

THE PHENOMENON OF IMPULSE BUYING IN E-COMMERCE: THE ROLE OF SOCIAL MEDIA MARKETING, INFLUENCER REPUTATION, AND PRICE DISCOUNTS ON SHOPEE

FENOMENA PEMBELIAN IMPULSIF DALAM E-COMMERCE: PERAN PEMASARAN MEDIA SOSIAL, REPUTASI INFLUENCER, DAN DISKON HARGA DI SHOPEE

Eko Djo¹, Haryo Kusumo², Edwin Zusrony^{3*}

Faculty of Academic Studies, Universitas Sains dan Teknologi Semarang, Semarang^{1,2,3}
ekodjo3011@gmail.com¹, haryo@stekom.ac.id², edwin.zusrony@stekom.ac.id^{3*}

ABSTRACT

Impulse buying refers to an action of purchasing a service or product without prior planning. An emotion over a long period of time about a particular service or product, or influence from other products, can serve as triggers to make such purchases. The purpose of this research is to study the effect of social media marketing, influencer's reputation, and price discounts related to the application of Shopee on Impulse Buying Behavior of Generation Z in Semarang Regency, especially Ungaran Subdistrict. This research employs a quantitative approach where social media marketing, influencer's reputation, and price discount serve as independent variables while Impulse Buying is the dependent variable. The respondents in this case are limited to generation Z, with a total sample size of 50. Data collection employs questionnaires evaluated on five parameter likert scales. The data collected were analyzed using multiple linear regression analysis which was processed with SmartPLS 4.0 software for data processing and was executed in two steps: outer model and then inner model. The tests were conducted through the steps discriminant validity, composite reliability, classic assumption testing, hypothesis testing, t-test, and F-test. It has been found that the independent factors Social Media Marketing, Influencer's Reputation, Price Discount have a positive and significant impact on the dependent factor of Impulse Buying. From testing the F test we also found that the independent factors of Social Media Marketing, Influencer's Reputation, Price Discount also have a simultaneous impact on the dependent factor Impulse Buying.

Keywords: Social Media Marketing, Influencer Reputation, Price Discounts, Impulse Buying, Semarang Regency.

ABSTRAK

Pembelian impulsif merujuk pada tindakan membeli suatu layanan atau produk tanpa perencanaan sebelumnya. Perasaan yang berkepanjangan terhadap suatu layanan atau produk tertentu, atau pengaruh dari produk lain, dapat menjadi pemicu untuk melakukan pembelian semacam itu. Tujuan penelitian ini adalah untuk mempelajari pengaruh pemasaran media sosial, reputasi influencer, dan diskon harga yang terkait dengan aplikasi Shopee terhadap perilaku pembelian impulsif Generasi Z di Kabupaten Semarang, khususnya Kecamatan Ungaran. Penelitian ini menggunakan pendekatan kuantitatif, di mana pemasaran media sosial, reputasi influencer, dan diskon harga berfungsi sebagai variabel independen, sedangkan perilaku pembelian impulsif merupakan variabel dependen. Responden dalam penelitian ini dibatasi pada Generasi Z, dengan total sampel sebanyak 50 orang. Pengumpulan data dilakukan melalui kuesioner yang dievaluasi menggunakan skala Likert lima parameter. Data yang dikumpulkan dianalisis menggunakan analisis regresi linier berganda yang diproses dengan perangkat lunak SmartPLS 4.0 untuk pengolahan data dan dilaksanakan dalam dua tahap: model luar dan kemudian model dalam. Uji dilakukan melalui langkah-langkah validitas diskriminan, reliabilitas komposit, uji asumsi klasik, uji hipotesis, uji t, dan Uji F. Telah ditemukan bahwa faktor-faktor independen Pemasaran Media Sosial, Reputasi Influencer, dan Diskon Harga memiliki dampak positif dan signifikan terhadap faktor dependen Pembelian Impulsif. Dari hasil uji F, juga ditemukan bahwa faktor-faktor independen Pemasaran Media Sosial, Reputasi Influencer, dan Diskon Harga juga memiliki dampak simultan terhadap faktor dependen Pembelian Impulsif.

