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The Effect of Shopping Lifestyle, Influencers, and Price Discounts on Impulse Buying on Tiktok Shop

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Abstract

This study aims to determine the effect of shopping lifestyle, influencers and price discounts on impulse buying at TikTok shops in Depok. This study uses a quantitative method and uses a Likert scale as a measurement. The population in this study were all consumers in Depok who had made impulsive purchases through TikTok shops. The research sample consisted of 120 respondents. Data collection was carried out by distributing questionnaires via Google Forms. Data testing used validity tests, reliability tests, classical assumption tests, multiple linear regression tests, hypothesis tests and determination tests with the help of SPSS 24 software. The results of this study indicate that shopping lifestyle partially has no effect on impulse buying at TikTok shops in Depok. Influencers and price discounts have a positive and significant effect on impulse buying at TikTok shops in Depok, West Java.

Keywords: Shopping Lifestyle, Influencer, Price Discount, TikTokShop, Impulse Buying.

1. Introduction

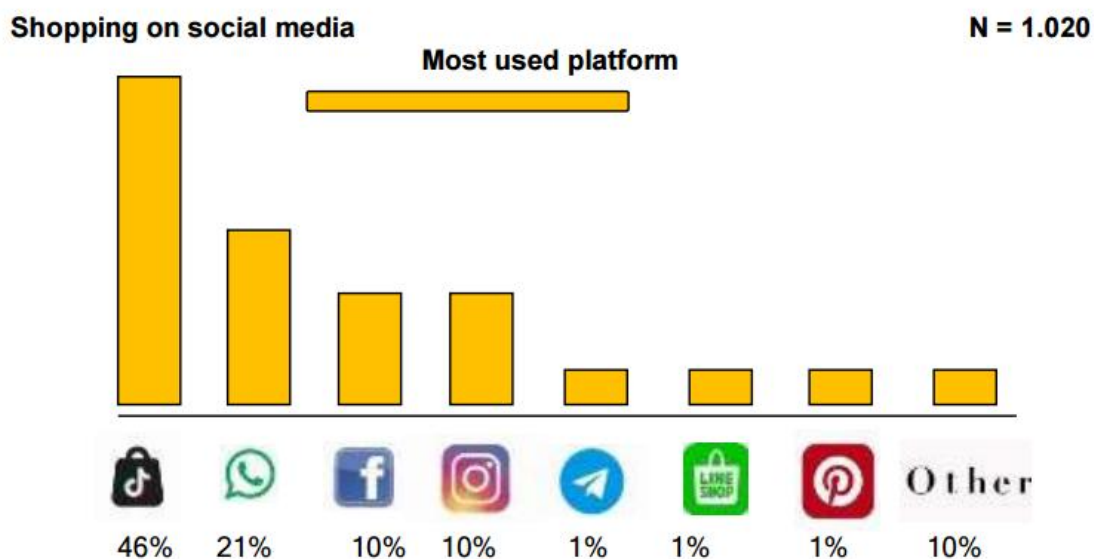
Social media is now a key tool for businesses to reach a wide audience, interact directly with customers, and create engaging content. TikTok Shop, Instagram Shop, and Facebook Shop are examples of direct e-commerce integration of social media platforms that have changed the way online businesses operate. This transformation emphasizes more effective marketing and access to a larger online community, enhancing an integrated and efficient shopping experience for consumers (Wiranata et al., 2021).

Shopping activities, which were initially just a practical transaction, have now become a necessity that fulfills desires and provides personal satisfaction, and has become part of the consumer's lifestyle. Many experience emotional urges to shop spontaneously, where they suddenly feel like buying a product to satisfy their shopping desires, without prior planning that leads to impulsive buying behavior (Ginting, 2019).

Based on a survey conducted by the Populis Market and Consumer Research Institute, as many as 46% of 1,020 respondents use TikTok Shop as a platform for shopping. This illustrates TikTok's success in attracting the interest of many users to make direct purchases through the platform. Based on this phenomenon, there is also competition seen from other platforms such as WhatsApp, Facebook, and Instagram, each with a market share of 21%, 10%, and 10% (Kumparan, 2023).

Despite the shutdown in Indonesia, TikTok Shops in Southeast Asia has seen a significant increase overall, indicating that the platform remains a favorite for online shopping in the region, with users actively seeking products and shopping content on TikTok.

