Antecedents and Consequences of Impulse Buying Consumer on Tiktok Shop

Aghnia Salma Salsabila, Adi Santoso, Wahna Widhianingrum

University of Muhammadiyah Ponorogo, Ponorogo, East Java Indonesian[1-3]
*Correspondence: adisantoso@umpo.ac.id

Abstrak. Penelitian ini bertujuan untuk mengetahui pembelian impulsif konsumen di Toko Tiktok berdasarkan anteseden dan konsekuensi yang dijelaskan oleh variabel perilaku impulsif, review konsumen online, keputusan pembelian dan loyalitas. Penelitian ini menggunakan pendekatan kuantitatif dengan metode analisis data yaitu korelasi product moment. Pengambilan sampel dalam penelitian menggunakan purposive sampling dan didapatkan sebanyak 302 responden yang pernah melakukan pembelian di Toko Tiktok. Hasil penelitian menunjukkan bahwa Impulsivitas Konsumen memiliki pengaruh terhadap Pembelian Impulsif, artinya konsumen yang memiliki reaksi impulsif yang tinggi biasanya akan membeli produk secara impulsif.

Kata kunci : Perilaku impulsif, ulasan konsumen online, keputusan pembelian, loyalitas

Abstract. This study aims to determine consumers' impulsive purchases at Tiktok Shop based on antecedents and consequences explained by the variables of impulsive behavior, online consumer reviews, purchase decisions and loyalty. This study uses a quantitative approach with data analysis methods, namely product moment correlation. The sample determined in the study used purposive sampling and obtained as many as 302 respondents who had made purchases at the Tiktok Shop. The results of the study show that Consumer Impulsivity has an influence on Impulsive Buying, meaning that consumers who have high impulsive reactions will usually buy products impulsively.

*Keywords : Impulsive behavior, online consumer reviews, purchasing decisions, loyalty*

INTRODUCTION

Impulse buying is a buying process carried out/carried out by consumers without thinking about the benefits of the needs of the product being purchased and without seeking information about the product (Handayani, 2012); (Kotler, 2012) or it can also be said that impulse buying is an unreflective purchase (Gąsiorowska, 2011). As for several factors that influence impulse buying, namely, rational processes, emotional resources, cognitive currents that arise from social judgments, persuasive communication and advertising effects on consumer behavior (Malter, 2020).

The cause of impulsive behavior is to come by being triggered by emotional strength that cannot control itself and does not evaluate the negative consequences caused by desires that only want to be fulfilled (Bañares, 2020). Impulse buying is an important part of consumer behavior that has been studied since the 1940s, as it accounts for 40 to 80 percent of all purchases. This type of purchase refers to irrational reasons characterized by the unexpected appearance and satisfaction between the purchase event and the results achieved. (Reisch, 2017). A large part of sales comes from unplanned purchases before entering the store and does not correspond to the intended product. (Aragoncillo, 2018). Impulse purchases result from sensory experiences (eg store atmosphere, product appearance), so purchases made in physical stores are usually more impulsive than purchases made online. This type of shopping is due to the stimulation of the five senses, and the Internet does not have this power, so online stores can encourage impulse buying less than shopping in physical stores. (Soares, 2018).

Developments in consumer behavior in this modern era are influenced by technological developments that are increasing rapidly and rapidly. One of them is the impact of technological developments, namely social media. Social media is media used in sharing photos, text, sound, images and video information either with fellow individuals or with companies and others (Kotler P. T., 2020). In a study or research conducted by we are social in 2020, there are 160 million people who use social media in Indonesia (Hite, 2020). This shows that almost 60% of Indonesians have used the media. There are various kinds and forms of social media, including TikTok, Instagram, Facebook, Twitter, Pinterest, and others.

TikTok can be interpreted as a place for a group of technology based on video or photo content developed in China and a place for all creativity**.** (Omar, 2020). As of January 2018, the program had 54 million active users; As of July 2021, it has 689 million monthly active users (Aslam, 2022) and the app also has 1 billion monthly active users as of January 2022 (Curry, 2022). In this app, users can share videos, make videos, add effects to photos and videos, and create unique sounds. Based on research and data collected by mobile market research firm Sensor Tower, Indonesia has the fourth highest number of TikTok users in the world as of July 2020. (Tower, 2021).
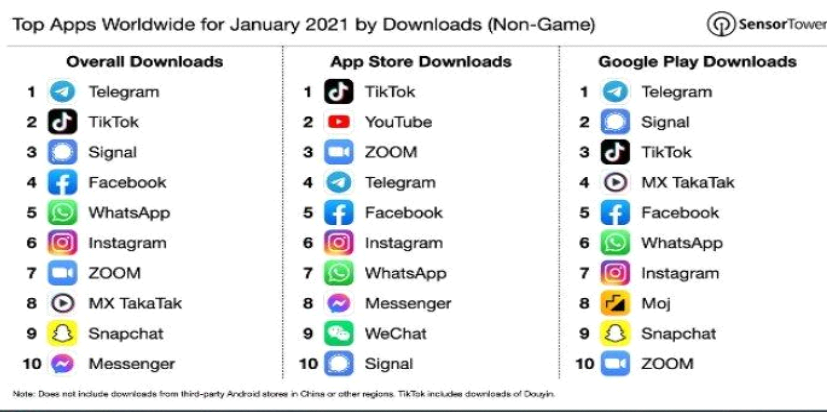
Source : www.sensortower.com

Figure 1.
Popular Applications in the World

Tiktok provides a platform for users as a medium to express themselves through the photos or videos that we have made (Arrofi, 2019). In January-March 2020 the Tiktok application was observed to have installed more than 2 billion. Around 12 million users come from the US, while globally there are 52.2 million users (Weiss, 2021). The average user of the tiktok application is the majority of teenagers to adults aged around 16-30 years, many think that this age is very suitable as a target for marketing a product, because they have a greater potential to buy (Arya, 2022). In April 2021 the TikTok application succeeded in developing its new features by bringing out the TikTok Shop feature (Prameswari, 2021).