Kata Kunci: Pemasaran Media Sosial, Reputasi Influencer, Diskon Harga, Pembelian Impulsif, Kabupaten Semarang

INTRODUCTION

The development of digital technology has brought about significant changes in global consumer behavior. This transformation is particularly evident in the trade sector, which has largely shifted from conventional models to online or e-commerce-based transactions. According to the 2024 DataReportal report, more than 4.11 billion people have made purchases online, indicating that e-commerce has become the backbone of the global digital economy.

In the country of Indonesia, Shopee is now the leading e-commerce platform with the most number of monthly visits of 155 million (Ahdiat 2024). These events clearly show that Shopee is no longer only a marketplace, but it has become an integral part of the digital lifestyle of Indonesian society, especially among Millennials and Generation Z. One of the key phenomena in online shopping behavior is impulse buying—which are the purchases made suddenly without any previous planning. This kind of consumer behavior in the digital world is more aggressive just because the consumer appears to become more and more in the receiving position of the visual and emotional stimulations of different kinds that are provided by the mobile applications of the e-commerce and social media platforms. Putra et al. (2022) describe that impulse buying in e-commerce is a result of time pressure, push marketing, and mobile app designs encouraging speedy decisions. Although the behavior will be good for businesses in the short run, it can help encourage irrational consumption.

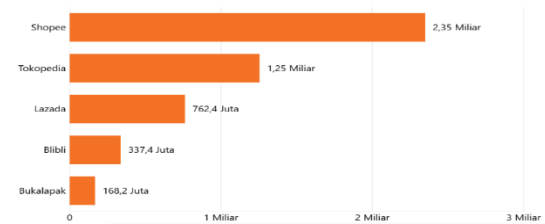


Figure 1. Shopee Visitor Statistics (Ahdiat 2024)

Social media marketing is among the key determinants that lead to impulse buying. Social media marketing strategies employed to entice are efficient in establishing emotional connection, developing a felt need, and even stimulating feelings of nearness with the brand. As per Zafar (2021), successful social media marketing is capable of encouraging customers to engage in impulse buying. Besides social media advertising, influencer reputation plays a significant role in consumer trust on the endorsed products. Good reputation and high-credibility influencers generate positive perceptions of the endorsed products. Lavenia and Erdiansyah (n.d.) assert that influencer reputation plays a significant role in the increase in impulse buying on e-commerce platforms. Promotional pricing strategies such as discounts, cash backs, and flash sales have also proved to be colossal impulse driving purchasing behaviors. Kathuria and Bakshi (2024) state that price cuts could create a feeling of scarcity and urgency and therefore increase the emotional need to purchase immediately.

The three factors social media marketing, influencer reputation, and price discounts—constitute key components of Shopee's marketing strategy. However, there is still a limited number of quantitative studies that comprehensively examine the simultaneous influence of these three variables on consumer impulse buying behavior in Indonesia. Most prior

research has focused on only one or two variables in isolation. For instance, Bashar, Singh, and Pathak (2022) concentrated solely on the impact of social media on impulse buying behavior, without considering the role of influencers or price discount strategies. Meanwhile, the study conducted by Rahmataini, Safitri, and Prasetyo (2023) on the influence of live streaming on impulse buying was centered more on consumers in a different cultural context, whose characteristics differ from those of Indonesian consumers.

