APTISI Transactions on Management (ATM)
Vol. 9, No. 1, 2025, pp. 1∼11
E-ISSN: 2622-6804 P-ISSN: 2622-6812, DOI:10.33050

The Role of Cognitive and Affective Post-Purchase Dissonance as Mediating Variables between Perceived Impulsiveness and Repurchase Intention

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Article Info

Article history:

Received October 29, 2024
Revised December 26, 2024
Accepted January 16, 2025

Keywords:

Perceived Impulsiveness
Repurchase Intention
Cognitive Post-purchase Dissonance
Affective Post-purchase Dissonance

ABSTRACT

The study investigates whether cognitive and affective post-purchase dissonance mediate the relationship between perceived impulsiveness and repurchase intention. **Using purposive sampling**, data were collected from 220 respondents, predominantly women with bachelor's degrees. **The study applied Partial Least Squares Structural Equation Modeling (PLS-SEM)** for data analysis. **The findings** indicate that cognitive and affective post-purchase dissonance do not function as mediators in the relationship between perceived impulsiveness and repurchase intention. **Practical implications** of the study suggest that companies, especially e-commerce platforms, should focus on minimizing post-purchase dissonance to enhance customer satisfaction and retention. Strategies such as streamlined product return policies and responsive customer service can play a vital role in achieving this. These measures can help address consumer doubts and negative emotions following impulsive purchases, fostering greater trust and loyalty. This research contributes to the understanding of consumer behavior in online retail but highlights the need for further exploration using mixed methods to better capture the emotional nuances of post-purchase dissonance. Additionally, expanding the scope to include diverse products and demographics could enrich future findings.

DOI: https://doi.org/10.33050/atm.v9i1.2374

1. INTRODUCTION

Indonesia is recognized as one of the developing countries with significant business potential. With a population reaching 278.8 million in 2023, the country has emerged as a promising hub for global retail trade. Examples of retail businesses include small vendors who initiate their ventures by opening kiosks or stalls in traditional and modern markets [1]. The evolution of the business landscape, particularly in the retail sector, has increasingly shifted toward online marketplaces, reflecting a significant transformation in business operations. In this internet era, the number of internet users in Indonesia has shown a remarkable increase. As highlighted by [2], the number of internet users rose from 70.5 million in 2013 to 213 million by January 2023, representing 77% of the country's population. This growth underscores the increasing relevance of online platforms in the country's retail ecosystem (Figure 1).

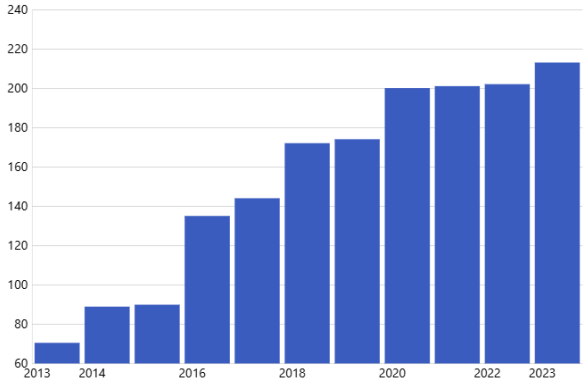

Figure 1. Number of Internet Users in Indonesia
Source: [2]

Marketplaces provide several advantages for both consumers and sellers. They allow businesses to reach customers across various regions in Indonesia without requiring significant capital or physical space for operations. Platforms like Shopee, Tokopedia, Lazada, Blibli, and Bukalapak have flourished in Indonesia, with Shopee emerging as the most visited marketplace. According to [3], Shopee recorded 237 million visits in September 2023, a 38% increase from earlier in the year, cementing its position as a leader in the market (Figure 2). The convenience of online marketplaces and their accessibility have made them an integral part of Indonesia's retail industry.

