

The Effect of TikTok Social Media Marketing on Impulsive Purchases of Fashion Products in the Shopee Affiliate Campaign with Hedonic Shopping Motivation as the Intervening Variable

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Abstract

Research was conducted to find out the effect of TikTok Social Media Marketing on Impulse Purchases of fashion products in Shopee Affiliate campaign with Hedonic Shopping Motivation as the intervening variable. The purpose of this research is to know the effect of TikTok as *Social Media Marketing* on impulse purchases, the effect of TikTok as *Social Media Marketing* on hedonistic shopping motivation, the effect of hedonistic shopping motivation on impulse purchases, The effect of TikTok as Social Media Marketing mediated by hedonistic shopping motivation on impulse purchases of fashion products. This research is included in quantitative research with descriptive approaches, multiple linear analysis and path analysis (due to the presence of intervening variables). The sample was taken with purposive sampling technique and in this study was taken as many as 106 respondents. The results of the study stated that TikTok as Social Media Marketing has a positive and significant effect on Hedonic Shopping Motivation, TikTok as *Social Media Marketing* has no positive and significant effect on Impulse Purchases, Hedonistic Shopping Motivation has a positive and significant effect on Impulse Purchases, Hedonistic Shopping Motivation as an *intervening* variable Positive and significant influence among TikTok as *Social Media Marketing* against Impulsive Purchase of fashion products.

Keywords

TikTok, Social Media Marketing, Impulse Buying, Hedonistic Shopping Motivation

1. Introduction

In today's modern era where technology has developed very rapidly and makes it easier for humans to use technology anywhere and anytime. One of these advanced technologies is the use of the internet. The Internet can be used to find information and knowledge, as a communication tool and make it easier in business to do business in doing marketing, sellers use social media as a means of interaction between sellers and buyers and marketing services or goods. One of them is using TikTok. From Hootsuite data, TikTok is a widely used social media and ranked 6th and TikTok is among the favorite social media in the 6th rank. TikTok is a tool of social media marketing. According to (Tuten, 2008) in (Paurova et al., 2020), *Social Media Marketing* is a form of online advertising that utilizes the cultural context of social communities such as social networks, the visual world, social news sites to achieve communication goals and create brands. According to Kompas.com, the number of active tiktok users that will be obtained in 2022 is 775 million users. The reason why people use social media is to find

what products to buy. According to IPSOS Global Trends 2021, Indonesian consumers find online shopping easier and can find the best deals and they believe in online recommendations. According to Navigating Indonesia's *E-commerce* 2021, fashion products are the highest rated products of choice when shopping online. On TikTok, there is inspiration for what products to buy, especially fashion products because many *content creators* follow the Shopee Affiliate program and then they promote Shopee products on TikTok in a content that TikTok users can see on their respective *FYP (For Your Page)* accounts or search for hashtags such as #rekondasishopee #shopeehaul #belanjashopee and others. Seeing the character of Indonesian consumers is unplanned or behaving spontaneously and unplanned and Indonesian people like things that are trending on social media so that when looking at content TikTok regarding fashion products can influence consumer behavior. According to Solomon (2002:47) in (Yuniarti, 2015), consumer behavior is the process that individuals or groups go through when choosing, buying, using, or discarding a product, service, idea, or idea to satisfy needs and wants. And with social media that influences consumer behavior, there can be impulsive purchases of a product. According to Solomon (2017) in (Arij & Suwitho, 2021), impulse purchase is the process by which consumers experience a very sudden urge in buying spontaneously done goods that cannot be denied. This is in line with previous research according to (Baladini et al., n.d.) It states that social media marketing has a significant effect on impulse purchases. And based on a pre-survey conducted by the authors of 52 respondents, that 76.9% of TikTok users 73.1% of whom were affected by buying fashion products seen on TikTok content and 63.5% stated that the purchase of fashion products was not planned. One factor that can influence impulse purchases is the hedonistic motive. According to Husna and Lubis (2019) in (Arij & Suwitho, 2021), hedonistic motivation is the motivation that comes from within the consumer to make a purchase out of liking and wanting to get pleasure. From the results of a pre-survey of 52 respondents obtained results that factors that can affect are *adventure shopping*, *social shopping*, *gratification shopping*, *role shopping* and *value shopping*. Meanwhile, the *idea of shopping* has no effect. According to previous research (Arij & Suwitho, 2021), the influence of hedonistic shopping motivation on impulsive purchases gives results, namely for *adventure shopping*, *idea shopping*, *value shopping* and *relaxation shopping* has a significant and positive effect on impulsive purchases on Shopee but *social shopping* factors are important. It has no significant effect on impulse purchases. Then according to previous research (Dyah et al., 2017), hedonistic spending motivation that acts as a mediation to *impulse buying* behavior states that hedonistic spending motivation has a positive and significant influence on *impulse buying*.