TikTok Shop is a new feature developed by TikTok which functions to make buying and selling transactions directly in the TikTok application. (Chen, 2012) . There are many people who don't know about the new TikTok Shop feature, so sellers must continue to create content for promotions through videos so that they can be uploaded and reached by TikTok users. Some sellers also carry out marketing strategies in the TikTok application by using hashtags or hashtags (#) when uploading content so that buyers can easily find the product they want, sellers can also create content for their products by following ongoing trends, or you can also collaborate. and collaboration with celebgrams/influencers to make promotions easier and products quickly recognized by consumers (Dewa, 2021).

Table 1
Gap Research Summary

No	Gap Type	Explanation
1	*Empirical Gap*	Aragoncillo and Orús (2018) also mention that a significant part of sales comes from impulsive and senseless purchases before entering the store with the intended product. At the same time, Ali and Hasnu (2013) showed results that had significant effects on impulse buying behavior based on age, gender, income, geographic and cultural orientation.
2	Research controversy	A study by Manik and Erven (2020) explains that age has a negative effect on impulse buying, gender has a negative effect on impulse buying, while income has a positive effect on impulse buying, but not significantly. However, research by Bashar and Ahmad (2012) shows that age, gender, income, occupation and education positively affect impulse buying.

Source: Aragoncillo & Orús (2018); Ali & Hasnu (2013); Manik & Erveni (2020); research Bashar & Ahmad (2012)

Literatur Review
Consumer Buying Habits Studies

The first studies on impulse buying can be found in a study of consumer buying habits carried out by Du Pont de Nemours and Co. between 1945 and 1965, which focused on understanding the occurrence and extent of the phenomenon. The first study, conducted several years later, identified the importance of impulse buying, which is proven by many other studies investigating this behavior. Research shows that a significant portion of retail sales come from unplanned purchases (Wu, 2019). In this study, impulse purchases were first treated as unplanned purchases, i.e. "the difference between the total number of purchases made after the end of the consumer's shopping trip and the purchases registered as planned purchases before entering the store" (Rook, 1995). However, some other researchers argue that impulse buying is based only on unplanned purchases (Kollat, 2012), but this notion was explained by the statement that impulse buying is an unplanned buying behavior. But not all unplanned purchases can be considered impulsive (Koski, 2004). Unplanned purchases can occur simply because a consumer needs to purchase a product but has not previously placed it on their shopping list. not necessarily accompanied by strong feelings (Amos, 2014).

The development of the theory of impulsive buying was later put forward by Applebaum, (Kollat D. T., 2012). They found that impulse buying occurs after exposure to a stimulus. Applebaum (1951: p. 176) defines it as a "possible purchase" that results in a purchase decision when a consumer happens to see a sale, rather than planning before the customer enters the store. However, this definition is also considered to be limited, considering that the stimulus that induces the willingness to purchase is the theory of sales promotion. on the other hand,(Stern, 2012) We distinguish four types of impulse purchases. H. A purchase in which the consumer does not intend to make the purchase, but the items displayed in the store evoke emotions that ultimately lead to the purchase action. 2) Impulse purchase reminders occur when a consumer sees a product and is reminded of low inventory at home, or recalls an advertisement or other information about the product or previous desire to purchase. 3) Impulse buying, which occurs when a consumer sees an item for the first time, realizes it meets a need, and purchases only a small amount, but anticipates other purchases in response to special offers and promotions what he found in the store (Eurostat, 2012).

Consumer's Impulsivenes

Impulse buying behavior is carried out by consumers because they seek pleasure in unplanned purchases. Consumers expect to get pleasure from the product they just bought. (Lo, 2016) suggested that impulsive buyers actually experience pleasure, but the pleasure comes with guilt. Impulsive shoppers tend to experience guilt because they believe they have lost self-control when shopping. However, this tends to be done repeatedly due to the pleasure one feels when seeing a new product. This lack of self-control is a characteristic that is also often found in impulsive buyers. (Manolis, 2012) found that self-control is negatively correlated with impulsive purchases, this indicates that if self-control increases, impulsive purchases will decrease. Marketers will continue to try to influence consumers to make impulse purchases by displaying advertisements.

(Sultan, 2012), conducted a study on self-control practices and impulsive purchases and found that consumers who are able to exercise self-control tend not to make impulsive purchases. The majority of consumers who make impulse purchases because they want to show the products they buy to others. Impulsive buyers may feel that they need to buy certain products to fit in with their peers, or perhaps for social status at work. (Manolis C. &., 2012), concluded that some consumer purchases occur because of the need to impress others, the study shows that impulsive purchases are only made to impress others, in other words, namely the desire for a higher social status. According to (Dittmar, 1995), impulsive buying may occur when impulsive buyers have concern for their self-image. Dittmar claims that impulsive buyers who engage in their external image may have a strong urge to make an impulse purchase.

Table 2
Consumer Impulsive Behavior and its measurement indicators

Variables	Indicator	Source
Consumer Impulsive Behavior	Age	(Mulyono, 2012)
	Gender	
	Loyalty	(Rohman, 2009)
	Customer satisfaction	
	Employee service	
	Product characteristics	(Loudon, 1993)
	Marketing characteristics	
	Consumer characteristics	

Source: processed data

Impulse buying is always associated with spontaneous, immediate and sudden activities of a consumer when they see a product or advertisement that interests them. (Rook D. W., 1995) Impulse purchases are made because they seek pleasure without rationalizing logically about their actions and their consequences. Impulsive buyers will always feel that there will be benefits to be gained even though the item is still not needed at this time, this is what makes consumers often trapped with the consequences of impulsive purchases (Soares, Trait determinants of impulsive behavior: a comprehensive, 2018).