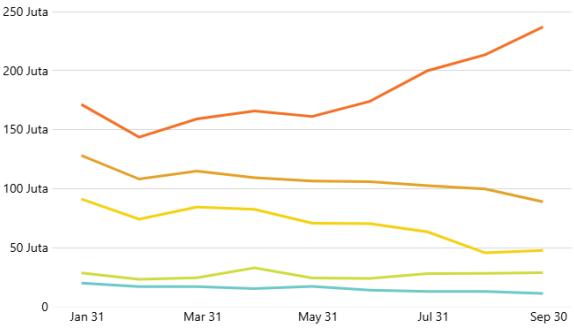

Figure 2. Number of Visits to the Five Largest Marketplace Sites in Indonesia
Source: [3]

While marketplaces offer numerous benefits, they also give rise to certain behavioral tendencies among consumers. Impulsive buying behavior, often triggered by the ease of online shopping, can significantly influence cognitive (knowledge-based) and affective (emotion-based) elements post-purchase. Cognitive post-purchase dissonance (CPPD) occurs when consumers experience mental discomfort or doubt after making a purchase, particularly when they question the correctness of their decision. This discomfort may arise from discrepancies between expectations and the actual product, discovering better alternatives, perceiving high prices, or receiving conflicting information about the purchase. According to [4] and [5], cognitive dissonance motivates individuals to seek consistency in their perceptions and resolve conflicting thoughts.

In addition to cognitive dissonance, affective post-purchase dissonance (APPD) refers to the negative emotions such as regret, dissatisfaction, or frustration experienced by consumers after a purchase. As noted by [6], APPD often stems from issues like poor product quality, substandard customer service, or negative post-purchase experiences. Impulsive purchases, in particular, tend to evoke stronger feelings of regret or anger compared to planned purchases [7]. Both cognitive and affective dissonance can undermine customer satisfaction and reduce repurchase intention. However, strategic interventions to address these issues can enhance customer loyalty and improve repurchase rates.

This study aims to investigate whether cognitive and affective post-purchase dissonance mediate the relationship between perceived impulsiveness and repurchase intention. While previous research has examined

these variables individually, there remains a gap in constructing a comprehensive framework that integrates these theories within a marketing context. Understanding this dynamic is critical for businesses aiming to foster customer loyalty and satisfaction in an increasingly competitive online marketplace.

Positive perceived impulsiveness, characterized by experiences that align with expectations, is generally found to enhance repurchase intention [8]. However, impulsiveness can also lead to cognitive dissonance when reality does not meet initial expectations. Previous studies have shown that perceived impulsiveness has a stronger impact on cognitive dissonance than planned purchases, as impulsive buying often results in unmet expectations or conflicting beliefs [9, 10]. Unmet expectations can exacerbate feelings of doubt and discomfort, leading to cognitive dissonance [11].

Cognitive dissonance, in turn, serves as a foundation for affective dissonance, which encompasses emotional responses such as dissatisfaction or regret. When consumers compare their pre-purchase expectations with post-purchase realities, these comparisons often lead to discomfort that influences their emotions [12, 13]. Affective dissonance has been shown to significantly reduce repurchase intentions due to the negative emotional impact it creates [14]. However, the extent to which these forms of dissonance mediate the relationship between impulsiveness and repurchase intention remains underexplored.

Furthermore, the growing competition among marketplaces benefits consumers by providing broader options and greater accessibility. However, these advantages are accompanied by an increase in post-purchase dissonance, as heightened choices often result in second-guessing decisions. Emotional dissatisfaction, particularly in online purchases, can substantially reduce repurchase intention [15]. Thus, effective management of both cognitive and affective dissonance is essential to maintain customer satisfaction and foster long-term loyalty.

This study hypothesizes that cognitive and affective post-purchase dissonance mediate the relationship between perceived impulsiveness and repurchase intention. Specifically, the following hypotheses are proposed:

H1: Perceived impulsiveness has a significant influence on repurchase intention.

H2: Perceived impulsiveness significantly influences cognitive post-purchase dissonance.

H3: Cognitive post-purchase dissonance significantly influences affective post-purchase dissonance.

H4: Affective post-purchase dissonance significantly influences repurchase intention.

H5: Cognitive and affective post-purchase dissonance mediate the relationship between perceived impulsiveness and repurchase intention.

