THE IMPACT OF SHOPPING LIFESTYLE ON IMPULSE BUYING WITH SALES PROMOTION AS A MEDIATING VARIABLE IN TIKTOK LIVE STREAMING

Debora Agustina Simatupang [1], Johannes [2], Sylvia Kartika WB [3]

[1,2,3] Faculty of Economics and Business, Universitas Jambi

Corresponding author: johannes@unja.ac.id

Abstract

This study investigates the relationship between shopping lifestyle and impulsive buying, with sales promotion as a mediating variable, among active students at Jambi University. The research identifies shopping lifestyle as the independent variable, impulsive buying as the dependent variable, and sales promotion as the intervening variable. This study employs a quantitative research method and utilizes primary and secondary data sources. Primary data were collected through questionnaires, while secondary data were sourced from literature reviews, including books, journals, and previous studies. A purposive sampling technique was employed to select 100 respondents. Data analysis was conducted using SmartPLS 4.1.0.3, incorporating methods such as outer loading, validity testing, reliability testing, inner model assessment, and hypothesis testing via bootstrapping. The analysis revealed the following results: 1) shopping lifestyle significantly and positively influences impulsive buying, 2) shopping lifestyle significantly and positively influences sales promotion, 3) sales promotion significantly and positively influence impulsive buying, and 4) shopping lifestyle significantly and positively influences impulsive buying through sales promotion. Based on these findings, it is recommended that marketing managers and retailers on TikTok enhance their marketing and promotional strategies by offering trendy, high-quality products. Furthermore, sellers are encouraged to fully leverage the live-streaming feature to boost sales and engagement in the future.

Keywords: Impulsive Buying, Sale Promotion, Shopping Lifestyle

Introduction

The more developed a country is, the higher the consumption of goods and services will be. Accordingly, marketer providers of goods and services follow the Internet platform to make it easy for consumers to access information easily (Dewi & Johannes, 2022). TikTok is now one of the favourite social media for the youth generation. TikTok is a social media platform that allows users to create short videos for up to 3 minutes, supported by music, filters, and other creative features. According to recent data, in 2022, the number of internet users in Indonesia reached 204.7 million out of the 277.7 million population, showing an internet penetration percentage of 73.7%. TikTok ranks fourth among Indonesia's most popular social media platforms, behind WhatsApp, Instagram, and Facebook (Hasya, 2023). The TikTok app, which appeared in 2018, is now starting to have a lot of fans (Mumtahana et al., 2017). Especially during the COVID-19 pandemic in Indonesia, many people cannot gather in public places because they are banned, which has led to an increase in online shopping, one of which is through the TikTok application.

TikTok is a platform for creativity to share short videos and an opportunity for its users to make money. TikTok users can access income through the TikTok Creator Fund, a form of appreciation from TikTok to its creators (Imanuella & Pangemanan, 2023). TikTok will pay for each content based on certain aspects. The more the content goes viral and is viewed by many people, the more money it will earn. For payments from the Creator Fund feature, the company considers total video views, content engagement, location, and total participants in the program. The money generated for every 1,000 video views ranges from US$ 6-8 (Rp 87,990 - Rp 117,320).

Meanwhile, the number of views monetized is often much lower, with a maximum value of only US$ 17 (Rp 249,305). Typically, a TikTok content creator abroad can earn up to $1000 - $30 thousand or Rp14 million - Rp422 million per month, while in Indonesia, it ranges from Rp19.6 million - Rp49 million. Moreover, if the product being promoted is from a well-known brand, the salary earned will be even greater (OCBC, 2021).

TikTok has become a popular online shopping platform with the introduction of the TikTok Shop feature. This feature was introduced on April 17, 2021, in Indonesia, which is an innovative social commerce that connects producers, sellers, buyers, and creators. Sellers can grow their business by using short video content and live streaming features on their business TikTok account (Harmanto, 2023).

Live streaming increases consumer confidence when buying goods online (Anisa et al., 2022a). Building trust is essential because internet media cannot provide the atmosphere and goods like conventional shopping (Anisa et al., 2022b). However, since the Live Streaming feature allows companies to communicate in detail demonstrate and answer potential buyers' questions live, Live streaming is now part of a marketing strategy that aims to make products more recognizable to the general public. Furthermore, Live Streaming has

become a promotional tool that is used to increase public awareness effectively (Juliana, 2023; Nurivananda & Fitriyah, 2023).

