention: An Empirical Study of Online Consumer Behaviour. *Eur. J. Econ. Bus. Stud.* 2017;9(1):25.
- [45] Wahyuningtyas YF, Widiastuti DA. Analisis Pengaruh Persepsi Risiko, Kemudahan Dan Manfaat Terhadap Keputusan Pembelian Secara Online (Studi Kasus Pada Konsumen Barang Fashion Di Facebook). *Kaji. Bisnis STIE Widya Wiwaha.* 2017;23(2):112–20.
- [46] Abrar K, Naveed M, Ramay MI. Impact Of Perceived Risk On Online Impulse Buying Tendency: An Empirical Study In The Consumer Market Of Pakistan. *J. Account. Mark.* 2017;06(03): <https://doi.org/10.4172/2168-9601.1000246>.
- [47] Bargavi R, Kumar S. K, “Study of Impact of Perceived Risk on Online Impulse Buying Tendency in the Consumer Market of India,” [Online, Available: [www.ijcrt.org](http://www.ijcrt.org)]. *Int. J. Creat. Res. Thoughts.* 2018;6(2):483.
- [48] Zhang X, Yu X. The Impact of Perceived Risk on Consumers’ Cross-Platform Buying Behavior. *Front Psychol.* 2020 Oct;11(October):592246.
- [49] A. Fasyni, A. P. Budiarti, and R. S. Lasmini, “Faktor-Faktor Yang Mempengaruhi Online Impuls Buying,” *J. Ekon. Bisnis dan Kewirausahaan*, vol. 10, no. 2, p. 175, 2021, <https://doi.org/10.26418/jebik.v10i2.47796>..