2. RESEARCH METHOD

This research utilizes a scientific method known as quantitative research, which presents findings in the form of numerical data that can be collected and analyzed using mathematical or statistical methods. According to [16], a sample is a subset of the total population that reflects the characteristics of that population. In quantitative research, the sample represents the research population and is referred to as the study respondents. The sample for this study was selected using a Non-Probability Sampling method, specifically purposive sampling. The criteria for selecting respondents were those who had made a purchase on Shopee within the last two years and resided in Greater Bandung. Data were collected through a survey distributed via Google Forms, containing a series of statements for respondents to answer. It is noted that an overly large sample size can make it challenging to obtain reliable results. Consequently, a minimum sample size of 5–10 observations per estimated parameter is recommended. This study uses a scale of 10, given its large-scale social nature, resulting in a minimum required sample size of 170 respondents based on 17 statement items multiplied by 10.

The study employs Partial Least Squares Structural Equation Modeling (PLS-SEM), a robust method that does not rely on strict assumptions such as data normality, making it suitable for small sample sizes and complex models. Validity testing is conducted using factor loadings and Average Variance Extracted (AVE), with thresholds of 0.7 and 0.5, respectively, to confirm construct reliability and convergent validity. Reliability testing uses Cronbach's Alpha and composite reliability, both deemed satisfactory when exceeding 0.6, ensuring internal consistency and stable measurements.

Hypothesis testing evaluates direct and mediated effects using f-square, R-square, and Q-square metrics. F-square measures effect size, with thresholds of 0.02 (low), 0.15 (moderate), and 0.35 (high). R-square assesses the explanatory power of the model, while Q-square evaluates predictive relevance, with values above zero indicating adequate predictions. Together, these metrics ensure the robustness and validity of the structural

model [17].

Table 1. Operational Definition of Variables

No.	Variable	Theory	Indicator
1	Perceived Impulsiveness	Perceived impulsiveness is an individual's assessment or perception of how impulsive they or others are.	1. My purchase occurred spontaneously. 2. My purchase was unplanned. 3. Before visiting the site, I had no intention of making a purchase. 4. I couldn't resist making a purchase on the site. 5. [18]
2	Cognitive Post Purchase Dissonance (CPPD)	CPPD is the mental discomfort or doubt experienced by consumers after making a purchase, which occurs when they question whether their purchasing decision was right or wrong	1. Overall, I am very dissatisfied with my purchase. 2. After buying this product, I feel I was deceived. 3. I am certain that this product does not meet my expectations. 4. [18]
3	Affective Post Purchase Dissonance (APPD)	APPD is a state in which individuals experience a discrepancy in expectations, influenced more by feelings than by thoughts.	1. I blame myself. 2. I feel annoyed. 3. I feel afraid. 4. I feel frustrated. 5. I feel pressured. 6. I feel uncomfortable. 7. I feel disappointed in myself [18]
4	Repurchase Intention	Repurchase intention occurs after consumers make a purchase, as they have previously consumed the product and thus intend to purchase it again.	1. Anticipation of repurchasing in the near future. 2. Likelihood of repurchasing in the near future. 3. Expectation to repurchase in the near future. 4. [18]

Table 1 summarizes the operational definitions of the variables used in this study. These variables include perceived impulsiveness, cognitive post-purchase dissonance (CPPD), affective post-purchase dissonance (APPD), and repurchase intention. The table outlines the theoretical basis for each variable and provides corresponding indicators used for measurement, based on prior research. These indicators serve as the foundation for data collection and subsequent analysis in this study.

3. RESULTS AND DISCUSSION

The data collected through Google Forms in May 2024 initially involved a total of 284 respondents. However, after a thorough review and application of the specified criteria, which included consumers who had made purchases on Shopee within the past two years and those who resided in the Greater Bandung area, the final number of respondents considered eligible for data processing was reduced to 220. This reduction was due to the exclusion of respondents who did not meet the defined criteria, such as individuals who had not shopped on Shopee within the specified time frame or those who did not reside in the Greater Bandung area. These criteria were implemented to ensure that the analysis focused exclusively on a relevant and targeted sample population, thereby enhancing the validity and accuracy of the research findings. Consequently, the excluded respondents were not included in the subsequent stages of data analysis.

