

*The Influence of Flash Sale, EWOM, and Shopping Lifestyle on Impulse
Buying Among TikTok Shop Consumers*

By Evan Cahyadi

ABSTRACT

The research titled "The Influence of Flash Sale, EWOM, and Shopping Lifestyle on Consumer Impulse Buying in TikTok Shop" aims to identify and understand the impact of three independent variables: "Flash Sale," "EWOM," and "Shopping Lifestyle" on consumer impulse buying in TikTok Shop. This study uses a quantitative approach with inferential analysis techniques, utilizing the latest version of SmartPLS 4.0 for data analysis. A sample of 100 respondents was selected using a non-probability sampling approach and purposive sampling technique. The data was collected by distributing statements through Google Forms, shared on social media platforms such as Telegram, Instagram, and WhatsApp. The analysis results show that flash sale as X1 has a significant influence on impulse buying, EWOM does not have a significant impact on impulse buying, and shopping lifestyle has a significant influence on impulse buying.

Keywords: *Flash sale, EWOM, shopping lifestyle, impulse buying, TikTok Shop*

Pengaruh *Flash Sale*, *Ewom*, Dan *Shopping Lifestyle* Terhadap *Impulse Buying* Konsumen Tiktok Shop

Oleh Evan Cahyadi

ABSTRAK

Penelitian dengan judul “Pengaruh *Flash Sale*, *Ewom*, Dan *Shopping Lifestyle* Terhadap *Impulse Buying* Konsumen Tiktok Shop”. Tujuan dari penelitian ini adalah untuk mengidentifikasi dan mengetahui pengaruh dari tiga variabel bebas, yaitu “*Flash sale*”, “*EWOM*”, dan “*Shopping lifestyle*” terhadap *impulse buying* konsumen TikTok Shop. Penelitian ini menggunakan pendekatan metode kuantitatif dengan teknik yang dipakai adalah analisis inferensial dengan memakai alat bantu analisis SmartPLS versi terbaru, yaitu 4.0. Sampel yang diambil sebanyak 100 responden yang dipilih dengan pendekatan *non-probability sampling* dan teknik *purposive sampling*. Penyebaran data responden dilakukan dengan menyebarkan pernyataan-pernyataan melalui *google form*, disebar ke media sosial, seperti Telegram, Instagram, dan WhatsApp. Hasil analisis memperlihatkan bahwa *flash sale* sebagai x_1 memiliki pengaruh signifikan terhadap *impulse buying*, *EWOM* tidak memiliki pengaruh signifikan terhadap *impulse buying*, dan *shopping lifestyle* memiliki pengaruh signifikan terhadap *impulse buying*.

Kata Kunci: *Flash sale*, *EWOM*, *shopping lifestyle*, *impulse buying*, TikTok Shop