

## “Pengaruh Media Sosial Terhadap *Impulsive Buying* Pada Pengguna Fitur TikTok Shop Di Indonesia”

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### ABSTRAK

Penelitian ini bertujuan untuk mengetahui dampak media sosial terhadap perilaku *impulsive buying* pada konsumen TikTok Shop di Indonesia. Penelitian ini juga bertujuan untuk menganalisis faktor yang mempengaruhi perilaku *impulsive buying*. Desain penelitian ini menggunakan metode kuantitatif deskriptif. Populasi penelitian ini adalah masyarakat Indonesia pengguna fitur TikTok Shop dan teknik pengambilan sampel adalah *Purposive Sampling* yang menghasilkan sampel sebanyak 130 responden. Pengumpulan data primer menggunakan kuesioner sebagai instrumen. Metode analisis data menggunakan teknik analisis regresi linier berganda digunakan untuk menemukan hubungan antar variabel (*Social Network Marketing*, *Electronic Word of Mouth* dan *Trust*) terhadap *Impulsive Buying*. Hasil olah data menunjukkan bahwa secara parsial variabel *social network marketing*, *hedonic motivation*, dan *trust* berpengaruh terhadap *impulsive buying* masyarakat Indonesia pada fitur TikTok Shop. Namun pada variabel *electronic word of mouth* tidak berpengaruh secara parsial terhadap *impulsive buying* pada pengguna fitur TikTok Shop di Indonesia. Sedangkan variabel *social network marketing*, *electronic word of mouth*, *hedonic motivation*, dan *trust* berpengaruh secara simultan terhadap *impulsive buying* masyarakat Indonesia pada fitur TikTok Shop.

**Kata Kunci** : *Social Network Marketing*, *Electronic Word of Mouth*, *Hedonic Motivation*, *Trust*, *Impulsive Buying*

***“The Influence of Social Media on Impulsive Buying Among TikTok Shop Users in Indonesia”***

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**ABSTRACT**

*This study aims to determine the impact of social media on impulsive buying behavior among TikTok Shop consumers in Indonesia. This study also aims to analyze factors that influence impulsive buying behaviour. The research design uses descriptive quantitative methods. The population of this research is the Indonesian people who use the TikTok Shop feature and the sampling technique is Purposive Sampling which produces a sample of 130 respondents. Primary data collection uses a questionnaire as an instrument. The data analysis method uses multiple linear regression analysis techniques to find the relationship between variables (Social Network Marketing, Electronic Word of Mouth, Hedonic Motivation and Trust) on Impulsive Buying. The result of data processing show that partially the social network marketing, hedonic motivation, and trust variables affect the impulsive buying of Indonesian people in the TikTok Shop feature. However, the electronic word of mouth variable has no partial effect on impulsive buying among users of the TikTok Shop feature in Indonesia. Meanwhile, social network marketing variables, electronic word of mouth, hedonic motivation, and trust simultaneously influence the impulsive buying of Indonesian people in the TikTok Shop feature.*

**Keywords** : *Social Network Marketing, Electronic Word of Mouth, Hedonic Motivation, Trust, Impulsive Buying*