This online business's rapid development engages companies and determines the right strategy to attract consumer attention. Hence, the marketer should understand consumer buying behaviour to attract consumers' attention, for not all consumers act rationally; they can do it in a hurry without considering it deeply (Ayuning, 2019).

The occurrence of impulsive buying in consumers is generally the first product with a low price so that consumers do not need to think about calculating the budget spent. Second, products have mass marketing so that when shopping, consumers remember that the product has been advertised on television. Third are products that are small in size and easy to store. Usually, consumers buy this product because it is considered cheap and does not overload their shopping cart (Novianto et al., 2019).

Apart from promotions, shopping lifestyle is also a factor that influences impulse buying. People spend time and financial resources obtaining various goods and services through shopping. With the convenience of online shopping, consumers can spend a lot of their time and money (Fauziyyah, 2018). Because they are used to shopping, they will be willing to sacrifice to get the items they want. Products in vogue or discovered by accident will result in excessive impulse purchases.

The increased use of TikTok creates new potential in shaping their purchasing decisions. Tiktok's uniqueness in presenting visual content that is short, interactive, and involves live streaming provides an opportunity for companies and marketers to understand the dynamics of impulse buying decisions in this digital age. The existence of several stimulus influences from the physical environment or other social factors, such as live streamers, product prices, comfort levels and perceptions of pleasure, when live streaming on impulse purchases, makes this phenomenon interesting to study more deeply by testing the existence of the specified variables, so that it is known how much influence it has on impulse purchases. Based on the above background, the authors decided to conduct further research on this phenomenon titled "The Effect of Shopping Lifestyle on Impulsive Buying with Sales Promotion as an Intervening Variable on TikTok Live Streaming".

Literature Review
Marketing

According to The American Marketing Association (Kotler & Keller, 2012), "marketing is the activity, set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for costumers, clients, partners and society at large". Hence, marketing is an activity in the overall function of organizational processes and processes to create something, communicate, deliver something and exchange something of value to customers, partners, and society in general in a profitable way. It can be concluded that what is meant by marketing is all activities carried out to create satisfaction for consumers and ultimately create loyal customers through the exchange process (buying and selling).

Shopping Lifestyle

According to Kotler (2002), a person's life pattern is expressed in his activities, interests, and opinions. Lifestyle describes a person's whole interaction with his environment and a person's entire pattern of action and interaction. Additionally, according to Levy (Kosyu, 201), a shopping lifestyle includes individual spending habits, time allocation, purchasing behaviour, and overall attitude and perspective on the world.

Impulsive Buying

Engelat et al. (2009) state that impulsive buying is a sudden, usually intense, long-lasting desire. The desire to make a purchase is also characterized by hedonic complexity and can potentially cause emotional turmoil. In addition, impulse purchases usually occur without considering the impact. According to (Nuzula et al., 2018), impulsive buying focuses on emotional attraction and the desire to buy something. It means that it is related to feelings. The attractiveness of a store is directly related to the merchandise it sells, thus generating client interest and motivating them to make purchases. Mowen & Minor (2001) explain impulse buying as an action that is not problem-solving but tends to be uncontrolled. The buying process is formed after entering the store and occurs immediately after the stimulus (Novianto et al., 2019).

Sales Promotion

Priscilla et al. (2019a) stated that sales promotion is a series of tactics to efficiently achieve sales and marketing objectives by offering extra value to intermediaries and direct consumers. This added value is usually not limited to a specific period. Furthermore, Kotler and Keller (2009) identify several variables contributing to sales promotion, including advertising, events and experiences, press and public relations, direct marketing, interactive marketing, word-of-mouth marketing, and personal selling. Sales promotions take many forms, and the common goal is to encourage transactions shortly. The role of effective sales promotions increase sales through price reductions (Novianto et al., 2019).

Methods

The research conducted was quantitative. The population in this study consisted of active students at Jambi University. The sample amounted to 100 respondents obtained through the Solvin technique. The sampling technique used is non-probability sampling with purposive sampling; they are Jambi University students who have purchased through TikTok live streaming. The data analysis stages used are outer loading, validity test, reliability test, inner model, and hypothesis testing (bootstrapping) through the SmartPLS 4.1.0.3 program.