With the existence of TikTok social media that contains content about a product so that there can be a motivational impulse to buy the product that results in unplanned purchases or impulsive purchases on a fashion product. So based on the background above, researchers want to see how the influence of TikTok as *Social Media Marketing* is driven by hedonistic shopping motivation in influencing consumers to make impulsive purchases. Therefore, the title of this study is "The Effect of TikTok Social Media Marketing on Impulse Purchases of Fashion Products in the Shopee Affiliate Campaign with Hedonic Shopping Motivation as the Intervening Variable"

1.1. Objectives

- Know the effect of TikTok as *Social Media Marketing* on impulse purchases on fashion products
- Knowing the effect of TikTok as *Social Media Marketing* on hedonistic shopping motivations on fashion products
- Knowing the effect of hedonistic shopping motivations on impulse purchases on fashion products
- Knowing the effect of TikTok as *Social Media Marketing* mediated by hedonistic shopping motivations against impulsive purchases on fashion products

2. Literature Review

According to Stanton (2005:3) in (Priansa, 2017) Marketing is a total system of business activities designed to plan, determine prices, promote and distribute goods that satisfy desire and services to both current and potential consumers. According to (Sanjaya and Tarigan, 2013) in (Agung & Farady Marta, n.d.) Digital marketing is a trading activity that conducts marketing and media channels that use website-based tools. According to Kotler and Keller (2012:9) in (Priansa, 2017) The Marketing Mix is a set of marketing tools that a company can use to achieve its marketing goals within the target market. According to Kotler and Armstrong (2012:10) in (Priansa, 2017), the four components in the goods marketing mix are as follows: Product, Price, Place, Promotion. According to (Tuten, 2008) in (Paurova et al., 2020), *Social Media Marketing* is a form of online advertising that utilizes the cultural context of social communities such as social networks, the visual world, social news sites to achieve communication goals and create brands. Social media consists of the words media and social media is a tool used to communicate

with each other. TikTok is a social media platform released in September 2016. In the TikTok application, users can create, edit, share videos equipped with various filters and with video durations ranging from 15 seconds, 60 seconds to 3 minutes. According to Heurer in (Rionaldy & Trenggana, 2019), the measurement dimension for social media is: Context (How to convey a message to the public to attract attention, information, promotion and others), Communication (The process of conveying the message, the information conveyed must be understood by the recipient of the message and the presence of a good feed in communication), Collaboration (Work together to create something efficient and effective.), Connection (Maintain relationships that have been built to provide comfort in subsequent relationships).

According to Schiffman and Kanuk (2007) in (Priansa, 2017), Consumer behavior is defined as the behavior that consumers exhibit in seeking, buying, using, evaluating and spending on products and services that they hope to satisfy their needs. According to (Firmansyah, 2018) consumer behavior is basically divided into two, namely consumer behavior is rational (consumer behavior in the purchase of goods and services that prioritize consumer aspects in general, such as key needs, urgent needs and product benefits) and consumer behavior is irrational (consumer behavior that is persuaded by the marketing of a product without prioritizing aspects of needs or interests). According to Solomon (2002) in (Ernawati, 2021), impulse purchase is the process by which consumers experience a very sudden urge in buying spontaneous goods that cannot be denied. According to Engel, Blackwell and Miniard in (Effendi et al., 2020), the dimensions used in impulse purchases are The Spontaneity of Purchase (Product purchases that occur but are not expected, unexpected and motivate consumers to buy directly), Strength, Compulsion and Intensity (There is a motivation to put others aside and act instantly), Excitement and Stimulation (The sudden desire to buy is accompanied by uncontrollable emotions or feelings), Indifference will result (The urge to buy that is difficult to resist and not think about the consequences of the purchase), According to Husna and Lubis (2019) in (Arij & Suwito, 2021), hedonistic motivation is the motivation that comes from within the consumer to make a purchase out of liking and wanting to get pleasure. According to Arnold and Reynolds (2003:89) in (Yuniarti, 2015), hedonistic motivation has several factors: *Adventure shopping* (an experiment in shopping to get an experience and is an expression of someone in shopping), *Social shopping* (a shopping activity to find pleasure if done with friends and family, *social shopping* has the goal to interact with others), *Gratification Shopping* (a shopping activity that aims to relieve stress and get rid of negative moods / emotions and improve mental), *Idea shopping* (a shopping activity to find out the latest trends, for example, in fashion products. The goal is to know the innovation of a product), *Role Shopping* (a shopping activity to get the best products for yourself and others), *Value shopping* (a shopping activity to obtain value, for example getting goods when there is a discount, promotion or so on).