Online Customer Review

Online costumer reviews are a form of word of mouth in online sales (Ardianti, 2019) Prospects can obtain information about products from consumers who have benefited from them. As a result, the rapid adoption of digital marketing offers consumers an advantage as they can more easily find comparisons with similar products sold by other online sellers. This means that the consumer does not have to visit another seller directly (Nita, 2021). Online customer reviews are utilized by consumers to obtain information as material for consideration in decision making, this is what is referred to as a decision aid, besides that it also functions as a mechanism for providing feedback by consumers and recommendations for other online shopping platforms (Dzulqarnain, 2019). Prospective consumers can take advantage of the number of reviews to measure the popularity or value of a product, so this will certainly influence consumer decisions. However, the number of reviews cannot guarantee that the product will be purchased by consumers, because there are many other factors.

Table 3.
Online Customer Review and its measurement indicators

Variables	Indicator	Source
Online Consumer Review	Perceived usefulness	(Ningsih, 2019)
	Perceived trusment	
	Perceived enjoyment	
	Source credibility	(Saskiana, 2021)
	Argument quality	
	Perceived usefulness	
	Review valence	
	Quantity of reviews	
	Awareness	(Lestari, 2020)
	Frequency	
	Comparison	
	Effect	

Source: processed data

Income

Income is a source of personal income that can be obtained from salaries, wages, bonuses or other income. The amount of revenue generated can affect the increase in unplanned purchases (Tifferet, 2012), as well as planned purchases. This means that the availability of greater financial resources produces a tendency to buy (Jeon, 1990). Increased income with impulsive purchases is related because impulsive purchases are carried out without a form of self-regulation which is considered dysfunctional (Jones, 2008) and assumes that high income will make consumers not consider the consequences that can arise because they think that their amount of money is still large. (Warsono, 2010) says that a good proportion of income allocation is at least 60% which is allocated for consumption activities both for purchasing consumer needs and wants. The greater the income is expected to be able to manage finances for shopping and override unplanned buying behavior on an ongoing basis. However, this self-control is difficult to exercise because people will consider this impulsive purchase necessary under certain conditions.

Table 4.
Income and its measurement indicators

Variables	Indicator	Source
Income	60% from income	(Setiawan, 2016)
	< Rp. 1.500.000	
	Rp. 1.500.000 – Rp. 3.000.000	(Utami, 2016)
	Rp. 3.000.000 – Rp. 4.500.000	
	>Rp. 4.500.000	
	No problem buying anything	
	Provide a specific budget	(Kasim, 2015)
	Bring more money	
	Set aside money	

Source: processed data

Age

People's needs and preferences change as they age. Since purchases are shaped by lifecycle stages, marketers need to be aware of the changing purchasing intent associated with the human lifecycle. People generally assume that at some point they will buy less (Oliver, 2010) revealed that impulsive buying is also influenced by personal characteristics such as age, impulsive buying increases at the age of 18 to 39 years and decreases after 6 years. The 18-39 years age range is the age range included in early adult development (Kotler P. , 2012) says that consumer needs and desires change with age. Young consumers tend to be more impulsive than older consumers. Curiosity and wanting to try something new makes young consumers more impulsive. Young consumers are likely to be pioneers in adopting new lifestyles, buying new fashionable products, and enjoying shopping in new locations that are thought to encourage impulse buying.

Table 5
Age and its measurement indicators

Variables	Indicator	Source
Age	18-40 years old (early adulthood)	(Kotler P. &., 2016)
	41-65 years old	
	18-25 years old	(Alwisol, 2019)
	25-60 years old	
	20-30 years old	(Ekeng, 2012)
	31-40 years old	
	41-50 years old	
	>50 years old	

Source: processed data

Loyalty

Loyalty is caused by aspects of impulsive buying based on materialism (Opez-Catalián, 2013) Impulsive buying brings a pleasurable sensation of purchase realization and has a positive impact from the marketer's perspective (Clow, 2011). Every time you make an impulse purchase, it generates conscious or unconscious consumer interest in a product (Oliver, 2010) As a consequence, consumers begin to visit frequently and develop loyal behaviors from the pleasure sensations that occur. So, the greater the impulsive behavior, will increase consumer loyalty to the company. Impulse buying has a significant influence on loyalty to the company. When someone makes a purchase, which was not originally planned, but when someone has satisfaction with the item, it does not rule out the possibility of causing loyalty to the company. Loyalty or loyalty can be formed because of the company's image that provides services and product quality that is able to fulfill the desires of the community or its buyers.

Table 6.
Loyalty and its measurement indicators

Variables	Indicator	Source
Loyalty	Talk about positive things	(Kotler P. &., 2016)
	Friend recommendation	
	No switching product	
	Buy back	
	Word of mouth	(Shimp, 2014)
	Buy back	
	Sensitive price	
	Complaint attitude	
	Money purchases	(Tjiptono, 2014)
	Habit	
	Like the brand	
	Keep buying the product	
	Confident in the product	
	Recommend	

Source: processed data

Impulse buying

Impulse buying is a consumer purchase that is based on planning terms categorized into planned purchases and unplanned purchases or. (Cobb, 1986) classifies an impulsive purchase as occurring when there is no intention to purchase a particular brand or a particular product category when it enters the store. According to (Loudon, 1993), impulsive buying is a type of consumer behavior, which can be seen from consumer purchases that are not planned in detail.

