

How Digital Marketing Drives Impulsive Buying Through Brand Trust And Relationship Quality In Urban and Co Indonesia

Nanda Fitria Rizqi^{1*}, Firdaus², Hendrar Prihadi³, Nurhayati⁴

^{1,2,3,4} Dapartemen Of Manajement, Faculty Of Economic, Law and Business, Universitas Muhammadiyah Semarang, Indonesia

*Corresponding Author: fitriandanda966@email.com

Article History

Received: 23-07-2026

Revised: 03-09-2026

Published: 30-09-2026

Keywords: Digital Marketing, Brand Trust, Relationship Quality, Impulsive Buying, Urban and Co Indonesia

ABSTRACT

The accelerated progress of digital technology has fundamentally changed consumer interactions with firms while modifying shopping habits, resulting in a greater inclination toward unexpected purchasing activities. This investigation explores how digital marketing affects impulsive purchasing behavior while highlighting the intervening contributions of brand trust together with relationship quality among consumers of Urban & Co Indonesia. A quantitative research design was implemented, with evidence gathered through survey questionnaires completed by previous buyers of Urban & Co Indonesia. The collected information was evaluated using the PLS SEM approach. Results reveal that digital marketing positively and significantly influences impulsive buying, brand trust, and relationship quality. Additionally, both brand trust and relationship quality positively affect impulsive buying behavior. Research outcomes reveal that brand trust together with relationship quality bridge the association between digital marketing and impulsive buying, although relationship quality contributes a greater mediating effect than brand trust. This indicates that digital marketing not only directly propels impulsive buying but also enhances consumer trust in the brand and strengthens the connection between the company and its customers. Thus, it is recommended that businesses develop digital marketing strategies aimed at building trust and nurturing sustainable relationships with consumers to improve marketing outcomes and stimulate purchasing behavior.

INTRODUCTION

Advancements in information and communication technologies have significantly changed how companies perform their marketing activities. The internet and digital platforms have enabled more agile, dynamic, and data-informed communication between businesses and their customers. Such transformation has reinforced the importance of digital marketing as a strategic instrument to enlarge market coverage, enhance communication with brands, and

direct consumer actions across numerous digital media, including social media, websites, online marketplaces, and mobile applications. The widespread adoption of social media indicates that digital engagement has extended to about 79% of the overall population. Moreover, according to the *Digital 2024* publication by (DATAREPORTAL, 2024), “Indonesia records nearly 139 million active users of social media”. Extensive internet utilization together with substantial growth in national *e commerce* transactions has made the internet an indispensable resource for obtaining information, comparing products, and making purchasing choices. In light of these shifts, Indonesia’s e-commerce sector has witnessed remarkable growth. (Bank Indonesia, 2025), e-commerce functions not just as a promotional avenue but also accounts for Rp487 trillion in transactions, a number that keeps climbing yearly. This trend underscores a change in consumer habits towards digital shopping, prompting companies to refine their digital marketing strategies to maintain competitiveness. In the fashion retail sector, interactive digital marketing enables brands to craft experiences that foster brand trust and improve customer relationship quality. Through strategies like social media marketing, influencer collaborations, and spontaneous content creation often executed without extensive prior planning companies can enhance enduring engagement with consumers. In the realm of digital consumption, impulsive buying is a prevalent behavior marked by spontaneous purchasing decisions. However, the influence of digital marketing on consumer actions remains varied. Various triggers on e-commerce platforms like discounts, flash sales, tailored product suggestions, and customer reviews can incite sudden purchasing impulses, thereby heightening impulsive buying tendencies. (Rodrigues et al., 2021)

This trend can be observed at Urban & Co Indonesia, which actively employs digital platforms and marketplaces for product promotion. Observations of its official Shopee store reveal differing discount strategies corresponding to variations in sales performance, as highlighted in the following table:

Table 1 Comparison of Urban & Co Products Based on Discounts and Sales Volume

Product	Discount (%)	Sales Volume
Lunelle Mary Jane Flatshoes	72%	7.000+
Mura Flatshoes	75%	10.000+
Kenji Flatshoes	75%	10.000+
Zayna Flatshoes	77%	10.000+
Natalie Sneakers	2%	194
Shopping Bag Urban & Co	0%	266
Essentials Bags Dachstein	49%	16
Essentials Bags Eiger	49%	3

Source: Observations from the Urban & Co Official Store on Shopee (2026).

reveal that products with larger discounts often see higher sales compared to those with smaller discounts. However, this correlation isn't always reliable, as some items with moderate discounts can still experience low sales. This implies that price isn't the only

determinant of consumer purchasing behavior in an online setting. Prior studies have demonstrated that digital marketing affects consumer behavior through various psychological factors. For instance (Shamim & Islam, 2022). . Indicated that influencer marketing by trustworthy figures can enhance consumer trust, leading to more impulse purchases. Similarly, (Lavenia & Erdiansyah, 2022) noted that perceived trust acts as a bridge between digital marketing and impulsive buying perception.

Furthermore, consumer responses to digital marketing are strongly determined by brand trust. (Zahrani & Wuryan, 2025) demonstrated that “social media marketing contributes positively to brand trust, eventually influencing buying decisions”. Relationship quality also encourages sustainable relationships between brands and their customers (Dai, 2025).

Despite these insights, previous studies show some inconsistencies in their results. Engaging in manipulative digital marketing tactics, like spreading false information or employing unethical strategies, can diminish brand trust, making consumers feel deceived and less confident in the brand. Conversely, (Voigt et al., 2021) discovered that individual perceptions and exposure context substantially influence consumer responses to digital advertising. Thus, while digital marketing does affect consumer behavior, many studies have focused solely on direct relationships.