3. Methods

This research method uses quantitative methods that are descriptive, with independent variables (TikTok as Social Media Marketing), Dependent Variables (Impulse Purchases), and Intervening Variables (Hedonistic Motivation Shopping), measurement scales using likert scales. Data collection using primary data (questionnaire) and secondary data, Population in this study is someone who has made a purchase because it knows shopee affiliate campaign that makes content about fashion products on tiktok social media with samples taken using purposive sampling. Data analysis uses Descriptive Analysis, Classical Assumption Test and Path Analysis. Classical Assumption Test and Path Analysis is performed on substructures 1 and 2 because it uses intervening variables.

4. Results and Discussion

4.1. Descriptive Analysis

Based on respondents' responses to TikTok's variables as *Social Media Marketing* consisting of 4 dimensions (*Context, Communication, Collaboration, Connection*) with 18 statements and obtained results from 106 respondents. The average total score for the four dimensions was 79% with good categories. The highest score in the *Collaboration* dimension with a percentage of 81% (good category), this shows that TikTok users can find out the latest fashion products just by looking at the content on TikTok, this is in accordance with Hootsuite 2022 which is the purpose of using social media one of them to find inspiration for what products to buy. then the purchase of the product is easy because it has been shared shopee link of the product. The lowest score in the *Context* and *Connection* dimensions with a percentage of 78% (good category), this shows that TikTok users often see content about fashion products and can have an idea of how when the fashion product is used coupled with captions such as cheap prices, good materials and other interesting captions. Based on respondents' responses to the impulsive

purchase variable consisting of 4 dimensions (Spontaneousness of Purchase, Strength, Compulsion and Intensity, Excitement and Stimulation, Indifference to Consequences) with 20 statements and obtained results from 106 respondents. The average total score for the four dimensions is 62.5% with a pretty good category. The highest score in the dimension of Purchase Spontaneity with a percentage of 66% (category is quite good), this indicates that respondents still like to make spontaneous purchases of fashion products because of the motivation and curiosity to own the product. The lowest score on the Dimension of Indifference Will Result with a percentage of 57% (a pretty good category), this indicates that some respondents made a product purchase without thinking about what would happen after doing it like regret for making a purchase without good consideration. Based on respondents' responses to hedonistic shopping motivation variables consisting of 6 dimensions (*Adventure Shopping, Social Shopping, Gratification Shopping, Idea Shopping, Role Shopping, Value Shopping*) with 27 statements and obtained results from 106 respondents. The average total score for the six dimensions is 74.6% with a good category. The highest score in the *Value Shopping* dimension with a percentage of 79% (good category), this shows that fashion products with cheaper prices and discounts are more attractive and for example fashion products in shopee promoted on TikTok have cheap and affordable prices. The lowest score in the *Dimensions of Gratification Shopping* and *Idea Shopping* with a percentage of 70% (good category), this shows that if respondents feel stressed, tired, emotions that are not good they will make purchases of fashion products to improve it and they buy the fashion product to find out product innovation and get the latest products.

4.2. Classic Assumption Test

In this study the Classical Assumption Test was conducted twice because it has two structural sub-structures :

1. Z (hedonic shopping motivation) = β TikTok as Social Media Marketing + e_1 (Sub Structures 1)
2. Y (impulse buying) = β TikTok as Social Media Marketing + β hedonic shopping motivation + e_1 (Sub Structures 2)

A. Normality Test

1. Graph Analysis (P-Plot)

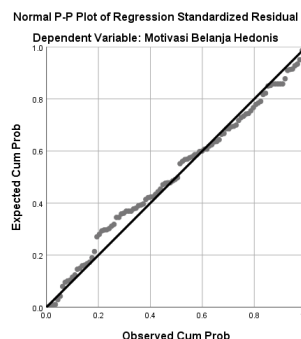


Figure 1. Sub Structure P-Plot 1

In figure 1, it describes the results of the normality test in sub Structures 1. The graph shows that the data spreads around the diagonal line and follows the direction of the diagonal line so that the data is distributed normally.