Based on the data above, in 2023, the TikTok market in Indonesia peaked in September with a Gross Merchandise Value (GMV) of nearly 600 million USD. After TikTok Indonesia's e-commerce business resumed operations on December 12, the market experienced significant growth, with transaction volumes in December exceeding 300 million USD.



Source: kumparan, 2024

Figure 1. Data on shopping users on social media in Indonesia in 2024



Source: Keloladata.com

Figure 2. TikTok shop Southeast Asia GMV growth 2024

TikTok offers various discount promotions that attract many users to make purchases on the platform. The increasing frequency of online shopping causes impulsive purchases because users spend more time on the platform. Increasingly frequent shopping activities can strengthen the desire to shop again, even triggering consumer behavior that results in impulse buying. Impulsive buying is the tendency of consumers to make purchases suddenly and without careful planning. This leads to unplanned shopping behavior (Eugenia, 2023).

The first factor that researchers will use is shopping lifestyle. Shopping lifestyle is an individual's consumption pattern that reflects their preferences in using time. People who adopt a shopping lifestyle will voluntarily take the time to follow certain trends. Signs of a shopping lifestyle include the view that shopping is an activity that is carried out regularly or is considered a need that must be met. In addition, shopping is considered an opportunity

to interact socially and form relationships with new people. A person's social status can also be reflected in the shopping places they visit, some of whom have a regularly planned shopping schedule (Liska & Utami, 2023).

The second factor that researchers will use is influencers. Influencers are crucial elements in the social networking environment. Operational influencers are individuals who have the ability to influence online behavior, often through various strategies to increase their popularity on the internet, using technologies such as videos, blogs, and social media platforms such as Instagram, YouTube, TikTok, and blogs to share their content and interact with their followers (Nawarati, 2024).

Then the third factor that researchers want to use is price discounts. Discounts are price reductions from the normal value of a product or service provided by the seller to the buyer. The goal is to increase sales by attracting consumers' attention by offering lower prices than usual (Hasim & Lestari, 2022).

Shopping lifestyle refers to how individuals organize and express their lifestyles through shopping activities. It not only reflects social status, but also reveals the characteristics, dignity, and habits of individuals in the context of shopping. Through their shopping patterns, a person allocates their income to various types of products and services, including technology, fashion, entertainment, and education. It is a representation of an individual's preferences and priorities in spending their money (Ratna, 2022).

An influencer is someone with a large number of followers and is able to influence them through the messages they convey. The level of trust that followers give to an influencer usually depends on how credible they are in providing product reviews. The credibility of an influencer is reflected in the influencer's ability to provide accurate, reliable, and relevant information to their followers, thereby strengthening followers' trust in their views and recommendations (Bachtiar, 2022).

Table 1. Variables Increasing Online Shopping Frequency

No.	Variables	Definition	Indicator	Measuring Scale
1.	<i>Shopping Lifestyle</i>	Shopping lifestyle is a way for individuals to express their lifestyle through shopping, reflecting their social status, characteristics, and habits. It involves allocating income to various products and services according to personal preferences and priorities (Ratna, 2022).	1. Sensitivity to every product advertisement. 2. The tendency to choose contemporary items. 3. The habit of choosing products from well-known brands. (Pramesti & Dwiridotjahjono, 2022).	<i>Likert</i>
2.	<i>Influencers</i>	An influencer is someone with a large following who has the ability to influence them through the messages they convey. Followers' trust in an influencer depends on their credibility in providing accurate, reliable, and relevant product reviews to their followers, thereby strengthening trust in their views and recommendations (Bachtiar, 2022).	1. <i>Credibility</i> 2. <i>Trust</i> 3. <i>Charisma</i> (Shadrina & Sulistyanto, 2022)	<i>Likert</i>
3.	<i>Price Discount</i>	Discounts have benefits such as encouraging large purchases, responding to competitor promotions, and increasing trade volume. They can also trigger impulse purchases, help businesses attract more customers, and increase sales revenue (Bambang et al., 2023).	1. The amount of the discount. 2. Discount validity period. 3. Wide variety of discounted products.	<i>Likert</i>

			(Warnerin & Dwijayanti, 2020).	
4.	<i>Impulse Buying</i>	According to Ayuning (2019) impulsive buying is a purchase made without any prior plan or intention. Consumers are influenced by a sudden interest in a particular product or brand at that very moment. This is a spontaneous, reflexive, sudden, and automatic behavior that occurs as a natural response in a shopping situation.	1. Impulse purchase. 2. Rush purchase. 3. Emotional buying. (Veronika, 2022)	<i>Likert</i>

Discounts have several benefits, including encouraging consumers to make larger purchases, responding to promotions from competitors, and supporting increased trade volume. In addition, discounts can trigger impulse buying. Discounts not only encourage consumers to buy more products but also help businesses stay competitive in the market by attracting more customers and increasing sales revenue (Bambang et al., 2023).