LITERATURE REVIEW

Impulse Buying

In a nutshell, Rahmadani, W. (2021) who is quoted in Oktavyana et al. (2024) said impulse buying is an unintentional and subconscious act of buying that goes on without any planning and also without considering the consequences, where the consumers use their money without thinking on some products. Various expert definitions clearly illustrate that an impulse buying is a consumer's purchasing conduct, which is made extremely suddenly and without any plan, where it is solely emotionally driven, that trigger the purchase and thus the consumer finds it to be the satisfaction of the consumption but at the same time internal cognitive conflict is the effect that has been caused. Impulse buying can be referred to as a conduct wherein a person is seized by an uncontrollable desire to buy a product without the information before of such an intention Edwin Zusrony (2024). The word of Khalikussabir (2023) to Oktavyana et al. (2024) who are quoting him, the consumers who have not made up their minds regarding the product to purchase represent the decision that they express through their

purchasing behavior. Looking at the list of the signs of this behavior, it is feasible to profile it quite accurately: such acts are clearly brash, irrational, hasty, and emotionally dictated.

Social Media Marketing

Social media marketing harnesses the powerful audiences of social media platforms for the purpose of raising brand awareness and selling a product, service or an issue. Through its usage, social media marketing serves as a great opportunity for business persons and marketers to reach out to as many clients as possible to maximize profit. Numerous contents pertaining to certain products will flood the social media platforms. For instance, on Shopee, vendors promote their goods through interactive videos and live streams accessible to Shopee users. This allows individuals to scrutinize the product and assures them that it will meet the expectations and usefulness they wish for. Yohana Gracelia (2023) highlighted through their social media marketing publication, the use of online communities, interaction, sharing content, social media accessibility, and social media legitimacy as five key social media marketing indicators.

Influencer Reputation

Adrianto (2021), as cited in Yohana Gracelia (2023), advertising and promotion are more and more using influencers today. Influencers have some level of credibility in their message delivery on social media, which helps build consumer trust in a brand. Influencers share similarities with celebrities; however, what sets them apart is the closer relationship they maintain with the public, as they frequently share their daily lives, allowing for direct interaction with their followers. Therefore, it is unsurprising

that influencers have become one of the key factors influencing consumer trust in a brand, which may ultimately lead to purchasing decisions. In Yohana Gracelia (2023), the indicators of influencer reputation are as follows: possessing credibility as a source of product information, having adequate knowledge to promote the product, being able to attract potential buyers, sharing similarities with consumers in purchasing behavior, and having achievements and relevant experience related to the product.

Price Discount

According to Lindi and Larasati (2021), as cited in Ariyanti and Purba (2023), discounts are a popular pricing strategy due to their ability to stimulate immediate purchases and attract customers spontaneously, thereby increasing sales. The effectiveness of discounts lies in their capacity to create a perception of added value, encourage impulsive buying decisions, generate positive emotional responses, and strengthen the relationship between customers and the company. Price discounts are a form of promotion used by companies to sell products at a price that is lower than normal, thereby changing consumer buying behavior. When considering price discounts, consumers tend to buy products they had not originally planned to buy. According Yohana Gracelia (2023), possible parameters of price discounts are: the size of the discount, the duration of the discount, the classifications of product in regard to the discount, and the discount's alignment with market segmentation.

Hypothesis Development Social Media Marketing on Impulse Buying

According to Dina and Marlien (2023), social media marketing is a two-way communication that fosters empathy through the use and activity of a brand's social media. It serves to enhance brand value by providing opportunities to reduce misunderstandings and prejudice toward the brand, as well as by creating a platform for exchanging ideas and information with the public. A study conducted by Deborah, Oesman, and Yudha (2022), as cited in Widyayanti (2023), found that social media has a positive and significant influence on impulse buying behavior. Popular social media platforms today, such as Instagram and TikTok, have demonstrated an increase in impulsive behavior driven by the growing use of social media.

H1: Social Media Marketing Positively and Significantly Affects Impulse Buying.

Influencer Reputation and Its Effect on Impulse Buying

Yohana Gracelia, (2023) says that another factor that affects an impulse buying decision is the influencer's reputation on social media. The term "influencer" is created by attaching the suffix "-er" (denoting a human) to "influence" (to have an effect on), meaning a human who has influence. With the rise of influencers, people who influence or affect a lot of consumers, specifically social media users, the way that companies interact and communicate with consumers has changed Widyanto & Agusti (2020). Influencers are able to effectively present a substantial amount of information to their followers, making it more likely that the information they convey is well-received by social media users, particularly when compared to traditional media channels Illahi, Fajar, & Saputra, (2020). In a study conducted

by Lavenia and Erdiansyah (n.d.) titled "An Analysis of the Influence of Influencer Marketing and Perceived Trust on Impulsive Buying at Menantea", the results indicate that influencer marketing has a significant influence on impulse buying behavior.

