

***The Influence of Discounts, Electronic Word of Mouth, and Shopping Lifestyle on Impulse Buying Behavior (Case Study of Tiktok Users in Bogor City)***

**By Nada Azizah Aryanti**

***Abstract***

*The existence of the Covid-19 pandemic has caused a surge in technology users, especially social media, where people play social media to communicate or find out about a product, so social media and e-commerce are needed which can provide discounts, good electronic word of mouth promotions, and are able to adjust the shopping lifestyle of its users. Tiktok is an application that has two functions at the same time as social media and e-commerce. This study aims to determine, prove, and analyze the effect of discounts on impulse buying, electronic word of mouth on impulse buying, and shopping lifestyle on impulse buying. This research is a quantitative research using primary data sources. The object of this research is Tiktok users in Bogor City who have shopped at the Tiktok Shop. This study used a sample of 146 respondents, with a non-probability sampling method, namely purposive sampling. Data is collected online, distributed using a questionnaire via the Google form. Analysis technique using the PLS (Partial Least Square) analysis method through the SmartPls 3.2 application. The results of this study indicate that: (1) Discounts have an effect on impulse buying with a path coefficient of 0.253 (2) Electronic word of mouth has no effect on impulse buying with a path coefficient of -0.117 (3) Shopping lifestyle has an effect on impulse buying with a path coefficient of -0.117 0.725. With the value of the contribution together with the discount variable, electronic word of mouth, and shopping lifestyle using an Adjusted R-Square value of 0.643 or 64.3% affects impulse buying, and the remaining 35.7% is influenced by other variables.*

***Keywords:*** Discount, EWOM, Shopping Lifestyle, Impulse Buying, Tiktok, Tiktok Shop

**Pengaruh Diskon, *Electronic Word of Mouth*, dan *Shopping Lifestyle*  
Terhadap Perilaku *Impulse Buying* (Studi Kasus Pada Pengguna Tiktok di  
Kota Bogor)**

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**Abstrak**

Adanya pandemi Covid-19 menyebabkan lonjakan pengguna teknologi khususnya media sosial, dimana masyarakat bermain media sosial untuk berkomunikasi maupun mencari tahu mengenai suatu produk, maka sangat dibutuhkan media sosial dan *e-commerce* yang dapat memberikan diskon, promosi *electronic word of mouth* yang baik, dan mampu menyesuaikan *shopping lifestyle* penggunanya. Tiktok merupakan aplikasi yang memiliki dua fungsi sekaligus sebagai media sosial dan *e-commerce*. Penelitian ini memiliki tujuan untuk mengetahui, membuktikan, dan menganalisis pengaruh diskon terhadap *impulse buying*, *electronic word of mouth* terhadap *impulse buying*, dan *shopping lifestyle* terhadap *impulse buying*. Penelitian ini adalah penelitian kuantitatif yang menggunakan sumber data primer. Objek penelitian ini merupakan Pengguna Tiktok di Kota Bogor yang pernah berbelanja di Tiktok *Shop*. Penelitian ini menggunakan sampel sebanyak 146 responden, dengan metode *non-probability sampling* yaitu *purposive sampling*. Data dikumpulkan secara online, disebarkan menggunakan kuesioner melalui *google form*. Teknik analisis menggunakan metode analisis PLS (*Partial Least Square*) melalui aplikasi SmartPls 3.2. Hasil penelitian ini menunjukkan bahwa: (1) Diskon berpengaruh terhadap *impulse buying* dengan koefisien jalur sebesar 0.253 (2) *Electronic word of mouth* tidak berpengaruh terhadap *impulse buying* dengan koefisien jalur sebesar -0.117 (3) *Shopping lifestyle* berpengaruh terhadap *impulse buying* dengan koefisien jalur sebesar 0.725. Dengan nilai kontribusi secara bersama-sama variabel diskon, *electronic word of mouth*, dan *shopping lifestyle* menggunakan nilai *R-Square Adjusted* 0.643 atau 64,3% mempengaruhi *impulse buying*, dan sisanya 35,7% dipengaruhi variabel lain.

**Kata kunci:** Diskon, *EWOM*, *Shopping Lifestyle*, *Impulse Buying*, Tiktok, Tiktok *Shop*