Table 7
Impulse buying and its measurement indicators

Variables	Indicator	Source
Impulse buy	Make unplanned purchases	(Setiawan, 2016)
	Make a thoughtless purchases	
	Spontaneous buying	
	Buy often	
	Unplanned purchases	(Soesono, 2011)
	Purchases without thinking about the consequences	
	Emotionally influenced purchases	
	Purchases are influenced by attractive offers	
	Spontaneous	(Engel, 1995)
	Strength	
	Excitement	
	Ignorance	

Source: processed data

METHOD

The investigation was conducted using the method of multiple regression analysis. The survey was conducted on consumers of Tiktok Shops. Since the size of the sample is unknown, the researchers decided to use zero-probability sampling. This is because it is suitable for infinite or indefinite number of populations. (Supardi, 1993). Sampling techniques were performed through targeted sampling. For this sampling, the researchers compiled criteria used to facilitate sample identification.

1. Respondents are users of the TikTok application.
2. Respondents who have made a purchase at the TikTok Shop at least once.

Based on the criteria above and because the population size is unknown, the researchers determined the number of samples, namely 302 respondents who had made purchases at the Tiktok Shop. Data collection was carried out by distributing questionnaires based on the indicators of each variable and measurements were carried out with a Likert scale of 5 scores. The following are the stages in the data analysis technique carried out.

1. Validity and reliability test which aims to determine the level of accuracy and consistency of each item that has been compiled in the questionnaire.
2. Hypothesis testing is carried out using the product moment correlation coefficient equation which is then categorized as a correlation level based on the following table.

Table 8
Categories of Correlation Coefficients

Correlation coefficient	Information
0,00-0,19	Very weak
0,20-0,39	Weak
0,40-0,59	Currently
0,60-0,79	Strong
0,80-1,00	Very strong

Source: processed data

Table 9
Appendix Table

No	Variables	Indicator	Source
1.	Consumer's Impulsivenes	Product characteristics	(Loudon, 1993)
		Marketing characteristics	
		Consumer characteristics	
2.	Online Customer Review	*Source credibility*	(Saskiana, 2021)
		Argument quality	
		Perceived usefulness	
		Review valence	
		Quantity of reviews	
3.	*Impulse buying*	Make unplanned purchase	(Setiawan, 2016)
		Make a thoughtless purchase	
		Spontan dalam pembelian	
		Buy often	
4.	Loyalty	Talk about positive things	(Kotler P. &., 2016)
		Friend recommend	
		Do not switching product	
		Buy back	

Source: processed data

Table 10
Profile of Respondents

Element	Frequency	(%)
Income		
a. <1.500.000	174 respondents	57.7%
b. 1.500.000-3.000.000	72 respondents	23.8%
c. 3.000.000-4.500.000	45 respondents	14.9%
d. >4.5000.000	11 respondents	3.6%
Age		
a. 18-30 Years Old	248 respondents	81.8%
b. 31-40 Years Old	47 respondents	15.5%
c. 41-50 Years Old	7 respondents	2.7%
d. > 50 Years Old	0 respondents	0%
Purchase through the tiktok application		
a. 1 Time	107 respondents	35.6%
b. 2 Times	70 respondents	23.1%
c. 3 Times	29 respondents	9.6%
d. 4 Times	96 respondents	31,7%

Note: Number of responses (n= 302)
Source: processed data

From Table 10 above, we get some respondent data which has become our criteria. These data include: (1). Respondent income of 57.7% is filled by respondents who have income <1,500,000. This shows that the average income of consumers using TikTok Shop is still below the provincial minimum wage or in other words consumers who make purchases with a source of income from their parents. (2). 81.8% of respondents have an age range between 18-30 years. This shows that the average respondent is still in a productive age, so they still have higher purchasing power compared to respondents who are not productive. In addition, those at productive age still do not have excessive burdens and have a high enough income like those of unproductive age (3). Purchases through the tiktok application by 35.6% were filled with respondents who had purchased 1 time on the tiktok application. This shows that there is material satisfaction from consumers with the physical or benefits of the goods they have purchased.

RESULTS

Empirical model using Structural Equation Modeling (SEM) in the IBM SPSS Amos 26 statistical software package, the model shows Chi- Square = 4.879 with GFI= 0.961, AGFI =0.914, TLI = 0.986, Cmin/df = 1.788 and RMSEA of 0.076 the result for this model is Good Fit. Based on statistical analysis, the results of the conducted studies were shown to be consistent with the required reference values. Results of the full analytical model are shown in Figure 2.

Table 11
Goodness-of-fit model test results

No	Index	Critical Value	Results	Model Evaluation
1	*Chi-Square*	Close to zero	4.879	Good
2	*Probability level*	≥ 0,05	0,457	Good
3	CMIN/DF	< 2,00	1,788	Good
4	CFI	≥ 0,95	1.244	Good
5	RMSEA	≤ 0,08	0,076	Good
6	TLI	≥ 0,90	0,986	Good
7	GFI	≥ 0,90	0,961	Good
8	AGFI	≥ 0,90	0,914	Good

Source: processed data
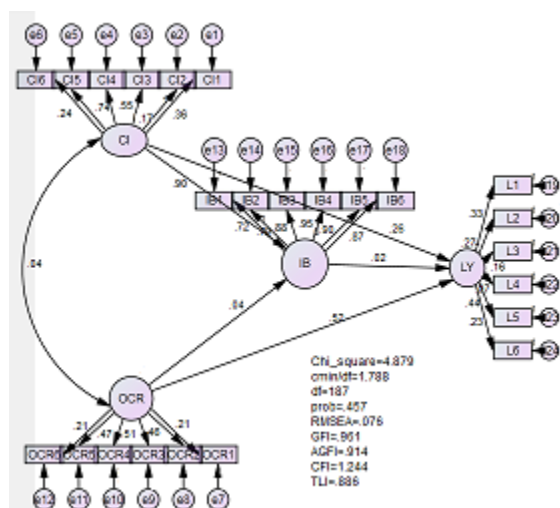
Source: processed data