Research from various developing nations, including Indonesia, has explored factors like purchase intention and decision-making. However, investigations into the psychological and relational dynamics that elucidate how digital marketing drives impulsive buying especially through brand trust and relationship quality as mediators are still limited, particularly in Indonesia's fashion retail sector. In addition, only a few investigations have evaluated brand trust together with relationship quality as mediating variables within the association between digital marketing and impulsive buying. These elements play an important part in clarifying how digital marketing stimulation shapes consumers' cognitive responses before encouraging impulsive purchases. (Pereira et al., 2023) .

This situation indicates a gap in the literature regarding the connections between digital marketing and impulsive buying behavior. To address this, the current study aims to create a conceptual model incorporating brand trust and relationship quality as mediating factors to explain the interaction between digital marketing and impulsive purchasing. The innovation of this research lies in the simultaneous examination of brand trust and relationship quality as mediating variables, specifically in the context of how digital marketing influences impulsive buying within Indonesia's fashion retail landscape a relatively unexplored area in prior studies. Additionally, this research seeks to unify both mediating factors into a comprehensive analytical framework, intended to deepen insight into the psychological and relational dynamics that influence customers, particularly within Indonesia's fashion retail industry, such as Urban & Co.

The Stimulus-Organism-Response (S-O-R) Theory offers a framework for understanding how an individual's actions are shaped by their responses to environmental

stimuli. Developed by (Jayanti & Tasrim, 2023), “researchers commonly employ this theory in consumer behavior investigations to describe how marketing variables shape consumers' internal psychological processes before generating certain responses”. The *S O R* framework includes three core dimensions, namely stimulus (S), organism (O), and response (R). A *stimulus* denotes an environmental component that comes from outside the individual, including marketing activities, promotions, brand communications, and interactions between a company and its customers. The organism denotes the internal state of the individual, encompassing cognitive and emotional processes such as perceptions, feelings, beliefs, and attitudes that develop after the stimulus is received. Meanwhile, the response is the resultant behavior or action stemming from these psychological processes. (Dewi & Fahma Auliya, 2025).

In marketing, the S-O-R theory asserts that an organization's marketing activities may shape customer behavior by modifying their mental condition. Recent studies indicate that effective marketing stimuli can foster consumer trust, enhance the relationship quality between consumers and brands, and promote specific purchasing behaviors. Within this context, digital marketing acts as the stimulus (S) because it represents the marketing messages encountered by consumers through diverse digital channels. Brand trust and relationship quality are seen as the organism (O), which reflects how consumers' psychological states develop after they engage with digital marketing efforts. Impulsive buying is identified as the response (R), illustrating spontaneous purchasing actions that emerge from strong brand trust and a positive consumer-company relationship. The *S O R* theory provides the theoretical basis for analyzing the influence of digital marketing on spontaneous buying behavior., emphasizing the roles of brand trust and relationship quality among Urban & Co Indonesia's consumers.

Digital marketing refers to the use of digital technology and the internet in marketing to create, deliver, and communicate value to customers across various platforms such as websites, social media, online marketplaces, and mobile applications. (chaffey d., 2022) It acts as a promotional tool that enhances customer experiences, engages consumers, and strengthens long-term relationships through effective and interactive engagement (Kotler Philip, 2021). According to the S-O-R theory, digital marketing is seen as a stimulus that provides information and interaction to consumers, thereby impacting their psychological state. Engaging and personalized digital marketing initiatives can cultivate positive brand perceptions and enhance brand trust and relationship quality, ultimately shaping consumer behavior. (Aliyev, 2024).

H1: Digital marketing positively influences brand trust.

H2: Digital marketing positively influences relationship quality.

H3: Digital marketing positively influences impulsive buying.

Digital marketing describes the application of digital technological resources and uphold its commitments (Aprilian E & Muhammad F, 2023). In a digital realm where

uncertainty often prevails, trust is vital in shaping consumer choices and actions. Brands build trust through positive interactions, consistent quality, and transparency. Diverse digital media consisting of websites, social media, online marketplaces, as well as mobile applications (Zahra A, 2024). According to the *S O R* model, *brand trust* occupies the role of the "organism," illustrating the mental state generated by *digital marketing* stimuli. In addition, it becomes the mediating process that associates the impact of *digital marketing* with customer behavioral responses (Sanawan et al., 2026).

H4: Brand trust positively influences impulsive buying.

H5: Brand trust mediates the impact of digital marketing on impulsive buying.