Result and Discusssion

Respondent Identity

The majority of respondents in this study came from the Faculty of Economics and Business, as much as 67.3%. Then, the Faculty of Teacher Training and Education amounted to 11 people (10.9%), the Faculty of Law amounted to 8 people (7.9%), and the Faculty of Medicine and Health Sciences amounted to 5 people (5%). And the others are from the Faculty of Public Health (2%), Faculty of Animal Science (2%), Faculty of Science and Technology (2%), Faculty of Humanities (1%), Faculty of Social and Political Sciences (1%), and Faculty of Engineering (1%).

The majority of respondents' majors were Management with 46 people (45.5%), Accounting with 13 people (12.9%), Law with eight people (7.9%), Development Economics with seven people (6.9%), Indonesian Language Education with five people (5%), Guidance and Counseling and Nursing with three people (3%) each, Sharia Economics, Political Science, Public Health, Animal Husbandry, Biology with two people (2%), Psychology, Early Childhood Education, Archaeology, and Civil Engineering with one person (1%).

Outer Model (Measurement Model)

A loading value measurement scale of 0.7 was developed in the early passage we conducted. After setting the loading factor limit of 0.7, the data analysis processed using SmartPLS can be seen as follows.

Table 1. Outer Loading (measurement model)

	Impulse Buying	Sales Promotion	Shopping Lifestyle
mp1		0.862	
mp2		0.909	
mp3		0.922	
mp4		0.804	
mp5		0.808	
xp1			0.884
xp2			0.902
xp3			0.848
xp4			0.869
xp5			0.805
yp3	0.744		
yp4	0.750		
yp5	0.787		
yp1	0.793		
yp2	0.803		

Source. Data processed by SmartPLS, 2024

Based on Table 1, the indicators' results meet the significance requirement of a significance value of 7%, with the indicators having a loading factor value above 0.7. Thus, the construct is considered valid and satisfies the validity requirements due to the loading factor exceeding 0.7.

This convergent validity test is evaluated based on the loading factor for each construct indicator and the Average Variance Extracted (AVE) value. The loading factor value must exceed 0.7 for confirmatory research, while it should fall between 0.6 and 0.7 for exploratory research. The second criterion for assessing convergent validity involves the AVE value of each variable, which must be greater than 0.5.

Table 2. Average Variance Extracted (AVE)

Variable	Average variance extracted (AVE)
Impulse Buying	0.601
Sales Promotion	0.744
Shopping Lifestyle	0.744

Source. Data processed by SmartPLS, 2024

Based on Table 2, which shows the AVE value of each construct in the model, the AVE value is above 0.6. These results indicate that the data contained in this study have met the requirements of convergent validity.

Discriminant Validity

Furthermore, to confirm the model, we allow discriminant analysis, and two stages must be undertaken: the cross-loading results and the Fornell-Larcker criteria (Hair et al., 2021). The results of the cross-loading test are as follows:

Table 3. Data Cross Loading

	Impulse Buying	Sales Promotion	Shopping Lifestyle
mp1	0.435	0.862	0.309
mp2	0.474	0.909	0.303
mp3	0.522	0.922	0.271
mp4	0.490	0.804	0.268
mp5	0.524	0.808	0.299
xp1	0.474	0.294	0.884
xp2	0.440	0.275	0.902
xp3	0.438	0.183	0.848
xp4	0.418	0.246	0.869
xp5	0.399	0.424	0.805
yp1	0.793	0.413	0.335
yp2	0.803	0.463	0.437
yp3	0.744	0.496	0.382
yp4	0.750	0.505	0.314
yp5	0.787	0.308	0.481

Source. Data processed by SmartPLS, 2024

Additionally, based on Table 3, the method used is to measure cross-loading, where the cross-loading results must show that the indicators of each construct have a higher value than the indicators in other constructs. Furthermore, the next stage tests the research data using the second stage method, namely the Fornell Larcker criterion; the root of the AVE (average variance extracted) on the construct must be higher than the construct correlation with other variables.

The results of the Fornell Larcker criterion obtained in this study can be seen in the following table:

Table 4. Data Fornell Larcker Criterion

Variable	Impulse Buying	Sales Promotion	Shopping Lifestyle
Impulse Buying	0.775		
Sales Promotion	0.569	0.863	
Shopping Lifestyle	0.503	0.337	0.862

Source. Data processed by SmartPLS, 2024

Table 4 demonstrates that each variable exhibits a higher value when explaining itself than other variables within the same column. For instance, impulsive buying has a value of 0.775, which is higher than any other variable in the same column. Similarly, sales promotion has a value of 0.863, surpassing the value of shopping lifestyle in the same column. These results indicate that the data model tested in this study meets the requirements and criteria for discriminant validity, confirming that the constructs in the model possess adequate discriminant validity.