Figure 2
The results of the goodness-of-fit model analysis

Table 12
Regression weight models

			Estimate	S.E.	C.R.	P	Label
CI	<---	IB	.478	.079	2.783	.001	par_13
OCR	<---	IB	.379	.148	4.147	***	par_16
IB	<---	LY	.132	.060	3.679	.021	par_14
CI	<---	LY	.302	.131	3.784	***	par_21
OCR	<---	LY	.478	.079	2.783	.004	par_22

Source: processed data

The table above shows that overall the indicators are fit, there is no loading factor value of more than 0.5, which means that this model is feasible for testing the hypothesis. it is feasible to do hypothesis testing. So the values in table 11 are as follows:

1. The value of the X2 chi-square statistic. Smaller values of X2 indicate better models and cutoffs are accepted based on the probability of P > 0.005 or P > 0.10. The chi-square table value at df=38 is close to 0 and the calculated chi-square value is
   .879. This means that the model fits because the computed chi-square is less than the chi-square table.
2. RMSEA is an index used to correct for large sample chi-square. An RMSEA value of 0.08 or less is a model acceptance indicator based on degrees of freedom. The RMSEA value of the analysis result is 0.076, meaning less than 0.08, so this model fits
3. The higher the value, the better the fit. The recommended GFI value is 0.90, which indicates a good model. The analysis results in a GFI value of 0.961, which means that model is a good fit.
4. CMIN/DF is the chi-square statistic X 2 divided by the degrees of freedom, so it is expressed as X 2 relatively less than 2.0 or 3.0. This is the identification of matches between the model and the data. Data analysis showed a CMIN/DF value of 1.788, which corresponds to the recommended value, implying this model is suitable.
5. TLI (Tackle Lewis Index) is an alternative incremental index that compares the tested model to a baseline model where the model accepts a recommended reference value greater than 0.90. Data analysis yielded a TLI value of 0.986, indicating that this model is suitable for
6. The CFI (Comparative Fit Index) ranges in value from 0 to 1, with values closer to 1 identifying the highest level of fit. The recommended value for assessing model fit is greater than 0.95. The analysis performed revealed a CFA score of 1.2 this means that the research model fits.

Effect of Consumer Impulsiveness on Impulsive Buying

From the results of data processing, it was found that consumer impulsiveness affects impulse purchases, and it was found that consumers with high impulse response tend to make impulsive purchases. Based on the results of the respondents' answers, it is known that the factor of high impulsive buying in the community includes products sold on Tiktok, which are much safer and of higher quality than purchases on other E-commerce. Besides that, many shopping promos are given when shopping on Tiktok, especially TikTok Live. however, there are still many respondents who consider it before making a purchase at the Tiktok shop. Attitudes to purchases made online are impulsive can provide major advantages for sellers and a shopping experience for consumers. Besides that, impulsive buying for impulsive consumers occurs with the result of unplanned purchases, purchases that are not thought through thoroughly, purchases that are spontaneous and purchases with frequent intensity. However, impulsive buying has external influences including product characteristics such as safety and quality of goods as well as characteristics of sellers such as Tiktok. This condition is supported by the answers of respondents who revealed that they made high spontaneous purchases just because of mere interest as shown by the high average score and only made 1 purchase on Tiktok. In addition, the results of this study also support research (Triwijayanti, 2018) this states that there is a strong relationship between trait-buying impulsivity and impulse buying. The results of this study enrich the results of previous research on the relationship between consumer impulsive reactions and impulsive purchase decisions in retail, especially boutiques. The higher the consumer's impulse response, the stronger the urge to make impulsive decisions.

The influence of online consumer reviews on Impulsive Buying

Based on the results of data processing, it is known that online consumer reviews have an influence on Impulsive Buying. This is because the better the reviews given, the more likely it is that potential buyers will make an impulse purchase because they are influenced by the positive reviews given by previous buyers. From the results of distributing the questionnaires, it is known that many respondents said they believed in the reviews given by Tiktok consumers, good reviews can make it easier for consumers to make purchases and the number of product reviews on Tiktok shows the level of popularity of the product itself. A person's shopping intention is motivated by many things, including online reviews given by other consumers, when someone gives an online assessment triggers an attitude of impulse buying or unplanned purchases. Besides that, impulsive buying for impulsive consumers occurs with the result of unplanned purchases, purchases that are not thought through thoroughly, purchases that are spontaneous and purchases with frequent intensity. This condition is supported by the answers of respondents who revealed that they made high spontaneous purchases just because of mere interest as shown by the high average score and only made 1 purchase on Tiktok. These results are supported by research conducted by (Damayanti, 2022) where impulsive buying is influenced by ratings given by consumers online.

The Effect of Consumer Impulsivity on Loyalty

Based on the results of data processing it is known that Consumer Impulsivity has an influence on loyalty, meaning that high customer participation increases beliefs, attitudes and behaviors that influence shopping decisions. High customer involvement is displayed through customer trust in a brand. When customers have high confidence, it means that customers also have a positive perception of the product, thereby creating high consumer loyalty to the store. Judging from the results of the questionnaire filled out by the respondents, it was found that the loyalty given by a person can be in the form of a positive assessment, recommending other TikTok users, always making purchases of the same product and feeling high satisfaction when shopping at the Tiktok Shop. This form of loyalty can trigger consumers to make purchases impulsively. On the other hand, loyalty is given by impulsive buyers in the form of repeated purchases of the same products and stores and believing that the products are of good quality, as seen from the fact that many impulsive consumers make purchases on TikTok more than once. These results are supported by research conducted by (Santoso, 2018) which states that consumers who are impulsive in making purchases will provide high store loyalty.