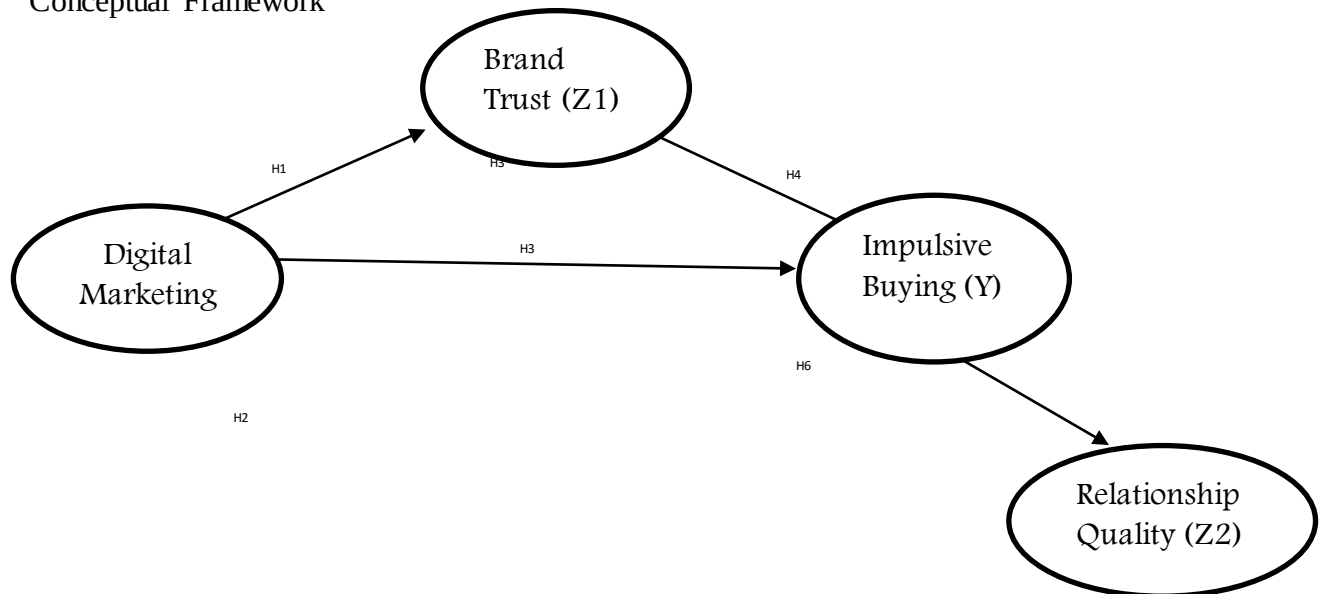
Relationship quality represents the overall standard of the association established between an organization and its consumers, characterized by satisfaction, trust, and commitment developed over time (Morgan & Hunt, 1994). In the digital space, relationship quality can be enhanced through regular communication, responsive customer service, and rewarding experiences. This strengthens engagement with the brand (Alnawas et al., 2023). Viewed through the S-O-R theory lens, relationship quality is another "organism," representing the psychological state that evolves following marketing stimuli. A high-quality relationship not only solidifies consumer-brand bonds but also acts as a bridge linking digital marketing efforts to consumer purchasing actions (Hariguna & Ruangkanjanases, 2024).

H6: Relationship quality positively influences impulsive buying.

H7: Relationship quality mediates the effect of digital marketing on impulsive buying.

Impulsive buying describes immediate buying choices made without prior planning, often driven by emotional responses to specific stimuli. In the digital landscape, various marketing strategies such as discounts, flash sales, product suggestions, customer testimonials, and simple transaction processes can heighten consumers' likelihood of making impulse purchases (Redine et al., 2023). Viewed through the *S O R* theoretical perspective, *impulsive buying* represents a response (R) emerging from psychological influences produced by *digital marketing* stimuli, which ultimately trigger spontaneous buying activities. (Chung et al., 2025). When digital marketing initiatives effectively foster brand trust and enhance customer relationships, consumers are more inclined to make impulsive purchases. As a result, impulse buying is considered the end result produced by the effects of *digital marketing* on consumers' psychological state. (Djamhari et al., 2024).

Conceptual Framework



Mediation:

H5: Digital Marketing → Brand Trust → Impulsive Buying

H7: Digital Marketing → Relationship Quality → Impulsive Buying

Figure 1. Framework Conceptual

METHODS

This investigation utilizes a quantitative approach supported by an explanatory research design for analyzing cause and effect associations between *digital marketing*, *brand trust*, *relationship quality*, and *impulsive buying* among customers of Urban & Co Indonesia. The theoretical framework adopts the *Stimulus Organism Response (SOR) Theory*, explaining that individual actions originate from environmental stimuli processed within psychological states (Mehrabian & Russell, 1974). The analysis focuses on Urban & Co Indonesia consumers with experience purchasing products and engaging with the company's digital marketing efforts. The target population consists of all consumers matching these criteria. A purposive sampling method was utilized, requiring respondents to be at least 17 years old, have purchased Urban & Co Indonesia products, have been exposed to the company's marketing activities, and agree to participate in the research. This method allows for the identification of suitable respondents that align consistent with the aims of the research (Andrade, 2021). Sample determination adopted the recommendation of (Harjanto et al., 2023), stating that the minimum sample should equal 5 until 10 times the number of indicators analyzed. Because the investigation contained 13 indicators, the required minimum reached 65 respondents. Ultimately, 230 respondents provided valid data that met the criteria, exceeding the ideal sample size of 100-200 for SEM-PLS analysis (TomassMHultt, 2021). This research employed both primary and secondary datasets. Primary evidence was acquired through a web based questionnaire delivered with Google Forms, while supporting evidence was compiled from multiple