Table 2. Respondent Overview

Variable	Category	Number	Percentage	Total
Shopped on Shopee in the past two years	Yes	220	100%	220
Resides in Greater Bandung	Yes	220	100%	220
Gender	Male	154	70%	220
	Female	66	30%	
Age	Under 20 Years	36	16.4%	220
	20-30 Years	151	68.6%	
	31-40 Years	26	11.8%	
	41-50 Years	5	2.3%	
	Over 50 Years	2	0.9%	
Education	High School/Vocational School (SMA/SMK)	47	21.4%	220
	Diploma 1 (D1)	3	1.4%	
	Diploma 3 (D3)	10	4.5%	
	Bachelor's Degree (S1)	153	69.5%	
	Master's Degree (S2)	6	2.7%	
	Other	1	0.5%	
Occupation	Student	131	59.5%	220
	Entrepreneur	21	9.5%	
	Private Sector Employee	56	25.5%	
	Homemaker	3	1.36%	
	Freelancer	2	0.9%	
	Other	7	3.18%	
Income Range	$<$ Rp5.000.000	140	63.6%	220
	Rp5.000.001 - Rp10.000.000	53	24.1%	
	Rp10.000.001 - Rp15.000.000	17	7.7%	
	$>$ Rp15.000.000	10	4.5%	

Source: Data Processing (2024)

Table 2 presents the measurement model used in this study, which comprises formative variables: perceived impulsiveness, cognitive post-purchase dissonance, affective post-purchase dissonance, and repurchase intention. The evaluation of the reflective measurement model includes a Loading Factor of ≥ 0.70, Average Variance Extracted (AVE) of ≥ 0.50, Composite Reliability of ≥ 0.60, and Cronbach's Alpha of ≥ 0.60. Furthermore, discriminant validity is assessed using the Fornell-Larcker criterion and the Heterotrait-Monotrait Ratio (HTMT), with a recommended threshold of below 0.90.

Table 3. Final Validity and Reliability Test Results

Variable	Item	Loading Factor	AVE	Composite Reliability	Cronbach's Alpha
Perceived impulsiveness	PI1	0.766	0.644	0.844	0.723
	PI3	0.852			
	PI4	0.788			
Cognitive post purchase dissonance	CPPD1	0.875	0.791	0.884	0.737
	CPPD2	0.904			
Affective post purchase dissonance	APPD1	0.820	0.617	0.865	0.793
	APPD3	0.714			
	APPD5	0.843			
	APPD7	0.758			
Repurchase intention	RI2	0.830	0.737	0.849	0.647
	RI3	0.887			

Table 3 illustrates that during the initial data processing stage, the researcher identified several items that were invalid or had loading factor values below 0.70: PI2 at 0.208, CPPD3 at 0.359, APPD2 at 0.569, APPD4 at 0.464, APPD6 at 0.446, and RI1 at 0.667.

After removing the indicators with values below 0.70, the final results are presented in Table 3. All loading factors exceed 0.70 for PI (1, 3, 4), CPPD (1, 2), APPD (1, 3, 5, 7), and RI (2, 3), indicating valid items, as confirmed by AVE values above 0.50 for each variable: PI (0.644), CPPD (0.791), APPD (0.617), and RI (0.737). For reliability testing, all items for PI, CPPD, APPD, and RI meet the required thresholds, as demonstrated by composite reliability values exceeding 0.60—0.844, 0.884, 0.865, and 0.849, respectively—and Cronbach's Alpha values greater than 0.60: 0.723, 0.737, 0.793, and 0.647.

Table 4. Fornell-Larcker Criterion Model Results

Description	APPD	CPPD	PI	RI
APPD	0.785			
CPPD	0.319	0.890		
PI	0.430	0.259	0.802	
RI	0.324	0.315	0.542	0.859

Table 4 demonstrates that the evaluation of discriminant validity must be conducted using the Fornell-Larcker criterion. Discriminant validity ensures that a variable is theoretically distinct and empirically or statistically proven to differ from other variables. According to the Fornell-Larcker criterion, the square root of the AVE for each variable must be greater than its correlation with other variables. For the APPD variable, the square root of AVE is 0.785, which is greater than its correlation with CPPD (0.319), PI (0.430), and RI (0.324), as well as all other variables. These results indicate that discriminant validity is achieved for APPD. Similarly, discriminant validity is confirmed for CPPD, RI, and PI, as the square root of the AVE for each variable exceeds its correlations with the other variables.