The influence of online consumer reviews on loyalty

Based on the results of data processing it is known that online consumer reviews have an influence on loyalty, meaning that online consumer reviews are used by consumers to obtain information as material for consideration in decision making, this is what is referred to as a decision aid, besides that it also functions as a feedback mechanism by consumers and recommendations for other online shopping platforms. Prospective consumers can take advantage of the number of reviews to measure the popularity or value of a product, so this will certainly influence consumer decisions. However, the number of reviews cannot guarantee that the product will be purchased by consumers, because there are many other factors. Judging from the results of the questionnaire filled out by the respondents, it was found that the loyalty given by someone can be in the form of an assessment given online via Tiktok. respondents who said they believed the reviews given by TikTok consumers, good reviews can make it easier for consumers to make purchases and the number of product reviews on Tiktok shows the level of popularity of the product itself. A person's shopping intention is motivated by many things, including online reviews given by other consumers. , when someone gives an online assessment triggers an attitude of impulse buying or unplanned purchases. Unplanned purchases often occur without prior thought where suddenly a strong feeling arises to own the item being sold. One of the feedback provided by consumers can manifest the loyalty given to the store. On the other hand, loyalty is given by impulsive buyers in the form of repeated purchases of the same products and stores and believing that the products are of good quality, as it has been seen that many impulsive consumers make purchases on TikTok more than once due to reviews from other consumers. online such as giving 5 star ratings and reviewing products either through uploaded videos or photos. These results are supported by research conducted by (Sudaryanto, 2021) which shows that online consumer reviews affect customer loyalty to stores.

The Effect of Impulsive Buying on Loyalty

Based on data processing results, we know that impulse purchases influence loyalty. In other words, the higher the impulse purchases, the higher the Tiktok's loyalty, leading to customer satisfaction and loyalty. The more positive the perception of value felt by the customer, the greater the possibility of a relationship (transaction). Positive customer value for an item will affect consumer confidence in the product. Positive customer value will make consumers satisfied with an item and based on that experience, enable them to make more transactions with the product, thereby triggering impulse buying behavior when they see the product. An impulsive online buying attitude can provide major advantages for sellers and a shopping experience for consumers. however, impulsive buying has external influences including product characteristics such as safety and quality of goods as well as characteristics of sellers such as Tiktok. The feeling of being loyal or loyal to a brand is indeed good. However, buying products or services from a brand impulsively results in a person not caring about the costs incurred in order to fulfill these needs. In fact, there are alternative brands that offer products at more affordable prices and possibly the same quality. All they care about is fulfilling their desire to buy, regardless of whether the product or item is useful or a major requirement to buy. In addition, a sense of pride if they don't use the products they usually use will appear. Humans tend to be unstable when loyal, so they easily follow what is offered by the store.

So that the impact generated by excessive loyalty to a brand is not proportional to the results obtained. Products purchased by someone because of a brand may not necessarily be able to meet the needs even just to fulfill one's desires. So they are forced to make repeated purchases for the same brand. Finally, it forms a pattern where a person becomes impulsive towards buying products from certain brands. In addition, online shopping features create a shopping environment, where a person does not need mobility and spends a lot of time to get the product he wants. Thus, encouraging someone to behave impulsively. Maybe the impact that is presented from loyalty to a brand is not directly proportional to the benefits. So, the things that result from impulsive buying are not very good if they are continued. However, this can be circumvented by first checking the need for the product we want to buy, checking in advance whether there are alternative products offered by other brands with the same quality as our favorite brand, or saving money to buy products we need more from. the brand. So there is no need to spend on repeat costs which only result in losses related to consumer finances.

CONSLUSION

The results of the study show that Consumer Impulsivity has an influence on Impulsive Buying, meaning that consumers who have high impulsive reactions will usually buy products impulsively. online consumer reviews have an influence on Impulsive Buying. This is caused by the better the reviews given, the more likely the prospective buyer will make an impulse purchase because he is influenced by the positive reviews given by previous buyers. Consumer Impulsivity has an influence on loyalty, meaning that high customer participation increases beliefs, attitudes and behaviors that influence shopping decisions. Online consumer reviews have an influence on loyalty, meaning that Online Consumer Reviews are used by consumers to obtain information as material for consideration in decision making, this is what is called as a decision aid, besides that it also functions as a mechanism for providing feedback by consumers and recommendations for other online shopping platforms. Impulsive buying has an influence on loyalty, meaning that higher impulse purchases will increase high loyalty. Based on the results of this study, online store owners are expected to prioritize the quality of both products and services. This is because a small flaw can frustrate the consumer and vent their frustration through his online customer reviews. Bad online customer reviews naturally reduce consumer confidence in your product. In the event of complaints about ratings, the seller must evaluate the product and restore its reputation by improving the quality of its sales.

REFERENCES

Alwisol. 2019. *Psikologi Kepribadian*, Edisi Revisi. UMM Press.

Amos, C., Holmes, G. R., & Keneson, W. C. 2014. A meta-analysis of consumer impulse buying. *Journal of Retailing and Consumer Services*, *21*(2), 86–97.

Aragoncillo, L., & Orús, C. 2018. Impulse buying behaviour: An online-offline comparative and the impact of social media. *Spanish Journal of Marketing - ESIC*, *22*(1), 42–62.

Ardianti, A. N., & Widiartanto, M. A. 2019. Pengaruh Online Customer Review dan Online Customer Rating terhadap Keputusan Pembelian melalui Marketplace Shopee . *Jurnal Ilmu Administrasi Bisnis*, 1–11.

Arrofi, A., & Hasfi, N. 2019. Memahami Pengalaman Komunikasi Orang Tua–Anak Ketika Menyaksikan Tayangan Anak-Anak Di Media Sosial Tik Tok. *Interaksi Online*, *7*(3), 1–6.