resources comprising scientific papers, reference books, APJII documents, and Bank Indonesia publications corresponding to the research focus. The questionnaire items were rated on a five-point Likert scale, from 1 (strongly disagree) to 5 (strongly agree). The digital marketing variable was assessed using indicators of interactivity, informativeness, personalization, and trendiness, adapted from (Serrano-Malebran et al., 2023). Brand trust was evaluated using indicators of reliability, credibility, and trustworthiness. Relationship quality was measured through satisfaction, commitment, and communication quality indicators established by (John, 2021). As the final construct, impulsive buying was assessed by employing the criteria of spontaneous actions, unintended purchasing, and prompt purchasing, adopted (Agarwal et al., 2021). The proposed empirical framework investigated the contribution of digital marketing toward brand trust, relationship quality, and impulsive buying. Furthermore, it evaluated the influence of brand trust and relationship quality on impulsive buying while identifying their mediation effects linking digital marketing to impulsive buying. The conceptual relationships followed the *SOR Theory*, which describes the emergence of consumer behavioral reactions through cognitive and affective pathways (Shamim & Azam, 2024). Analytical procedures were conducted through the *SEM PLS* technique utilizing *SmartPLS 4*. This application was selected due to its ability to examine intricate interactions among latent constructs and estimate both direct and mediated influences under a unified research model (Joseph Franklin Hair, 2022). Evaluation of the outer model included convergent validity, discriminant validity, Average Variance Extracted (AVE), composite reliability, and Cronbach's alpha. Assessment of the structural model involved the coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and Standardized Mean Square Residual (SRMR). Hypothesis verification employed the bootstrapping procedure with a significance threshold of 5%. (TomassMHultt, 2021).

To ensure instrument quality, the validity and reliability of all indicators were evaluated. According to (Prof. Dr. Sugiyono, 2022), validity testing assesses the accuracy of the instrument in representing research variables, while reliability testing determines the consistency of the instrument in generating data. Validity was determined through the examination of external loading scores and Average Variance Extracted (AVE). An indicator was regarded as valid whenever its external loading exceeded 0.70 and its Average Variance Extracted (AVE) surpassed 0.50. Reliability assessment was conducted by examining Cronbach's Alpha and Composite Reliability values. A construct was classified as reliable whenever both statistics were greater than 0.60, demonstrating adequate internal consistency of the measurement instrument.

RESULTS AND DISCUSSION

Validity Testing

The measurement model validity was examined by verifying indicator consistency to ensure that every manifest variable appropriately represented its respective latent construct.

Within the *PLS SEM* approach, this examination relied on outer loading values, representing the magnitude of the relationship between each indicator and its associated construct. Indicators that exceed the minimum loading threshold are seen as validating their representation of the construct and demonstrating appropriate convergent validity. This process is designed to ensure alignment between measured items and the theoretical constructs they aim to reflect. Indicators falling short of the criteria may be removed to enhance the measurement model's quality. The results obtained from the outer loading examination are described in the next section.

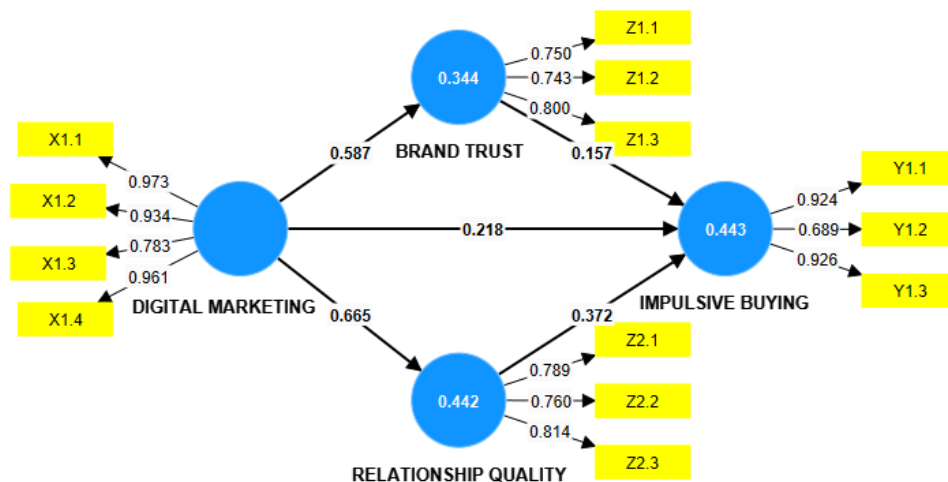


Figure 2.Loading Factor

Table 2. Outer Loading

Indicator	Brand Trust	Digital Marketing	Impulsive Buying	Relationship Quality
X1.1		0.973		
X1.2		0.934		
X1.3		0.783		
X1.4		0.961		
Y1.1			0.924	
Y1.2			0.689	
Y1.3			0.926	
Z1.1	0.750			
Z1.2	0.743			
Z1.3	0.800			
Z2.1				0.789
Z2.2				0.760
Z2.3				0.814

The evaluation demonstrates that outer loading coefficients for every indicator fall within 0.689 and 0.973. The majority of indicators achieve values higher than the recommended benchmark of 0.70, while one indicator belonging to the Impulsive Buying

construct reaches 0.689 and continues to satisfy the acceptable criterion due to its proximity to the minimum limit. The indicators linked to Digital Marketing, Brand Trust, Relationship Quality, and Impulsive Buying exhibit a strong association with their corresponding constructs. Hence, all indicators are suitable for representing the research constructs adequately, satisfying the standards of convergent validity and regarded as appropriate for the next stages of analysis.

Discriminant Validity

Once the reliability of the indicators was confirmed, the next step involved assessing discriminant validity to ensure each construct possesses unique empirical characteristics independent of the others. Discriminant validity measures how well a latent variable represents a concept not shared with other latent variables in the model (David F. Larcker, 1981). This test is essential in complex models to avoid overlapping concepts. Adequate discriminant validity implies that participants can differentiate between related but distinct constructs. The PLS-SEM approach provided the framework for analyzing discriminant validity, and the obtained outcomes are outlined in Table 3 below.