H2: Influencer Trust positively and significantly affect Impulse Buying

Price Discount and Its Influence on Impulse Buying

Azwari (2021) asserted that, "the price discount is a very effective way for the company when marketing a product, especially used to anticipate the threat of competition." The main draw to a discount is that it can attract consumers, which can lead consumers to make impulse or unplanned purchases from the business unit. In addition, Gumilang and Nurcahya (2016) - cited in Azwari (2021) determined that price discounts relate to impulse buying positively and significantly. This shows that when price discounts are offered, the potential for impulse and unplanned purchases by the consumer increases.

H3: Price Discount has a Positive and Significant Effect on Impulse Buying.

The Integrated Impact of Social Media Marketing, Influencer Reputation, and Price Discount on Impulse Buying

As explained by Oktavyana et al. (2024) from Hussein A. (2021), unplanned purchasing, also known as impulse buying, is defined as a purchase made without any prior planning. This form of buying was explained by Rahmadani (2021) as a form of spending that occurs automatically, often devoid of rational thought—a purchase made where the spending is not planned in advance. The research

conducted by Mariah Pertiwi and Asri (2022), along with Deborah, Oesman, and Yudha (2022) and cited in Widayanti (2023), illustrates that there is a strong and positive relationship impulse buying has along with social media marketing. Furthermore, the research conducted by Lavenia and Erdiansyah (n.d.) and Putri and Fikriyah (2023) cited in Yohana Gracelia (2023), demonstrates influencer's reputation positively and significantly influences impulse buying. The same findings were reported by Azwari (2021) who cited Gumilang and Nurcahya (2016) that the price discount has a strong influence on impulse buying activities.

H4: The Simultaneous Effect of Social Media Marketing, Influencer Reputation, and Price Discount on Impulse Buying

Conceptual Model

Based on the theories related to impulse buying, the researcher developed a conceptual model, as illustrated in the following figure:

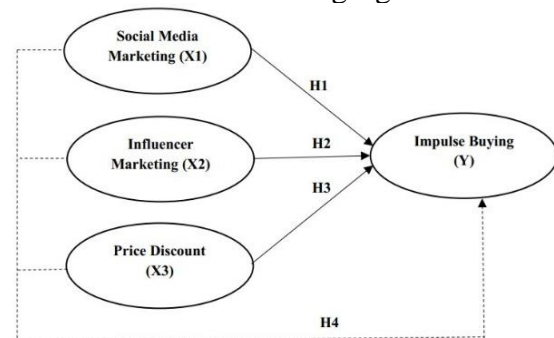


Figure 1. Conceptual Model

RESEARCH METHODS

The present study focuses on quantitative analysis. The research proposal seeks to analyze the independent variables Social Media Marketing, Influencer Reputation, and Price Discount—and how they intersect with the dependent variable, Impulse Buying. The participants are categorized as Generation Z and are

from the Semarang Regency in Indonesia, specifically Ungaran district. The sampling strategy used is non-probability sampling through judgmental sampling focusing on targeted Generation Z respondents between 18-25 years who have used the Shopee application. The total number of respondents for this survey is 50. Data collection was conducted through an online questionnaire, which was scored on a 5-point Likert scale. The analytical method employed is multiple linear regression using SmartPLS software version 4.1.1.2.