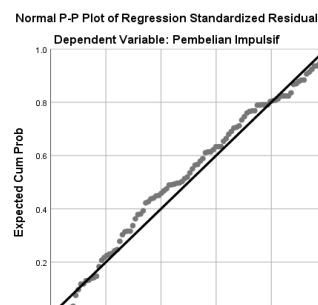


Figure 2. Sub Structure P-Plot 2

In figure 2, it describes the results of the normality test on substructure 2. The graph shows that the data spreads around the diagonal line and follows the direction of the diagonal line so that the data is distributed normally.

2. Statistical Analysis (K-S)

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		106
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	14.41945026
Most Extreme Differences	Absolute	.085
	Positive	.056
	Negative	-.085
Test Statistic		.085
Asymp. Sig. (2-tailed)		.059 ^c

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Figure 3. Sub Structure K-S 1

In figure 3 is the result of sub-structure normality test 1 with Non-Parametric Analysis of Kolmogrov – Smirnov Sample Test, on *Asymp results. Sig (2-tailed)* can result in 0.059 which means > 0.05 so that the data is distributed normally.

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		106
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	14.25551139
Most Extreme Differences	Absolute	.082
	Positive	.052
	Negative	-.082
Test Statistic		.082
Asymp. Sig. (2-tailed)		.075 ^c

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Figure 4. Sub Structure K-S 2

In figure 4 is the result of the substructure normality test 2 with non-parametric analysis of kolmogrov – smirnov sample test, on *asymp results. Sig (2-tailed)* can result in 0.075 which means > 0.05 so that the data is distributed normally.

B. Linearity Test

Table 1. Linearity Sub Structure 1

Model	Sig	
	Linearity	Deviation From Linearity
<i>Social Media Marketing*</i> Hedonic Shopping Motivation	0.000	0.102

Based on table 1 it can be seen that the results of the significance value of Deviation From Linearity in *Social Media Marketing* and Hedonistic Shopping Motivation of $0.102 > 0.05$ so that there is a linear relationship between the variables of *Social Medaia Marketing* and Hedonistic Shopping Motivation.

Table 2. Linearity Sub Structure

Model	Sig	
	Linearity	Deviation From Linearity
Impulse Buying* <i>Social Media Marketing</i>	0.000	0.426

Based on table 2 it can be seen that the result of the significance value deviation from linearity in impulse purchases and *social media marketing* of $0.426 > 0.05$ so that there is a linear relationship between impulsive buying variables and *social media marketing*.

Table 3. Lienarity Sub Structure 2(2)

Model	Sig	
	Linearity	Deviation From Linearity
Impulse buying* Hedonic Shopping Motivation	0.000	0.897

Based on table 3 it can be seen that the result of the significance value of Deviation From Linearity on Impulse Purchases and Hedonistic Shopping Motivation of $0.897 > 0.05$ so that there is a linear relationship between *social media marketing* variables and hedonistic shopping motivation.

C. Multicollinearity Test

Table 4. Multicollinearity Sub Structure 1

Model	Collinearity Statistics	
	Tolerance	VIF
(constant)		
<i>Social Media Marketing</i>	1.000	1.000

Based on table 4 it can be seen that the Hedonistic Motivation Shopping variable has a value of *social media marketing* variable that is a tolerance value of 1,000 which means > 0.1 and a value of VIF 1,000 which means < 10 . So the free variable is free from multicollinearity, so there is no correlation between free variables.

Table 5. Multicollinearity Sub Structure 2

Model		Collinearity Statistik	
		Tolerance	VIF
1	(Constant)		
	<i>Social Media Marketing</i>	0.574	1.742
	Motivasi Belanja Hedonis	0.574	1.742

Based on table 5 it can be seen that the Impulsive Purchase variable has a value of *social media marketing* variable and impulsive hedonistic shopping motivation, which each gets a tolerance value of 0.574 which means > 0.1 and a

value of VIF 1.742 which means < 10 . So the free variable is free from multicollinearity, so there is no correlation between free variables.