According to Ayuning (2019) Impulse buying or impulsive buying is often referred to as unplanned buying, where consumers do not have a specific intention to buy a particular product or brand beforehand. Consumers who make impulse buying are often influenced by a sudden interest in a product or brand at that time. This is spontaneous, reflexive, sudden, and automatic behavior. Thus, impulse buying is a natural response that consumers quickly experience in certain situations when shopping.

2. Research Methods

This study uses a quantitative approach that explains the influence of the variables studied related to the influence of shopping lifestyle, influencers, and price discounts on impulse buying on TikTok in Depok City. This study was conducted in Depok City. The time of implementation of this study began in May 2024. Data collection by researchers was carried out by distributing questionnaires. Because the population size is not known with certainty, the sample size is determined using the formula from (Hair et al., 2015), namely 12 indicators multiplied by 10, with a maximum of 120 respondents. Data analysis in this study used the SPSS v24 application.

3. Results and Discussions

One of the key findings from the analysis was the improvement in performance metrics when applying the Treynor-Black Method. The combination of high-alpha portfolios with the market portfolio led to. The optimized portfolios constructed using the Treynor-Black Method generally exhibited higher Sharpe Ratios compared to the individual high-alpha portfolios and the market portfolio. This indicated that the method effectively enhanced risk-adjusted returns. By integrating high-alpha portfolios with a diversified market portfolio, the research demonstrated that it is possible to achieve superior returns relative to the risk taken. The Treynor Ratios for the optimized portfolios were also higher, suggesting that the combined portfolios offered better returns relative to their systematic risk (beta). This result underscores the effectiveness of the Treynor-Black Method in improving performance relative to market risk. Many of the optimized portfolios achieved positive Jensen's Alpha, indicating that they delivered returns beyond what was predicted by CAPM. This finding highlights the value added by the high-alpha portfolios and supports the method's ability to capture manager skill and excess returns.

This validity test is conducted to assess whether the data obtained from the study is valid data or not, using the measuring instrument used, such as a questionnaire. If the value (r count) > the specified r table value. The following is a table of validity test results:

Table 2. Validity Test

Variables	Statement	R count	R table	Decision
<i>Shopping Lifestyle</i>	X1.1	0.697	0.1793	Valid
	X1.2	0.647	0.1793	Valid
	X1.3	0.700	0.1793	Valid
	X1.4	0.718	0.1793	Valid
	X1.5	0.765	0.1793	Valid
	X1.6	0.811	0.1793	Valid
	X1.7	0.648	0.1793	Valid

	X1.8	0.709	0.1793	Valid
	X1.9	0.762	0.1793	Valid

Variables	Statement	R count	R table	Decision
Influencers	X2.1	0.772	0.1793	Valid
	X2.2	0.738	0.1793	Valid
	X2.3	0.707	0.1793	Valid
	X2.4	0.791	0.1793	Valid
	X2.5	0.773	0.1793	Valid
	X2.6	0.623	0.1793	Valid
	X2.7	0.643	0.1793	Valid
	X2.8	0.633	0.1793	Valid
	X2.9	0.604	0.1793	Valid

Variables	Statement	R count	R table	Decision
Price Discount	X3.1	0.573	0.1793	Valid
	X3.2	0.731	0.1793	Valid
	X3.3	0.760	0.1793	Valid
	X3.4	0.832	0.1793	Valid
	X3.5	0.828	0.1793	Valid
	X3.6	0.831	0.1793	Valid
	X3.7	0.821	0.1793	Valid
	X3.8	0.621	0.1793	Valid
	X3.9	0.758	0.1793	Valid

Variables	Statement	R count	R table	Decision
Impulse Buying	X3.1	0.580	0.1793	Valid
	X3.2	0.478	0.1793	Valid
	X3.3	0.688	0.1793	Valid
	X3.4	0.670	0.1793	Valid
	X3.5	0.697	0.1793	Valid
	X3.6	0.535	0.1793	Valid
	X3.7	0.638	0.1793	Valid
	X3.8	0.708	0.1793	Valid
	X3.9	0.697	0.1793	Valid

Based on Table 2, it can be seen that each question item in each variable is valid. This validity can be identified if the correlation value is greater than the r table, then the data is valid. The r table value for 120 respondents, with degrees of freedom (df) = $n-2 = 120-2 = 118$ with a significance level of 0.05, is 0.1793. Thus, the statement items used in this study are declared valid and can be used as research data.