Arya, S. M., Pratama, I. A., Iqbal, I., Siddik, R., & Wahid, R. M. 2022. *Strategi Viral di TikTok : Panduan Pemasaran Melalui Media Sosial untuk Bisnis*. *13*(01).

Aslam, S. 2022. *Demographics & Fun Facts*. Omnicore

Bañares, M. V, Baniqued, A. M., Landicho, A. C. A., Rose, M., & Soriano, J. R. 2020. Cognitive and Affective Aspects of Male and Female in Impulsive Buying Tendency on Online Shopping. *Journal of Applied Managerial*, *5*(1), 431–441.

Bashar, A., & Ahmad, I. 2012. Visual Merchandising and Consumer Impulse Buying Behavior: An Empirical Study of Delhi & NCR. *International Journal of Retail Management and Research (IJRMR)*, *2*(4), 31–41.

Bayley, G., & Nancarrow, C. 1998. Impulse purchasing: A qualitative exploration of the phenomenon. *Qualitative Market Research: An International Journal*, *1*, 99–114.

Chen, Y., & Bellavitis, C. 2012. Electronic copy available at : https://ssrn.com/abstract=3182015 Electronic copy available. In *Jm*, 4,

Clow, K. E., James, K. E., Sisk, S. E., & Cole, H. S. 2011. Source Credibility , Visual Strategy and the Model in Print Advertisements University of Louisiana at Monroe University of Louisiana at Monroe. *Journal of Marketing Development and Competitiveness*, *5*(3), 24–31.

Cobb, C. J., & Hoyer, W. D. 1986. Planned versus impulse purchase behavior. *Journal of Retailing*, *62*, 384–409.

Curry, D. 2022. *Most Popular Apps*. Business of Apps.

Desma Erica Maryati Manik, & Erveni. 2020. Pengaruh Price Discount Dan in-Store Display Terhadap Impulse Buying Pada Labello Store Medan. *Jurnal Manajemen Bisnis Eka Prasetya : Penelitian Ilmu Manajemen*, *6*(1), 34–43. https://doi.org/10.47663/jmbep.v6i1.33

Dewa, C. B., & Safitri, L. A. 2021. Pemanfaatan Media Sosial Tiktok Sebagai Media Promosi Industri Kuliner Di Yogyakarta Pada Masa Pandemi Covid-19 (Studi Kasus Akun TikTok Javafoodie). *Khasanah Ilmu - Jurnal Pariwisata Dan Budaya*, *12*(1), 65–71. https://doi.org/10.31294/khi.v12i1.10132

Dittmar, H., Beattie, J., & Friese, S. 1995. Gender identity and material symbols: Objects and decision considerations in impulse purchases. *Journal of Economic Psychology*, *16*(3), 491–511. https://doi.org/https://doi.org/10.1016/0167-4870(95)00023-H

Dzulqarnain, I. 2019. Pengaruh Fitur Online Customer Review Terhadap Keputusan Pembelian Produk Pada Marketplace Shopee. *Jurnal Teknik ITS*, *5*(2), 1–96. http://repostrory.unej.ac.id

Ekeng, A. B., Lifu, F. L., & Asinya, F. A. 2012. Effect of Demographic Characteristics on Consumer Impulse Buying Among Consumers of Calabar Municipality, Cross River State. *Academic Research International*, *3*(2), 568–574. www.savap.org.pk

Eurostat. 2012. *Europe in figures - Eurostat yearbook 2012*. Eurostat.

Gąsiorowska, A. 2011. Gender as a moderator of temperamental causes of impulse buying tendency. *Journal of Customer Behaviour*, *10*(2), 119–142. https://doi.org/10.1362/147539211x589546

Handayani, S., & Wahyuni, P. H. I. 2012. Klan blackberry telkomsel dan konsumen (Pengaruh Terpaan Pesan Iklan Paket Unlimited Blackberry Provider Telkomsel di Televisi SCTV terhadap Persepsi Konsumen, Masyarakat Kec. Depok, Sleman Yogyakarta). Universitas Gajah Mada.

Hite, L. M., & McDonald, K. S. 2020. Careers after COVID-19: challenges and changes. *Human Resource Development International*. https://doi.org/10.1080/13678868.2020.1779576

Jeon, B. N., & Von Furstenberg, G. M. 1990. Growing international co-movement in stock price indexes. *Quarterly Review of Economics and Business*, *30*, 15+.

Jones, K. L. 2008. *Introduction to Consumer Behavior*. New York University.

Kasim, H. 2015. *Anteseden Perilaku Pembelian Impulsif (Kasus Pada Konsumen Hypermarket di Yogyakarta)*. Sekolah Tinggi Ilmu Ekonomi.

Kollat, D. T., & Willett, R. P. 2012. Customer Impulse Purchasing Behavior. *Journal of Marketing Research*, *4*(1), 21–31. https://doi.org/10.1177/002224376700400102

Koski, N., & Mesiranta, N. 2004. Impulse buying on the Internet: encouraging and discouraging factors. *Frontiers of E-Business Research (FeBR)*, 23–35.

Kotler, P. 2011. Reinventing Marketing to Manage the Environmental Imperative. *Journal of Marketing*, *75*(4), 132–135. https://doi.org/10.1509/jmkg.75.4.132

Kotler, P. 2012. *Kotler On Marketing: Bagaimana Menciptakan, Memenangi dan Mendominasi Pasar* (Terjemahan). Kharisma Publishing.

Kotler, P., & Keller, K. L. 2016. *Marketing Management* (15th ed.). Essex Pearson Education Limited.

Kotler, P. T., & Armstrong, G. 2020. *Principles of Marketing* (18th Editi). Pearson Education.