Tabel 3. Discriminant Validity

Variable	Brand Trust	Digital Marketing	Impulsive Buying	Relationship Quality
Brand Trust	0.765			
Digital Marketing	0.587	0.916		
Impulsive Buying	0.553	0.558	0.853	
Relationship Quality	0.721	0.665	0.631	0.788

The correlation patterns among the constructs are consistent with the theoretical framework and show no excessive overlap. While constructs like Brand Trust and Relationship Quality, as well as Digital Marketing and Relationship Quality, have relatively high correlations, these remain within acceptable limits, ensuring discriminant validity is maintained. These results demonstrate that the constructs exhibit theoretical connections although they remain distinguishable and free from redundancy. Furthermore, the clear empirical distinctions among Digital Marketing, Brand Trust, Impulsive Buying, and Relationship Quality enhance the quality of the measurement model, confirming that all criteria for discriminant validity are achieved, which allows for reliable interpretation of the structural relationships among the constructs.

Reliability and Construct Validity

The reliability and internal consistency of each construct were assessed to ensure stability and accuracy in the measurements. Composite Reliability (CR) together with Cronbach's Alpha served as measures for examining the internal consistency of indicators

within each latent variable. Additionally, Average Variance Extracted (AVE) was examined to determine how much variance a construct explains compared to the variation that might come from measurement error. These metrics collectively support the adequacy and robustness of the constructs in the research model. Ensuring reliable and valid constructs enhances confidence in the results from the upcoming structural analysis. The comprehensive results of these tests on the explanation of construct reliability together with validity appears in Table 4 below.

Tabel 4. Construct Reliability and Validity

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Trust	0.647	0.646	0.808	0.585
Digital Marketing	0.933	0.934	0.954	0.839
Impulsive Buying Relationship Quality	0.802	0.801	0.888	0.728
	0.694	0.694	0.831	0.621

The evaluation findings confirm that each construct possesses robust reliability as well as internal consistency. All Composite Reliability (rho_c) coefficients exceed 0.70, demonstrating that the indicators provide stable representation of their corresponding constructs. Particularly, the Digital Marketing construct showcases the highest reliability with a Composite Reliability of 0.954 and a Cronbach's Alpha of 0.933, indicating strong internal consistency among its indicators. Meanwhile, Brand Trust, Impulsive Buying, and Relationship Quality also exhibit acceptable reliability levels. In addition, all AVE coefficients are above the minimum criterion of 0.50, demonstrating that every construct captures a meaningful proportion of indicator variance. Therefore, the obtained evidence establishes that the measurement model fulfills reliability and validity requirements and can be applied for the following structural analysis.

Effect Size (f^2)

An effect size (f^2) evaluation was carried out to measure the degree to which each exogenous construct influences the endogenous constructs incorporated in the research model. The f^2 statistic reflects how far a predictor strengthens the explanatory capability of the model regarding the dependent variable. This analysis not only complements the significance tests and path coefficients but also highlights the practical relevance of each connection across constructs. The results of the f^2 analysis are summarized in Table 5.

Tabel 5. Effect Size

Variable	Digital Marketing	Brand Trust	Impulsive Buying	Relationship Quality
X		0.046	0.525	0.791
Y				
Z1		0.020		
Z2		0.097		

The results derived from the effect size (f^2) assessment demonstrate considerable variation in the impact of each construct upon the endogenous variable. Digital Marketing has the most considerable impact on both Impulsive Buying and Relationship Quality, while Brand Trust and Relationship Quality exert a relatively minor influence on Impulsive Buying. These results suggest that Digital Marketing serves as an essential factor in promoting Impulsive Buying. In this sense, the f^2 analysis enhances the significance test by illustrating the practical importance of each relationship within the research model.

Coefficient of Determination (R^2)

A coefficient of determination (R^2) assessment was performed to measure the explanatory capability of the predictor constructs regarding the variance of the endogenous constructs. The R^2 index illustrates how well the model accounts for the observed phenomenon, while larger values denote superior explanatory performance. This examination is employed to determine the adequacy of the structural framework. A compilation of the R^2 assessment findings appears in Table 6.

Tabel 6. Coefficient of Determination

Variable	R-square	R-square adjusted
Y	0.443	0.436
Z1	0.344	0.341
Z2	0.442	0.439

Referring to the R^2 estimation, the *Impulsive Buying* construct recorded an R^2 score of 0.443, implying that 44.3% of its dispersion is accounted for through the variables included in the conceptual framework. Meanwhile, *Brand Trust* produced an R^2 score of 0.344, showing that 34.4% of its fluctuation is attributable to the independent constructs. In addition, *Relationship Quality* generated an R^2 score of 0.442, signifying that the model successfully explains 44.2% of its variation. Overall, these observations confirm that the framework provides sufficient explanatory capacity for the endogenous variables with an appropriate model fit.

Hypothesis Testing

The verification of hypotheses was carried out to investigate the magnitude of significance together with the orientation of the connections specified in the structural framework. The analysis incorporated *path coefficients*, *t statistics*, together with *p values* obtained from the *bootstrapping* technique using *partial least squares structural equation*

modeling (PLS SEM). This procedure permitted parallel evaluation of the direct linkages among all variables examined in the investigation. These findings constitute empirical support for determining whether the formulated hypotheses should be retained or dismissed, while also supplying the basis for further interpretation. Complete results of the hypothesis examination are reported in Table 7.