D. Heteroscedasticity

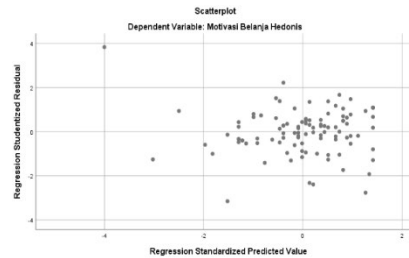


Figure 5. Heteros Sub Structure

Based on figure 5 above which is the result of the heteroskedasticity test of hedonistic motivation dependency variables, the point spread above and below the number 0 on the Y axis which is the basis of the analysis of the test so that this model does not occur heteroskedasticity.

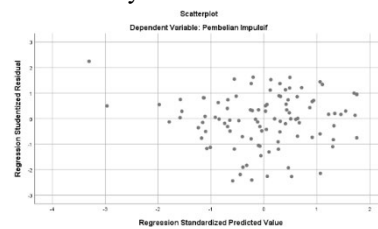


Figure 6. Heteros Sub Structure

Based on figure 6 above which is the result of the heteroskedasticity test of the impulsive purchase dependent variable, the point spreads above and below the number 0 on the Y axis which is the basis of the analysis of the test so that this model does not occur heteroskedasticity.

4.3. Path Analysis

- Sub Structure 1

1. Coefficient Determination

Table 6. KD Sub Structure

Model	R Square
1	0.426

$KD = 0,426 \times 100\% = 42,6\%$ this means that tiktok variables as social media marketing are able to explain those contained in hedonistic shopping motivation variables but the difference is $(100\% - 42.6\%) = 57.4\%$ is the influence of other variables.

2. F Test

Table 7. F Test Sub Structure 1

Model	F	Sig.
<i>Regression</i>	77,123	0,000

Based on the results of table 7, there is a significance value of 0.000 which means < 0.05 (significance value lower than 0.05) and F_{hitung} value (77,123) $> F_{tabel}$ value (3.93) then from these results obtained by TikTok As Social Media Marketing together influential and significant to Hedonic Shopping Motivation.

Table 8. T-test

Model	<i>Unstandardized Coefficients</i>	T	Sig.
	Beta		
(constant)	35,386	4,592	0,000
<i>Social Media Marketing</i>	0,935	8,782	0,000

Based on the results of table 8, a significance value of 0.000 which means < 0.05 (significance value lower than 0.05) and a t_{hitung} value (8.782) $> t_{tabel}$ value (1.65978) then from these results obtained by TikTok As *Social Media Marketing* positively and significantly affect hedonistic shopping motivation.

3. Multiple Linier Regression Analysis

Table 8. Linier Regression Sub Structure 1

Model	Unstandardized Coefficient	
	B	Std. Error
(constant)	35,385	7,706
<i>Social Media Marketing</i>	0,935	0,106

From the table obtained the regression coefficient value for *social media marketing* variables has a positive value that shows the unidirectional influence between independent and dependent variables of 0.935. This shows that if *Social Media Marketing* experiences a one-unit increase, the motivation for hedonistic shopping will increase by 0.935.

- Sub Structure 2

1. Coefficient Determination

Table 9. KD Sub Structure 2

Model	R Square
1	0.462

$KD = 0,462\% \times 100\% = 46,2\%$ means that TikTok's variables as *Social Media Marketing* and motivational hedonistic shopping are able to explain those contained in impulsive buying variables, but the difference is $(100\% - 46.2\%) = 53.8\%$ is the influence of other variables.

2. *F Test*

Table 10. F Test Sub Structure 2

Model	F	Sig.
<i>Regression</i>	44,196	0,000

Based on the results of table 11, there is a significance value of 0.000 which means < 0.05 and F_{hitung} value (44,196) $> F_{tabel}$ value (3.09.) then from these results obtained by TikTok as Social Media Marketing and Hedonis Shopping Motivation. Together it is influential and significant on impulse purchases.

3. *t Test*

Table 11. t Test Sub Structure 2

Model	<i>Unstandardized Coefficients</i>	T	Sig.
	Beta		
<i>(constant)</i>	- 9,001	-1,072	0,286
<i>Social Media Marketing</i>	0,073	0,524	0,601
Motivasi Belanja Hedonis	0,660	6,771	0,000

Based on the results of table 12, *Social Media Marketing* significance value 0.601 which means > 0.05 and t_{hitung} value (0.524) $<$ the value of t_{tabel} (1.65993) then from these results obtained tiktok as *social media marketing* does not positively and significantly affect impulsive purchases. Based on the results of table 12, the hedonistic shopping motivation significance value of 0.000 which means < 0.05 and t_{hitung} value (6.771) $>$ the value of the t_{tabel} (1.65993) then from these results obtained Hedonis Shopping Motivation positively and significantly on Impulsive Purchases