Composite Reliability

In PLS-SEM, reliability testing is also necessary in addition to the validity test. The reliability test aims to prove accuracy. The required Composite Reliability value is above 0.7

Table 5. Data Cronbach's alpha and Composite reliability

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Impulse Buying	0.834	0.835	0.883
Sales Promotion	0.913	0.914	0.935
Shopping Lifestyle	0.913	0.916	0.935

Source. Data processed by SmartPLS, 2024

Based on Table 5, all constructs are reliable, and both composite reliability and Cronbach's alpha have values above 0.70. This indicates that all variables in this research model have internal consistency reliability. Based on the previous tables, this research has good convergent validity, good discriminant validity, and good internal consistency reliability. The following table shows a summary of validity and reliability.

Inner Model

There are two components in assessing the structural model (inner model): the R-Square value and Significance. The R-Square value in this study is as follows:

Table 6. R-Square

Variable	R-square
Impulse Buying	0.434
Sales Promotion	0.113

Source. Data processed by SmartPLS, 2024

Table 6 presents the R-square values for the variables examined. The R-square value for the impulsive buying variable is 0.434, indicating that 43.4% of the variance in impulsive buying can be explained by shopping lifestyle and sales promotion; the remaining 56.6% is influenced by other variables not included in the study. Additionally, the R-square of sales promotion is 0.113, showing that 11.3% of the variance in sales promotion is explained by shopping lifestyle and impulsive buying. Then,   88.7% is influenced by other variables outside the scope of this study.

Hypothesis Testing

Path coefficients for direct effect test: The influence between variables can be seen through the path coefficient. The output of the path coefficient estimation results is as follows:

Table 7. Path Coefficient

Matrix	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Sales Promotion-> Impulse Buying	0.451	0.452	0.090	5.028	0.000
Shopping Lifestyle -> Impulse Buying	0.352	0.354	0.084	4.184	0.000
Shopping Lifestyle -> Sales Promotion	0.337	0.344	0.093	3.632	0.000

Source. Data processed by SmartPLS, 2024

Based on hypothesis testing, the path coefficient H_1 has a positive value of 0.352, indicating a positive influence. The p-value for the effect of shopping lifestyle on impulsive buying is 0.000, with a t-statistic of 4.184. According to the general rule where p-values < 0.05 and t-statistics > 1.96, these results demonstrate that shopping lifestyle positively and significantly influences impulsive buying. It indicates that shopping, which has become a lifestyle for consumers today, compels them to engage in shopping as a habitual activity, even when the products or items purchased are not necessities but rather desires.

Based on hypothesis testing, it is found that the path coefficient H_2 has a positive value of 0.337, indicating a positive influence. The p-value for the effect of shopping lifestyle on sales promotion is 0.000, with a t-statistic of 3.632. According to the general rule where p-values < 0.05 and t-statistics > 1.96, these results show that shopping lifestyle positively and significantly influences sales promotion. It indicates that shopping has become integral to consumers' lifestyles, prompting sellers and online shop owners to create attractive promotions through platforms like TikTok live streaming. Numerous promotions are held to capture consumer attention effectively.

Based on hypothesis testing, it is found that the path coefficient H_3 has a positive value of 0.451, indicating a positive influence. The p-values that show the effect of sales promotion on impulsive buying are 0.000, with a t-statistics value of 5.028. Under the general rule where p-values <0.05 and t-statistics> 1.96, these results indicate that sales promotions positively and significantly affect impulsive buying. It explains that sales promotions held by marketers through ongoing TikTok live streaming are able to cause impulsive behaviour from consumers, which makes consumers buy products or services without planning and without thinking.

The below is the output result of the total indirect effects estimation:

Table 8 Specific Indirect Effects

Matrix	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Shopping Lifestyle -> Sales Promotion-> Impulse Buying	0.152	0.157	0.057	2.665	0.004

Source. Data processed by SmartPLS, 2024

Based on hypothesis testing, it is found that the path coefficient H_4 has a positive value of 0.152, indicating a positive influence. The p-values that show the effect of a shopping lifestyle on impulsive buying through sales promotion are 0.004, with a t-statistics value of 2.665. Following the general rule where p-values <0.05 and t-statistics> 1.96, these results indicate that shopping lifestyle positively and significantly affects impulsive buying through sales promotions. Thus, the shopping lifestyle is able to bring up impulsiveness in spending time and money on shopping through attractive and unique sales promotions that further encourage consumers' impulsive shopping lifestyle.