Tabel 7. Hypothesis Test

Hipotesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X -> Y	0.218	0.219	0.075	2.910	0.004
X -> Z1	0.587	0.590	0.050	11.837	0.000
X -> Z2	0.665	0.667	0.044	14.982	0.000
Z1 -> Y	0.157	0.156	0.075	2.092	0.036
Z2 -> Y	0.372	0.374	0.083	4.498	0.000
X -> Z1 -> Y	0.092	0.092	0.045	2.058	0.040
X -> Z2 -> Y	0.247	0.249	0.059	4.220	0.000

Evidence from the hypothesis assessment confirms that each linkage proposed in the research framework generates positive as well as statistically meaningful effects. *Digital marketing* shows a favorable contribution toward *impulse buying* ($\beta = 0.218$; $t = 2.910$; $p = 0.004$). In addition, *digital marketing* generates significant positive effects toward *brand trust* ($\beta = 0.587$; $t = 11.837$; $p < 0.001$) as well as *relationship quality* ($\beta = 0.665$; $t = 14.982$; $p < 0.001$). The evidence implies that properly executed *digital marketing* initiatives foster stronger brand credibility and elevate the standard of customer relationships.

The findings further reveal that *brand trust* provides a positive and statistically meaningful contribution to *impulse buying* ($\beta = 0.157$; $t = 2.092$; $p = 0.036$). Likewise, *relationship quality* delivers a significant positive association with *impulse buying* ($\beta = 0.372$; $t = 4.498$; $p < 0.001$). The evidence suggests that elevated brand trust accompanied by better relationship quality is linked with a higher likelihood of engaging in impulse buying.

The analysis of indirect effects revealed that brand trust significantly mediates the relationship between digital marketing and impulsive purchasing ($\beta = 0.092$; $t = 2.058$; $p = 0.040$). Relationship quality also serves as a significant mediator in the link between digital marketing and impulsive purchasing ($\beta = 0.247$; $t = 4.220$; $p < 0.001$). Compared to brand trust, relationship quality exhibits a stronger mediating effect, as indicated by a higher indirect effect coefficient.

Collectively, the empirical evidence demonstrates that each direct together with indirect linkage examined in the conceptual model was statistically significant. Accordingly, digital marketing strengthens impulsive buying through its own influence and through the mediation of *brand trust* alongside *relationship quality*.

The present investigation evaluates the effect of digital marketing on spontaneous purchasing while positioning *brand trust* and *relationship quality* as mediating factors within the Urban & Co Indonesia consumer population. The statistical evaluation confirms acceptance of all hypothesized relationships, indicating favorable and statistically significant influences. Such evidence is consistent with the *Stimulus Organism Response (SOR)* theory introduced by (Mehrabian & Russell, 1974), asserting that marketing related stimuli modify individuals' internal processes before generating specific behavioral responses.

The empirical evidence confirms that digital marketing contributes positively and significantly to spontaneous purchasing decisions. Digital marketing strategies can encourage consumers to make spontaneous purchases. Activities such as promotions, product information dissemination, and social media interactions conducted through digital platforms increase consumer interest and drive unplanned purchasing decisions. These findings are consistent with (Sekar Cakra Buana & Mulyadi, 2024), who state that compelling marketing stimuli can increase consumers' tendency to make spontaneous purchases.

Digital marketing was likewise found to strengthen *brand trust*. The findings imply that well executed digital marketing practices encourage higher levels of consumer confidence toward the brand. Factors such as ease of information access, consistent messaging, and interactive communication through digital platforms contribute to positive perceptions of brand credibility and reliability. These results support (Kotler Philip, 2021), who explain that digital technology in marketing can strengthen customer trust through open and interactive communication.

The findings also reveal that digital marketing positively affects *relationship quality*. This implies that digital marketing practices extend beyond promotional purposes by fostering closer and more enduring interactions between organizations and customers. Continuous interaction across digital media helps businesses recognize consumer preferences more accurately and create superior customer experiences. These observations are compatible with the *relational marketing* approach, highlighting enduring business relationships as an essential driver of competitive superiority (Morgan & Hunt, 1994).

The empirical findings further indicate that *brand trust* substantially and positively affects spontaneous purchasing behavior. Individuals exhibiting greater trust toward a brand are more inclined to make impulsive buying decisions. Established trust increases consumer confidence in product quality and company reputation, reducing uncertainty in purchasing decisions. These results support the Commitment-Trust theory, which identifies trust as a primary factor influencing consumer behavior (Morgan & Hunt, 1994).

The analysis also confirmed that *relationship quality* positively and significantly contributes to impulsive buying behavior. Positive interactions between a company and its consumers increase the likelihood of impulsive purchases. Emotional attachment, a sense of security, and positive experiences during company interactions encourage consumers to be

more receptive to promotional offers. Accordingly, *relationship quality* serves as an essential element influencing the way consumers engage in shopping activities.

Results from the mediation analysis confirmed that *brand trust* acts as the intermediary mechanism connecting digital marketing to spontaneous purchasing behavior. Effective digital marketing activities strengthen consumer trust in the brand, which in turn increases the likelihood of impulsive buying. Thus, part of digital marketing's effect on impulsive buying operates through enhanced brand trust.

The analysis further established that *relationship quality* significantly mediates the connection between digital marketing initiatives and impulsive purchasing behavior. The larger indirect effect coefficient, compared to brand trust, indicates that relationship quality plays a more dominant role in explaining how digital marketing influences impulsive buying.

This demonstrates that Urban & Co Indonesia consumers possess a greater tendency toward *impulsive buying* after experiencing a close and beneficial association with the company.