Lestari, F. B. 2020. Pengaruh Online Customer Review dan Online Customer Rating Terhadap Keputusan Pembelian Konsumen Marketplace di Kota Tegal, Universitas Pancasakti Tegal.

Lo, L. Y.-S., Lin, S.-W., & Hsu, L.-Y. 2016. Motivation for online impulse buying: A two-factor theory perspective. *International Journal of Information Management*, *36*(5), 759–772.

Loudon, D. L., & Bitta, A. J. Della. 1993. *Consumer Behaviour: Concepts and Applications* (4th ed.). McGraw-Hill.

Malter, M. S., Holbrook, M. B., Kahn, B. E., Parker, J. R., & Lehmann, D. R. 2020. The past, present, and future of consumer research. *Marketing Letters*, *31*(2–3), 137–149.

Manolis, C., & Roberts, J. A. 2012. Subjective well-being among adolescent consumers: The effects of materialism, compulsive buying, and time affluence. *Applied Research in Quality of Life*, *7*, 117–135.

Mulyono, F. 2012. Faktor Demografis Dalam Perilaku Pembelian Impulsif. *Jurnal Administrasi Bisnis*, *8*(1).

Ningsih, E. S. P. 2019. Pengaruh Rating dan Online Customer Review Terhadap Keputusan Pembelian Secara Online Pada Marketplace Shopee, Universitas Muhammadiyah Makassar

Nita, L., Pasi, K., & Sudaryanto, B. 2021. Analisis Pengaruh Online Customer Reivews Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Dengan Kepercayaan Sebagai Variabel Intervening (Studi Pada Konsumen Shopee Di Kota Semarang). *Diponegoro Journal of Management*, *10*(3), 1–12.

Oliver, R. L. 2010. *A Behavioral Perspective on the Consumer* (2nd ed.). Routledge.

Omar, B., & Dequan, W. 2020. Watch, share or create: The influence of personality traits and user motivation on TikTok mobile video usage. *International Journal of Interactive Mobile Technologies*, *14*(4), 121–137. https://doi.org/10.3991/IJIM.V14I04.12429

Prameswari, U. 2021. Kontrol Diri dan Kecenderungan Pembelian Impulsif Pada Mahasiswi Pengguna Media Sosial Tiktok. Universitas Islam Indonesia.

Reisch, L. A., & Zhao, M. 2017. Behavioural economics, consumer behaviour and consumer policy: state of the art. *Behavioural Public Policy*, *1*(2), 190–206. https://doi.org/10.1017/bpp.2017.1

Rohman, F. 2009. Peran Nilai Hedonik Konsumsi dan Reaksi Impulsif sebagai Mediasi Pengaruh Faktor Situasional terhadap Keputusan Pembelian Impulsif di Butik Kota Malang. *Jurnal Aplikasi Manajemen*, *7*(2), 251–261.

Rook, D. W., & Fisher, R. J. 1995. Normative Influences on Impulsive Buying Behavior. *Journal of Consumer Research*, *22*(3), 305–313. https://doi.org/10.1086/209452

Saskiana, D. 2021. Pengaruh Online Customer Review, Online Customer Rating, E-Service Quality, E-Trust dan Harga Terhadap Keputusan Membeli Pada Konsumen Marketplace Shopee di Surabaya. Universitas Islam Negeri Sunan Ampel.

Setiawan, S. F. 2016. *Alokasi Pendapatan , Conscientiousness Dan Faktor Demografis Terhadap Pembelian impulsif*. Universitas Kristen Satya Wacana.

Shimp, T. A. 2014. *Komunikasi Pemasaran Terpadu* (Ed. 8). Salemba Empat.

Soares, A. R., Esteves, M., Moreira, P. S., Cunha, A. M., Guimarães, M. R., Carvalho, M. M., Raposo-Lima, C., Morgado, P., Carvalho, A. F., Coimbra, B., Melo, A., Rodrigues, A. J., Salgado, A. J., Pêgo, J. M., Cerqueira, J. J., Costa, P., Sousa, N., Almeida, A., & Leite-Almeida, H. 2018. Trait determinants of impulsive behavior: a comprehensive analysis of 188 rats. *Scientific Reports*, *8*(1), 1–13.

Stern, H. 2012. The Significance of Impulse Buying Today. *Journal of Marketing*, *26*(2), 59–62.

Sultan, A. J., Joireman, J., & Sprott, D. E. 2012. Building consumer self-control: The effect of self-control exercises on impulse buying urges. *Marketing Letters*, *23*(1), 61–72.

Supardi. 1993. *Populasi dan Sampel Penelitian*. Unisia

Tifferet, S., & Herstein, R. 2012. Gender differences in brand commitment, impulse buying, and hedonic consumption. *Journal of Product and Brand Management*, *21*(3), 176–182.

Tjiptono, F. 2014) *Pemasaran Jasa*. Andi.

Tower, S. 2021. *Top Apps Worldwide for January 2021*. Sensor Tower.

Utami, B. 2016. Pengaruh Nilai Belanja Hedonik Terhadap Pembelian impulsif Dengan Emosi Positif Sebagai Variabel Perantara (Studi Kasus pada Pelanggan di Ambarukmo Plaza Yogyakarta), Universitas Negeri Yogyakarta

Warsono. 2010. Principles and Practices of Personal Finance. *Jurnal Salam*, *13*(2), 137–152.

Weiss, B. 2021. *Reframing Antitrust Law for Big Tech : Lessons from the German Bundeskartellamt. May 2021*, 193–218.

Wu, Y., Chen, H., & Wang, H. 2019. The Influence of Product Diversity on Consumers' Impulsive Purchase in Online Shopping Environment. *American Journal of Industrial and Business Management*, *9*(3), 680–698.