Table 1. Research Variable Indicators

Variable	Indicator
Social Media Marketing (X1)	1. Online Communities
	2. Interaction
	3. Sharing of content
	4. Accessibility
	5. Credibility
Influencer Reputation (X2)	1. Possesses credibility as a source of product information
	2. Has sufficient knowledge to promote the product
	3. Capable of attracting buyers
	4. Shares similarities with the buyer in terms of product preferences
	5. Demonstrates achievements and relevant experience related to the product
Price Discount (X3)	1. Magnitude of the discount
	2. Duration or validity period of the discount
	3. Types of products eligible for the discount
Impulse Buying (Y)	1. Spontaneous purchasing
	2. Purchasing without prior consideration
	3. Hasty or rushed purchasing
	4. Purchasing influenced by emotional conditions

RESULTS AND DISCUSSIONS

Respondent Description

Table 2. Description of Research Respondents

Information	Quantity	Percentage
Gender		
Male	17	34%
Female	33	66%
Age		
18-21	10	20%
22-25	40	80%

The following findings concern a survey conducted with 50 participants from Generation Z, aged between 18 and 25, who use the Shopee application in Semarang Regency, specifically in the district of Ungaran. As indicated by the demographic data, out of the total respondents, 34% (17 individuals) were male and 66% (33 individuals) were female. The respondents aged 22-25 were further sub-divided into two categories: 20% (10 respondents) were aged 18-21 and the remaining 80% (40 respondents) were aged 22-25.

OUTER MODEL

Discriminant validity

Discriminant validity testing is conducted to ensure that each construct of a variable is significantly distinct from other variables.

Table 3. Discriminant Validity Testing

Outer loadings - Matrix					
	X1.	X2.	X3.	Y	
X1.1	0.919				
X1.2	0.780				
X1.3	0.715				
X1.4	0.909				
X1.5	0.815				
X2.1		0.903			
X2.2		0.807			
X2.3		0.702			
X2.4		0.912			
X2.5		0.763			
X3.1			0.948		
X3.2			0.961		
X3.3			0.895		
X3.4			0.909		
Y1				0.857	
Y2				0.770	
Y3				0.781	
Y4				0.889	

As seen from Table 3 above, it is noted that every indicator of the respective latent variables has a higher factor loading, showing good discriminant validity. This indicates that every latent variable is clearly defined and has a stronger relationship with its own construct than with other constructs

Composite Reliability

Based on Table 4, the research findings indicate that the Cronbach's alpha and composite reliability values for each variable exceed 0.5. This confirms that all variables meet the criteria for reliability and validity, thereby allowing for further evaluation of the structural model.

Table 4. Composite Reliability Test

Construct reliability and validity - Overview				
	Cronbach's alpha	Composite reliability (r...	Composite reliability (r...	Average variance extrac...
X1.	0.886	0.899	0.917	0.691
X2.	0.881	0.899	0.911	0.674
X3.	0.947	0.958	0.962	0.862
Y	0.843	0.844	0.895	0.682

INNER MODEL

Normality Test

The normality test using a histogram in PLS refers to a graph that displays the distribution of standardized residuals for all observations and includes the entire dataset. This test aims to determine whether the residual data follow a normal distribution. The histogram is effective in illustrating a bell-shaped symmetrical pattern. If the histogram exhibits a bell-shaped curve and is evenly distributed around zero, then the assumption of normality is likely to be met (Hair et al., 2019).

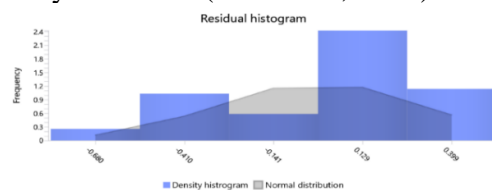


Figure 2. Residual Histogram

The figure in Figure 2 indicates that residual histogram is in the form of a symmetrical bell shape, and hence data are normally distributed.