4. Multiple Linier Regression Analysis

Table 12. Linier Regression Sub Structure 2

Model	Unstandardized Coefficient	
	B	Std. Error
<i>(constant)</i>	-9,001	8,396
<i>Social Media Marketing</i>	0,073	0,140
Motivasi Belanja	0,660	0,097

Hedonis		
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Constant value marked negative with a value of -9.001 means that if *Social Media Marketing* and Motivation Hedonis Shopping equals zero (0) then Impulsive Purchases decrease. The value of the *Social Media Marketing* regression coefficient of 0.073 means that *Social Media Marketing* has a positive effect on Impulse Purchases and the hedonistic motivation regression coefficient value of 0.660 means that Hedonistic Shopping Motivation has a positive effect on Impulse Purchases

- Path Analysis

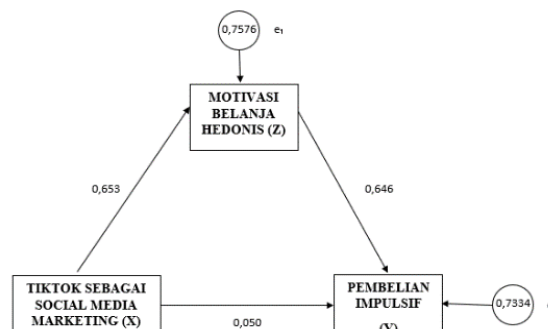


Figure 7. Path Analysis

1. TikTok path coefficient for hedonistic shopping motivation is 0,653 in a positive direction, which means TikTok as Social Media Marketing affects hedonistic shopping motivation.
2. The coefficient of TikTok path as social media marketing against impulse purchases is 0,050 with a positive direction and the hedonistic path coefficient against impulse purchase is 0,646 with a positive direction. This means that hedonistic shopping motivation has more affect on impulse purchases.
3. value $e1 = \sqrt{1 - R_1^2}$ with the value R^2 (0,426), The result is 0,7576 and value $e2 = \sqrt{1 - R_2^2}$ with the value R^2 (0,462) the result is 0,7334.

4.4. Sobel Test

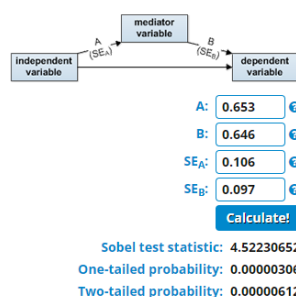


Figure 8. Sobel Test

The results of the sobel test analysis showed the calculated value (t calculate) to influence the hedonistic shoppingmotivation variable as an intervening variable between the *Social Media Marketing* variable and the

impulsive purchase variable of 4.5223. The calculated t value is greater than the table t (1.65993) so the hedonistic motivation intervening variable mediates TikTok's influence as *Social Media Marketing* on impulse purchases.

4.5. Affect Calculation

The total influence of each TikTok variable as *Social Media Marketing* (X), Impulsive Purchase (Y), Hedonistic Motivation Shopping (Z) is variable X against Z (0.653), Variable X against Y (0.050) and Variable Z against Y (0.646). So for the indirect influence of TikTok variables as *Social Media Marketing* on Impulse Purchases is $0.653 (X \text{ against } Z) \times 0.646 (Z \text{ against } Y) = 0.421$ and the total influence is $0.050 + 0.421 = 0.471$.

5. Conclusion

Based on the results of research and discussion of TikTok As Social Media Marketing Against Impulsive Purchases Mediated By Hedonistic Shopping Motivation, it can be concluded as follows: From the results of descriptive analysis based on respondents' responses, TikTok as Social Media Marketing falls into the category of good with a score of 79% , From the results of descriptive analysis based on respondents' responses, Impulsive Purchases fall into a pretty good category with a score of 62.5%, From the results of descriptive analysis based on respondents' responses, Hedonis Shopping Motivation falls into the good category with a score of 74.6%, TikTok as Social Media Marketing has a positive and significant affect on Hedonis Shopping Motivation, TikTok as *Social Media Marketing* has no positive and significant affect on Impulse Purchases, Hedonistic shoppingMotivations have a positive and significant affect on Impulse Purchases, Hedonistic Shopping Motivation as *an intervening variable* has a positive and significant affect between TikTok as *Social Media Marketing* against Impulsive Purchases of fashion products.

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