Results from the *coefficient of determination* evaluation show that the *impulsive buying* variable reaches an R^2 value of 0.443, implying that 44.3% of the existing variance originates from *digital marketing*, *brand trust*, and *relationship quality*. In addition, R^2 figures of 0.344 for *brand trust* alongside 0.442 for *relationship quality* illustrate the effectiveness of the proposed model in interpreting the endogenous constructs. The obtained figures signify adequate prediction performance in explaining the interconnections among the variables.

Broadly speaking, the outcomes of this investigation confirm the suitability of the *Stimulus-Organism-Response (SOR)* theory for understanding consumer behavior within the digital environment. Acting as a stimulus, *digital marketing* affects consumers' psychological processes, generating stronger *brand trust* as well as *relationship quality*, which finally stimulates *impulsive buying*. Therefore, Urban & Co Indonesia should continue to optimize its digital marketing approach to not only emphasize product sales but also strengthen customer confidence and maintain high-quality customer relationships, thereby enhancing marketing effectiveness and influencing consumer purchasing behavior.

CONCLUSION AND SUGGESTIONS

The research findings demonstrate that digital marketing significantly impacts impulsive buying, brand trust, and relationship quality among Urban & Co Indonesia consumers. Implementing an effective digital marketing strategy can increase consumer trust in the brand, strengthen customer relationships, and encourage impulsive buying. The findings also confirm that brand trust and relationship quality positively affect impulsive buying. Higher levels of consumer trust and better relationship quality with the company increase the likelihood of spontaneous purchases.

In addition to direct effects, the study found that brand trust and relationship quality mediate the relationship between digital marketing and impulsive buying. Relationship

quality exhibits a stronger mediating role than brand trust, indicating that the quality of the relationship a company builds with its customers is a critical factor in enhancing the effectiveness of digital marketing on consumer purchasing behavior.

Based on the *coefficient of determination*, the developed research model exhibits strong capability in interpreting the variance associated with *impulsive buying*. This outcome also confirms the *Stimulus-Organism-Response (SOR)* theory, explaining that stimuli originating from *digital marketing* shape consumers' internal responses via *brand trust* and *relationship quality*, thereby culminating in *impulsive buying*.

Based on these findings, Urban & Co Indonesia should continue to develop digital marketing strategies that not only focus on product promotion but also strengthen consumer trust in the brand and improve the quality of customer interactions. This approach is expected to enhance marketing efficiency and increase consumers' propensity for repeat purchases.

BIBLIOGRAPHY

- Agarwal, A., Chahar, B., & Bhati, N. S. (2021). Online Impulse Buying Behaviour Of Indian Small Town Consumers: Scale Development And Validation. *Indian Journal Of Marketing*, 51(5–7), 48–63. <https://doi.org/10.17010/Ijom/2021/V51/I5-7/161647>
- Aliyev, N. N. (2024). THE PSYCHOLOGY OF ONLINE SHOPPING HOW DIGITAL MARKETING TRIGGERS IMPULSE BUYING. *Scientific Works/Elmi Eserler*, 266–272. <https://doi.org/10.58225/Tim.2024-4-266-272>
- Alnawas, I., Al Khateeb, A., & El Hedhli, K. (2023). The Effects Of App-Related Factors On App Stickiness: The Role Of Cognitive And Emotional App Relationship Quality. *Journal Of Retailing And Consumer Services*, 75, 103412. <https://doi.org/10.1016/J.jretconser.2023.103412>
- Andrade, C. (2021). The Inconvenient Truth About Convenience And Purposive Samples. *Indian Journal Of Psychological Medicine*, 43(1), 86–88. <https://doi.org/10.1177/0253717620977000>
- Aprilian Eka Putri, B., & Muhammad Furkan, L. (2023). *Social Media Marketing, Brand Trust, And Electronic Word Of Mouth Effect On Impulsive Buying In Azarine Products*. 1, 1788–1796. www.investor.id
- Bank Indonesia. (2025). *Laporan Kelembagaan Bank Indonesia*.
- Chaffey D. (2022). *DIGITAL MARKETING*. www.pearson.com/uk
- Chung, X. L., Yasmin, F., Haider, S. A., Sinnappan, P., Poulova, P., Baskaran, S., Tehseen, S., & Idris, I. (2025). Impulsive Buying Behaviour In Live-Streaming Commerce: An Application Of S-O-R Theory. *Cogent Social Sciences*, 11(1). <https://doi.org/10.1080/23311886.2025.2474861>
- Dai, R. (2025). *The Impact Of Relationship Quality On Customer Loyalty: SEM And Random Forest Analysis Of Home Inn's Customers* (Pp. 153–165). https://doi.org/10.2991/978-94-6463-742-7_18
- DATAREPORTAL. (2024, January 31). *Digital 2024: Global Overview Report*. <https://datareportal.com/reports/digital-2024-global-overview-report>
- David F. Larcker. (1981). *Structural-Equation-Models-With-Unobservable-Variables-And-1uwvf3jx9t*.