Multicollinearity Test

Smart Partial Least Squares (PLS) inner model assumption is multicollinearity, which refers to the phenomenon of high intercorrelations among latent variables. SmartPLS, version 4 thus uses the variance inflation factor (VIF) to measure collinearity. However, multicollinearity is an event which frequently occurs in statistical analysis; this is because the present two or more explanatory independent variables or exogenous constructs are very well correlated, meaning that it reduces the positive ability of the model Sekaran & Bougie (2017). A VIF value should be below 5, whereas a value exceeding 5 indicates collinearity among constructs Sarstedt (2021). The presence of multicollinearity, as indicated by substantial intercorrelations among independent variables in this study, is reflected in the inner model VIF scores presented below:

Table 5. VIF Value

Inner model				
	X1.	X2.	X3.	Y
X1.				1.000
X2.				1.000
X3.				1.000
Y				

Based on Table 5 above, all VIF values are below 5, indicating that there is no issue of multicollinearity in this study.

Heteroscedasticity Test

The application of Breusch-Pagan test focuses on identifying the heteroscedasticity problem within a regression model. In the scope of PLS, this test helps to check if residual variance is heteroscedastic which suggests that the error variance changes

with the value of the predictor. Difference or lack of difference in heteroscedasticity can be determined from the p-value in the results output. Heteroscedasticity is considered absent if p-value of the results is greater than 0.05. In case of p-value lesser than 0.05, then heteroscedasticity is confirmed Hair et al (2019).

Table 6. Breusch-Pagan Test

Breusch-Pagan Test			
	Test-Statistic	df	P value
Breusch-Pagan Test	3.722	2	0.156

The output results in Table 6 have a p-value of 0.008 that is greater than 0.05, which indicates that we rejected the null hypothesis and found that this study does not have heteroscedasticity.

Regression Analysis

Multiple linear regression is a statistical model which uses several independent variables. A multiple linear regression analysis is conducted to determine the influence and relationship of the independent factors on the dependent variable. The results of the data analysis performed with SmartPLS 4 are presented in Figure 3 and Table 7 as follows: Based on Figure 3 and Table 7, the regression equation can be formulated as: $Y = 0.000 + 0.374X_1 + 0.356X_2 + 0.341X_3$.

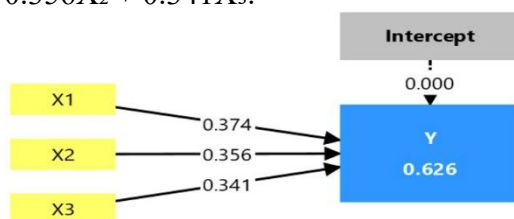


Figure 3. Graphic Output

Table 7. Summary Coefficients

Summary coefficients							
	Unstandardized coeffi...	Standardized coefficients	SE *	T value	P value	2.5 %	97.5 %
X3	0.264	0.341	0.072	3.690	0.001	0.120	0.408
X2	0.351	0.356	0.107	3.284	0.002	0.136	0.566
X1	0.376	0.374	0.110	3.418	0.001	0.155	0.597
Intercept	0.011	0.000	0.497	0.021	0.983	-0.989	1.010

Hypothesis Testing

The t-test is a technique used in regression analysis, evaluating the significance of the model in question. In the case of individual regression coefficients assessment, the t-value serves as a metric for appraisal. It is similarly the case when evaluating the regression coefficients in Partial Least Squares (PLS) analysis, where the t-value is used for assessment. A t-value corresponding to a p-value less than 0.005 is considered significant.

The Influence of Social Media Marketing on Impulsive Consumer Buying Behavior

The results in Table 7 illustrate a t-value of 0.001, which is less than 0.005, indicating a positive and significant influence on impulse buying.

The Influence of an Influencer's Credibility on Impulsive Buying Behavior

The results in table 7 shows a t-value of 0.002 which is also below the 0.05 threshold thus indicating that there is a positive and critical influence of the influencer's credibility on impulse buying.

The Effect of Discount Pricing on Impulse Buying

The results in Table 7 demonstrate a t-value of 0.001, which is less than 0.005. This suggests there is a significant and positive influence on impulse buying.

Summary Anova (F-Test)

The Anova summary test explains the influence of each variable at the structural level.