Table 5. Discriminant Validity Model Results (HTMT)

Description	APPD	CPPD	PI	RI
APPD				
CPPD	0.414			
PI	0.550	0.349		
RI	0.424	0.450	0.787	

Table 5 recommends the use of the Heterotrait-Monotrait Ratio (HTMT) as a measure of discriminant validity, as it is considered more sensitive and accurate in detecting discriminant validity. The recommended threshold for HTMT values is below 0.90. The test results indicate that the HTMT value is below 0.90 for each pair of variables, thus confirming discriminant validity. This finding implies that each variable has greater variance with its own measurement items compared to items of other variables.

Table 6. Results of the Collinearity Statistical Model (VIF)

Description	APPD	CPPD	PI	RI
APPD				1.227
CPPD	1.000			
PI		1.000		1.227
RI				

Before proceeding with hypothesis testing, it is vital to thoroughly assess the presence of multicollinearity among the variables in the model. Multicollinearity refers to a situation where independent variables are highly correlated with each other, which can distort the results of statistical analyses and compromise the reliability of parameter estimates. To evaluate this, the inner Variance Inflation Factor (VIF) statistic is calculated for each variable. The inner VIF is a widely used measure to detect multicollinearity, with a commonly accepted threshold of five. If VIF values exceed this threshold, it indicates a problematic level of multicollinearity, necessitating remedial actions such as variable removal or transformation.

In this study, the results of the multicollinearity assessment demonstrate that all inner VIF values are well below the threshold of five, indicating a low level of multicollinearity among the variables included in the model. This finding is significant as it confirms that the relationships between variables are sufficiently independent, ensuring that no variable is unduly influenced by others in the model. The low multicollinearity enhances the statistical soundness of the analysis by ensuring that the regression coefficients are stable, reliable, and interpretable.

Furthermore, this outcome underscores the robustness of the parameter estimates derived from the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. Robust and unbiased parameter estimates are critical for drawing valid conclusions from the data and provide a strong foundation for subsequent hypothesis testing. The absence of multicollinearity further strengthens the credibility of the research findings,

ensuring that the interpretations and implications derived from the analysis are accurate and dependable. By confirming the absence of significant multicollinearity, this step reinforces the overall rigor and validity of the research methodology, paving the way for meaningful and trustworthy hypothesis testing.

Table 7. Hypothesis Testing Model Results

Hipotesis	Path Coefficient	p-value	95% Interval Path Coefficient		f square
			Lower Limit	Upper Limit	
H1. Perceived impulsiveness → Repurchase intention	0.494	0.000	0.366	0.617	0.286
H2. Perceived impulsiveness → Cognitive post-purchase dissonance	0.259	0.000	0.143	0.386	0.072
H3. Cognitive post-purchase dissonance → Affective post-purchase dissonance	0.319	0.000	0.195	0.445	0.114
H4. Affective post purchase dissonance → Repurchase intention	0.111	0.058	0.003	0.234	0.015

Based on the results of hypothesis testing in table 7 it was found that:

1. The first hypothesis (H1) is accepted, indicating a significant influence of perceived impulsiveness on repurchase intention, with a path coefficient of 0.494 and a p-value of 0.000 (< 0.05). Within a 95% confidence interval, the effect of perceived impulsiveness on repurchase intention ranges from 0.366 to 0.617. However, the influence of perceived impulsiveness on promoting repurchase intention is moderate at the structural level ($f^2 = 0.286$).
2. The second hypothesis (H2) is accepted, indicating a significant influence of perceived impulsiveness on cognitive post-purchase dissonance, with a path coefficient of 0.259 and a p-value of 0.000 (< 0.05). Within a 95% confidence interval, the effect of perceived impulsiveness on cognitive post-purchase dissonance ranges from 0.143 to 0.386. Nevertheless, the impact of perceived impulsiveness in driving cognitive post-purchase dissonance is low at the structural level ($f^2 = 0.072$).
3. The third hypothesis (H3) is accepted, indicating a significant influence of cognitive post-purchase dissonance on affective post-purchase dissonance, with a path coefficient of 0.319 and a p-value of 0.000 (< 0.05). Within a 95% confidence interval, the effect of cognitive post-purchase dissonance on affective post-purchase dissonance ranges from 0.195 to 0.445. However, the influence of cognitive post-purchase dissonance on affective post-purchase dissonance is low at the structural level ($f^2 = 0.114$).
4. The fourth hypothesis (H4) is rejected due to an insignificant influence of affective post-purchase dissonance on repurchase intention, with a path coefficient of 0.111 and a p-value of 0.058 (> 0.05). Within a 95% confidence interval, the effect of affective post-purchase dissonance on repurchase intention ranges from 0.003 to 0.234. Nonetheless, the influence of affective post-purchase dissonance in promoting repurchase intention is low at the structural level ($f^2 = 0.015$).