- Dewi, W. E., & Fahma Auliya, Z. (2025). Model Stimulus-Organism-Response (S-O-R): Peran Trust Sebagai Mediasi Dalam Keputusan Pembelian Produk N'Pure Di Tiktok Shop. *PARADOKS Jurnal Ilmu Ekonomi*, 8(3).
- Djamhari, S. I., Mustika, M. D., Sjabadhyni, B., & Ndaru, A. R. P. (2024). Impulsive Buying In The Digital Age: Investigating The Dynamics Of Sales Promotion, FOMO, And Digital Payment Methods. *Cogent Business And Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2419484>
- Hariguna, T., & Ruangkanjanases, A. (2024). Assessing The Impact Of Social Media Interaction In S-Commerce Strategies Mediated By Relationship Quality. *Journal Of Infrastructure, Policy And Development*, 8(2). <https://doi.org/10.24294/jipd.v8i2.2807>
- Harijanto, T., Daulay, T., Astuti, D., & Desy Surya, E. (2023). Analysis Of Promotion And Service Quality On Customer Loyalty At Pln Tanjung Pura Ulp Mediated By Customer Satisfaction In The Use Of Pln Mobile Application. *International Journal Of Management, Economic And Accounting*, 1. <https://doi.org/10.61306/Ijmea>
- Jayanti, A., & Tasrim, T. (2023). "Polarization" Of Consumer Behavior: S-O-R Theory Perspective. *Jurnal Orientasi Bisnis Dan Entrepreneurship (JOBS)*, 3(2), 107–116. <https://doi.org/10.33476/jobs.v3i2.2925>
- John, W. (2021). How Does Relationship Quality Translate Into Better Organisational Performance: An Empirical Check. In No. Y, Xxxx 1 *J. Business Excellence: X* (Number Y).
- Joseph Franklin Hair. (2022). *A Primer On Partial Least Squares Structural Equation Modeling (PLS-SEM)*.
- Kotler Philip, H. K. I. S. (2021). *Marketing* 5. 0.
- Lavenia, G., & Erdiansyah, R. (2022). *Analisis Pengaruh Influencer Marketing Dan Perceived Trust Terhadap Impulsive Buying Menantea*.
- Mehrabian, A., & Russell, J. A. (1974). The Basic Emotional Impact Of Environments. *Perceptual And Motor Skills*, 38(1), 283–301. <https://doi.org/10.2466/pms.1974.38.1.283>
- Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory Of Relationship Marketing. *Journal Of Marketing*, 58(3), 20–38. <https://doi.org/10.1177/002224299405800302>
- Pereira, M. L., De La Martinière Petroll, M., Soares, J. C., Matos, C. A. De, & Hernani-Merino, M. (2023). Impulse Buying Behaviour In Omnichannel Retail: An Approach Through The Stimulus-Organism-Response Theory. *International Journal Of Retail & Distribution Management*, 51(1), 39–58. <https://doi.org/10.1108/IJRDM-09-2021-0394>
- Prof. Dr. Sugiyono. (2022). *METODE PENELITIAN KUANTITATIF*.
- Redine, A., Deshpande, S., Jebarajakirthy, C., & Surachartkumtonkun, J. (2023). Impulse Buying: A Systematic Literature Review And Future Research Directions. In *International Journal Of Consumer Studies* (Vol. 47, Number 1, Pp. 3–41). John Wiley And Sons Inc. <https://doi.org/10.1111/Ijcs.12862>
- Rodrigues, R. I., Lopes, P., & Varela, M. (2021). Factors Affecting Impulse Buying Behavior Of Consumers. *Frontiers In Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.697080>

- Sanawan, S. U., Hassan, M. T., & Khalid, S. (2026). Enhancing Online Impulse Buying Through Artificial Intelligence Stimuli And Social Stimuli In Generation Z: The Mediating Role Of Brand Trust. *Pakistan Journal Of Commerce And Social Sciences*, 20(1), 268–295. <https://doi.org/10.64534/Commer.2026.675>
- Sekar Cakra Buana, A., & Mulyadi, D. (2024). *Neraca PENGARUH DIGITAL MARKETING TERHADAP IMPULSE BUYING PADA PRODUK CAMILLE DI KALANGAN REMAJA*. <http://jurnal.kolibi.org/index.php/neraca>
- Serrano-Malebran, J., Vidal-Silva, C., & Veas-González, I. (2023). Social Media Marketing As A Segmentation Tool. *Sustainability (Switzerland)*, 15(2). <https://doi.org/10.3390/su15021151>
- Shamim, K., & Azam, M. (2024). The Power Of Social Media Influencers: Unveiling The Impact On Consumers' Impulse Buying Behaviour. *Humanities And Social Sciences Communications*, 11(1), 1461. <https://doi.org/10.1057/s41599-024-03796-7>
- Shamim, K., & Islam, T. (2022). Digital Influencer Marketing: How Message Credibility And Media Credibility Affect Trust And Impulsive Buying. *Journal Of Global Scholars Of Marketing Science: Bridging Asia And The World*, 32(4), 601–626. <https://doi.org/10.1080/21639159.2022.2052342>
- Tomassmhultt, G. (2021). *Classroom Companion: Business Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R Aaworkbook*. <http://www>
- Voigt, C., Schlögl, S., & Groth, A. (2021). *Dark Patterns In Online Shopping: Of Sneaky Tricks, Perceived Annoyance And Respective Brand Trust*. https://doi.org/10.1007/978-3-030-77750-0_10
- Zahra Ariqa Putri, A. M. H. (2024). The Mediating Roles Of Brand Image And Brand Trust In The Relationship Between Brand Ambassadors And Impulse Buying: Evidence From Azarine Products On Shopee E-Commerce In Indonesia. *Journal Of System And Management Sciences*, 14(5). <https://doi.org/10.33168/jsms.2024.0503>
- Zahrani, A., & Wuryan, S. (2025). PENGARUH SOCIAL MEDIA MARKETING, INFLUENCER MARKETING DAN BRAND TRUST TERHADAP BRAND LOYALTY PADA PRODUK FASHION DI SHOPEE. *Media Riset Bisnis Ekonomi Sains Dan Terapan*, 4(1), 62–75. <https://doi.org/10.71312/mrbest.v4i1.542>