Table 8. Summary Anova

Summary ANOVA					
	Sum square	df	Mean square	F	P value
Total	12.761	49	0.000	0.000	0.000
Error	4.768	46	0.104	0.000	0.000
Regression	7.993	3	2.664	25.707	0.000

Based on the findings from ANOVA in Table 8, the regression model is significant statistically as its F-value is 25.707 with a p-value of 0.000 ($p < 0.005$). This means that the independent variables have a strong impact as a whole on the dependent variable. The mean square for regression is 2.664 which is well above the mean square error of 0.104. This shows that the model's explained variance surpasses the unaccounted variance supporting the model's fitness for further analysis.

R Square (R^2)

Determinant coefficient (R^2) measures the extent to which the model accounts for the endogenous variable's variance. This effect is referred to as the R-Squared. The structural model is applied to predict causal associations among latent variables.

Table 9. R-Square Value Result

R-square - Overview		
	R-square	R-square adjusted
Y	0.662	0.640

From Table 9, the measure of adjusted R-Square indicates that the value of R-Square for the impulse buying variable is 0.640. This indicates that 64.0% of the variation in impulse buying is accounted for by social media marketing, reputation of influencers, and price discount. The model is therefore moderate in nature, as classified by Sarstedt et al. (2021).

DISCUSSION

Social Media Marketing and its Impact on Impulse Buying

The results of hypothesis testing validate that the variable of social media

marketing practices has an impact on impulse buying purchases. The tests indicated a t-value of 3.418 and p-value of 0.001. These results are consistent with the study of Mariah and Pertiwi (2022) which found that social media marketing has a significant positive impact on impulse buying. This means that social media marketing plays an important role in informing and/or persuading consumers towards impulse buying. As Widyayanti (2023) cited Deborah Oesman and Yudha (2022), they confirmed that social media marketing positively and significantly influences consumer impulse buying behavior.

Influencer Reputation and Its Effect on Impulse Buying

The reputation of an influencer was found to impact more the impulsive buying behavior by 3.284 t-value and 0.002 p-value. This is in line with Yohana Gracelia's (2023) study on social media influencers and their impact on Gracelia's studies further highlight the reputation of social media influencers as key determinants of impulse purchasing behavior.

Price Discounts and Their Effect on Impulse Buying

The impact of discount pricing on impulse buying has been confirmed by scholars, as seen in t-value 3.690 and p-value 0.001. This supports Azwari's research (2021) which argued that price cuts offer great advantages to firms and assist them in dealing with challenges arising due to competition in the industry. Enormous discounts capture consumer attention, leading to spontaneous purchase of the company's merchandise. Azwari (2021) indeed pointed out that price incentives positively encourage unplanned purchasing behavior, and he cited

Gumilang and Nurcahya's (2016) research which proved these effects.

The Effect of Social Media Marketing, Influence Status, and Pricing Strategies Simultaneously

Examining the results from a multiple linear regression analysis, the study shows that social media marketing, influencer credibility, and price discounts accounted for 64.0% of the variance in impulse buying behavior ($R^2 = 0.640$). This is a remarkably high predictive power of the model which is in line with the dimension classification by Sarstedt et al. (2021) and their reasoning. This also backs the Widyayanti (2023) study which reported that social media tends to influence impulse buying behavior positively. The surge in usage of platforms such as Instagram and TikTok has led to a surge in impulsive buying activities. In addition to this, social media provides fast access to these platforms which tempts shoppers, thus yielding impulsive purchases as stated by Deborah, Oesman, and Yudha (2022).

CONCLUSION

New studies have emerged focusing on various factors that motivate individuals from generation Z living in Semarang Regency, particularly Ungaran city, to make impulse purchases. This includes collecting data via questionnaires filled out by a total of fifty respondents. Outcomes revealed that social media campaigns, marketing policies based on influencer endorsements, and discounts substantially impact impulsive buying behavior. The social media marketing variable exerts a positive and considerable influence on impulse buying. The influencer reputation variable similarly demonstrates a

positive and large impact on impulse buying. Furthermore, the price discount variable also shows a significant impact on social media marketing and impulse purchasing.

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