Table 8. Mediation Test Model Results

Hipotesis	Path Coefficient	p-value	95% Path Coefficient	Lower Limit	Upper Limit
H5. Perceived impulsiveness → Cognitive post-purchase dissonance → Affective post-purchase dissonance → Repurchase intention	0.007	0.182	0.000	0.027	0.001

5. Table 8 indicates that the fifth hypothesis (H5) is rejected, as cognitive post-purchase dissonance and affective post-purchase dissonance do not significantly mediate the indirect effect of PI on RI. The mediation path coefficient is 0.007, with a p-value of 0.182 (> 0.05). Nevertheless, at the structural level, the mediating role of CPPD is still considered low, with an upsilon V value of 0.001.

Table 9. R-Square Model Results

Causal Relationship	R-square	Q-square
APPD	0.102	0.062
CPPD	0.067	0.055
RI	0.304	0.279

Table 9 illustrates that the R-square statistic represents the extent to which variations in an endogenous variable are explained by exogenous and/or other endogenous variables within a model. The qualitative interpretation of R-square values is as follows: 0.19 (low effect), 0.33 (moderate effect), and 0.66 (high effect). Based on the results in Table 9, the influence of perceived impulsiveness and cognitive post-purchase dissonance on affective post-purchase dissonance is 10.2% (low effect). The influence of perceived impulsiveness on cognitive post-purchase dissonance is 6.7% (low effect), while the influence of perceived impulsiveness, cognitive post-purchase dissonance, and affective post-purchase dissonance on repurchase intention is 30.4% (moderate effect).

The Q-square statistic describes the measure of prediction accuracy, which indicates how well changes in exogenous variables predict endogenous variables. This measure is a form of validity in PLS-SEM to evaluate the suitability of model predictions. The qualitative interpretation of Q-square values is 0 (low predictive accuracy), 0.25 (moderate predictive accuracy), and 0.50 (high predictive accuracy). Based on the results in Table 9, the Q-square value for affective post-purchase dissonance is $0.062 > 0$ (low prediction accuracy), for cognitive post-purchase dissonance it is $0.055 > 0$ (low prediction accuracy), and for repurchase intention it is $0.279 > 0.25$ (moderate prediction accuracy).

The hypothesis testing results are summarized as follows:

- **H1:** Perceived impulsiveness has a direct and significant positive influence on repurchase intention, with a path coefficient of 0.494 and a p-value of 0.000 (< 0.05). This finding aligns with prior research by Tilting & [19, 20].
- **H2:** Perceived impulsiveness significantly influences cognitive post-purchase dissonance, with a path coefficient of 0.259 and a p-value of 0.000 (< 0.05). This indicates a direct relationship consistent with studies by [9, 11].
- **H3:** Cognitive post-purchase dissonance significantly influences affective post-purchase dissonance, with a path coefficient of 0.319 and a p-value of 0.000 (< 0.05). This result is consistent with findings by [12, 21], which emphasize the influence of cognitive attitudes on affective components.
- **H4:** Affective post-purchase dissonance does not significantly influence repurchase intention, with a path coefficient of 0.111 and a p-value of 0.058 (> 0.05). This result aligns with research by [14, 15], which suggest that dissonance generally reduces repurchase intention.
- **H5:** Cognitive and affective post-purchase dissonance do not significantly mediate the relationship between perceived impulsiveness and repurchase intention. The mediation path coefficient is 0.007, with a p-value of 0.182 (> 0.05). These findings are consistent with research by [22, 23], which highlight the influence of other factors, such as past experience and trust, on repurchase intention.

