

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *sales promotion*, *live streaming*, dan *subjective norm* terhadap *impulsive buying* yang dimediasi oleh *using paylater* pada produk Wardah di TikTok Shop. Melalui pendekatan kuantitatif, penelitian ini menguji berbagai hipotesis mengenai hubungan langsung dan tidak langsung antar variabel. Analisis data menggunakan *Structural Equation Modeling* (SEM) berbasis *Partial Least Squares* (PLS) pada pengguna TikTok Shop yang pernah membeli produk Wardah dengan *paylater* dan tanpa perencanaan. Hasil penelitian menunjukkan bahwa *sales promotion*, *subjective norm* dan *using paylater* secara positif dan signifikan berpengaruh langsung terhadap *impulsive buying*. *Sales promotion* dan *subjective norm* juga terbukti berpengaruh positif dan signifikan terhadap *using paylater*. Namun, *live streaming* tidak ditemukan memiliki pengaruh signifikan baik terhadap *impulsive buying* maupun *using paylater*. Lebih lanjut, *using paylater* terbukti secara positif dan signifikan memediasi pengaruh *sales promotion* dan *subjective norm* terhadap *impulsive buying*. Akan tetapi, *using paylater* tidak memediasi pengaruh *live streaming* terhadap *impulsive buying*. Secara keseluruhan, model menunjukkan bahwa *sales promotion*, *live streaming*, dan *subjective norm* secara simultan mampu menjelaskan *impulsive buying* sebesar 72.4%, sementara variabel-variabel tersebut juga mampu menjelaskan *using paylater* sebesar 43.0%. Temuan ini diharapkan dapat memberikan pemahaman mendalam bagi pelaku bisnis *e-commerce*, khususnya di TikTok Shop, untuk merumuskan strategi pemasaran yang lebih efektif guna mendorong pembelian *impulsive* yang terarah, serta bagi penyedia layanan *paylater* dalam mengidentifikasi peran layanan mereka dalam perilaku konsumen. Penelitian ini juga diharapkan dapat memperkaya literatur mengenai perilaku konsumen dalam konteks belanja *online*.

Kata Kunci: *Sales Promotion, Live Streaming, Subjective Norm, Impulsive Buying, Using Paylater, TikTok Shop, Wardah.*

ABSTRACT

This study aims to analyze the influence of sales promotion, live streaming, and subjective norm on impulsive buying, mediated by using paylater, in the context of Wardah products on TikTok Shop. Employing a quantitative approach, this research tests various hypotheses regarding the direct and indirect relationships among the variables. Data analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS), targeting TikTok Shop users who had purchased Wardah products impulsively using the paylater feature. The findings indicate that sales promotion, subjective norm, and using paylater have a positive and significant direct effect on impulsive buying. Additionally, sales promotion and subjective norm were found to positively and significantly influence using paylater. However, live streaming showed no significant effect on either impulsive buying or using paylater. Furthermore, using paylater was proven to positively and significantly mediate the effects of sales promotion and subjective norm on impulsive buying. Conversely, using paylater did not mediate the effect of live streaming on impulsive buying. Overall, the model demonstrates that sales promotion, live streaming, and subjective norm collectively explain 72.4% of the variance in impulsive buying and 43.0% of the variance in using paylater. These findings are expected to provide valuable insights for e-commerce practitioners, particularly on TikTok Shop, in formulating more effective marketing strategies to drive targeted impulsive purchases, and for paylater service providers in understanding their role in shaping consumer behavior. This study also contributes to the growing body of literature on consumer behavior in the context of online shopping.

Keywords: Sales Promotion, Live Streaming, Subjective Norm, Impulsive Buying, Using Paylater, TikTok Shop, Wardah.