Discussion

The effect of a shopping lifestyle on impulsive buying

This research indicates that the shopping lifestyle has a positive and significant effect. It explains that Jambi University's active students as consumers make purchases through TikTok live streaming influenced by the shopping lifestyle, which ultimately refers to impulsive buying. Shopping lifestyle can influence consumer impulsive buying. Zablocki and Kanter explain that "shopping lifestyle refers to the way individuals with different socioeconomic statuses allocate their income to buy different goods and services, as well as specific choices in comparable categories". The results of this study are in accordance with research that states that the shopping lifestyle has a positive and significant effect on impulse buying in adolescents and youth in DKI Jakarta 12 (Gunawan & Sitinjak, 2018). Some people believe that shopping can be a tool to relieve stress. Spending money can significantly change one's mood. The ability to spend money makes one feel in control, which can lead to unplanned purchases (impulse buying). The higher a person's shopping lifestyle, the more impulse buying.

The effect of shopping lifestyle on sales promotion

This research indicates that a shopping lifestyle positively and significantly affects sales promotion. It explains that active Jambi University students have made shopping a lifestyle. A shopping lifestyle means allocating time and money to buy products of interest, even the latest products with well-known brands. Promotions such as discounts, vouchers, buy one get one, and other promotions make Jambi University active students, as consumers are interested, and they also look for information from online stores that are holding promotions on the products they sell.

The effect of sales promotion on impulsive buying

This research indicates that sales promotion positively and significantly affects impulsive buying. It explains that Jambi University's active students as consumers make purchases through TikTok live streaming influenced by sales promotions because they like the promotions that are held through TikTok live streaming. When online stores hold sales promos through live streaming, they will provide discounts, vouchers, and even promos that attract consumers to see and buy their products. This is in line with research conducted by Sarah Fauziah and Rose Rahmidani (2021), which states that sales promotion significantly affects impulsive buying. Sales promotion is a series of tactics used to efficiently achieve sales and marketing objectives by offering extra value to intermediaries and direct consumers (Pricillia et al., 2019b). Sales promotion contributes to consumers in the sense that the sales promotion carried out by online stores through TikTok live streaming can attract consumers who see live streaming, which causes impulsive buying.

The effect of shopping lifestyle on impulsive buying with sales promotion as an intervening variable

The results of this study indicate that the shopping lifestyle has a positive and significant effect on impulsive buying through sales promotion as an intervening variable. It explains that Jambi University's active students from various faculties and majors show that shopping has become a lifestyle now. With sales promotions, active Jambi University students are increasingly visible as consumers. Their shopping lifestyle is increasingly visible. Even through sales promotions with a certain time limit, it increasingly encourages them to purchase a product. Their motivation is driven to make purchases spontaneously and without planning, and ultimately, they allocate their money to fulfil wants rather than needs. These results align with research conducted by (Alfiyah & Prabowo2, 2018), which states that the shopping lifestyle partially significantly affects the impulse buying variable through sales promotions to Shopee consumers in Tuban City. Promotion is related to influencing consumers' attitudes and preferences in choosing a company's products and motivating consumers to take positive action, namely making purchasing decisions about the products offered. With more time and money, consumers will shop with higher purchasing power. The higher a person's shopping lifestyle, the easier it is for them to do impulse buying.

Conclusion

Several key findings and recommendations emerged based on the author's research on active Jambi University students who purchased via TikTok live streaming. The study found that shopping lifestyle positively and significantly influences impulsive buying, indicating that these students frequently make spontaneous and unplanned purchases on TikTok live streams. Additionally, the research revealed that a strong shopping lifestyle positively impacts the frequency and effectiveness of sales promotions, suggesting

that sellers are more likely to conduct frequent promotions as students' shopping tendencies increase. Furthermore, sales promotions influenced impulsive buying significantly, demonstrating that promotions during TikTok live streams effectively trigger spontaneous purchases among students. Moreover, the study identified that shopping lifestyle influences impulsive buying through sales promotions, showing that students often buy various brands spontaneously due to these promotional activities. Based on these findings, it is recommended that TikTok marketing managers and retail retailers enhance their marketing strategies by aligning their products with current trends and offering attractive promotions with high product quality to capitalize on the students' shopping behaviours and tendencies.

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