By presenting the hypothesis testing results in an itemized format, the findings are clear and directly linked to the hypotheses, providing a concise summary of the relationships evaluated in this study [**?**].

4. CONCLUSION

The results of this study indicate that cognitive post-purchase dissonance and affective post-purchase dissonance do not serve as mediating variables in the relationship between perceived impulsiveness and repurchase intention. This finding highlights that dissonance, which encompasses consumer emotions and feelings, negatively impacts purchasing behavior by reducing repurchase intention, while regret also exerts a negative influence. Cognitive post-purchase dissonance arises when consumers doubt their purchasing decisions, whereas affective post-purchase dissonance occurs when consumers experience dissatisfaction or regret after making a purchase. Both forms of dissonance create mental and emotional discomfort, thereby decreasing the likelihood

of repurchasing the same product. These insights carry practical implications for Shopee, particularly in formulating strategies to reduce post-purchase dissonance, such as implementing easy product return programs, offering responsive customer service, and ensuring the availability of clear and accurate product information prior to purchase. Such measures can enhance customer satisfaction and encourage repurchase intention, even in impulsive purchase scenarios.

The study further underscores the need for future research with larger, more diverse samples and broader coverage of various product categories to enhance the generalizability of the findings. Expanding the research scope to include participants from different geographic regions, socioeconomic backgrounds, and consumer behaviors would provide a more comprehensive understanding of the relationships being studied. Additionally, examining diverse product categories, such as high-involvement versus low-involvement products, durable goods versus consumables, and online-exclusive versus in-store items, could reveal context-specific variations in the effects of perceived impulsiveness and post-purchase dissonance. Such expansions would not only validate the current findings but also offer valuable insights into consumer behavior across various markets and settings. However, a key limitation of this study is its focus on a single marketplace, Shopee, highlighting the need for future research to analyze other platforms to assess the extent of their development and compare the levels of success or magnitude of influence.

To address these gaps, several directions for future research are proposed. First, studies with larger and more diverse samples should be conducted to increase the generalizability of findings. Second, investigations should include various product and service categories to determine whether similar results hold across different contexts. Third, adopting mixed methods, such as incorporating in-depth interviews or case studies, could yield deeper qualitative insights. Fourth, extending the observation period would allow for examining changes in repurchase intention over time. Fifth, future research should include other variables, such as customer satisfaction, brand trust, and customer loyalty, to provide a more holistic understanding of the factors influencing repurchase intention. Additionally, exploring demographic factors like age, gender, and education level could uncover nuanced dynamics within the relationships between perceived impulsiveness, post-purchase dissonance, and repurchase intention. Researchers could also develop and test interventions aimed at reducing post-purchase dissonance, such as easy product return programs and responsive customer service, while analyzing the effectiveness of various marketing strategies designed to minimize dissonance. By addressing these areas, future research can build on the current findings and offer deeper insights into the complex dynamics of consumer behavior.

5. DECLARATIONS

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5.2. Author Contributions

Conceptualization: SO; Methodology: SO; Software: AA; Validation: SO and AA; Formal Analysis: SO and AA; Investigation: AA; Resources: AA; Data Curation: AA; Writing Original Draft Preparation: SO and AA; Writing Review and Editing: SO and AA; Visualization: AA; All authors, SO and AA, have read and agreed to the published version of the manuscript.

5.3. Data Availability Statement

The data presented in this study are available on request from the corresponding author.

5.4. Funding

This research was supported by the Indonesia Endowment Funds for Education (LPDP) through the Indonesian Education Scholarship program managed by the Center for Higher Education Funding (BPPT). Additionally, the authors acknowledge partial funding from Universitas Kristen Maranatha Research and Community Service Grant, which provided resources essential for data collection and analysis. The authors express their sincere gratitude for the financial assistance that facilitated the successful completion of this research.

5.5. Declaration of Conflicting Interest

The authors declare that they have no conflicts of interest, known competing financial interests, or personal relationships that could have influenced the work reported in this paper.

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