Reliability Test

Reliability Test is used to assess how consistent or stable a questionnaire is in measuring a particular variable or construct. The reliability of a questionnaire shows how often a person's answers to questions in the questionnaire are consistent over time (Ghozali, 2018). A Cronbach's Alpha is greater than 0.6.

Table 3. Reliability Test

Variables	Cronbach's Alpha	Limitation	Decision
Shopping Lifestyle	0.880	0.6	Reliable
Influencers	0.868	0.6	Reliable
Price Discount	0.904	0.6	Reliable
Impulse Buying	0.810	0.6	Reliable

Source: SPSS Processed Data, 2025

Based on table 3, the results of the variable testing show a Cronbach's Alpha value greater than 0.6. This indicates that the variable is reliable.

Normality Test

The normality test is used to determine whether the confounding variables or residuals in the regression model have a normal distribution (Ghozali, 2018). To assess the normality of this study, the Kolmogorov Smirnov (KS) statistical test was used. Data are considered normal if the significant value of the Kolmogorov Smirnov test is greater than 0.05.

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test		
	Unstandardized Residual	
N		69
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2.91734155
Most Extreme Differences	Absolute	,061
	Positive	,046
	Negative	-,061
Test Statistics		,061
Asymp. Sig. (2-tailed)		,200c,d

Source: SPSS Processed Data, 2025

Based on table 5 the value obtained for Asymp. Sig. (2-tailed) is 0.200. Thus, because the value of Asymp. Sig. (2-tailed) $0.200 > 0.05$, it can be concluded that the data is normally distributed.

Multicollinearity Test Results

Multicollinearity occurs when there is a strong linear relationship between two or more independent variables in a regression model. This can be seen as the presence of linear functions that are close to each other on some or all of the independent variables in the regression model. One way to identify multicollinearity is to check the Variance Inflation Factor (VIF) and Tolerance values. If the VIF value is less than 10 and Tolerance is greater than 0.1, it indicates that multicollinearity is absent or insignificant (Mardiatmoko, 2020).

Table 5. Multicollinearity Test

Model (Constant)	Coefficients a	
	Collinearity Statistics	
	Tolerance	VIF
Shopping Lifestyle	0.994	1,006
Influencers	0.634	1,578
Price Discount	0.633	1,580

Source: SPSS Processed Data, 2025

Based on table 6, each independent variable has a tolerance value of > 0.1 and a VIF (Variance Inflation Factor) value of < 10 . Therefore, it can be concluded that there is no multicollinearity problem between the independent variables in the regression model, so this condition meets the requirements for regression analysis.

Heteroscedasticity Test Results

The purpose of the heteroscedasticity test is to evaluate whether there is a deviation from the classical assumptions in linear regression, where one of the assumptions is the absence of heteroscedasticity. In this study, the heteroscedasticity test was conducted using the Glejser test. If the significance value of the Glejser test results is < 0.05 , this indicates the presence of heteroscedasticity in the data. Conversely, if the significance value is > 0.05 , it can be concluded that there is no heteroscedasticity in the regression model.

Table 6. Heteroscedasticity Test

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Coefficients a					
Model (Constant)	Unstandardized Coefficients		Standardized Coefficients	t 2,316	Sig. ,024
	B	Std. Error	Beta		
	4,754	2,052			
Shopping Lifestyle	,000	,042	-,001	-,006	,995
Influencers	-,041	,047	-,131	-,857	,394
Price Discount	-,027	,042	-,098	-,640	,524

Source: SPSS Processed Data, 2025

Based on table 7, the significance value (sig.) for each independent variable is as follows: Shopping Lifestyle = 0.995, Influencer = 0.394, and Price Discount = 0.394. All of these significance values are > 0.05. Therefore, it can be concluded that there is no heteroscedasticity in the regression model used in this study.

Multiple Linear Regression Test Results

Multiple linear regression analysis is used to assess the relationship and influence between two or more independent variables on one dependent variable (Ghozali 2018).

Table 7. Multiple Linear Regression Test

Coefficients a					
Model (Constant)	Unstandardized Coefficients		Standardized Coefficients	t 2,316	Sig. ,024
	B	Std. Error	Beta		
	4,590	3,679			
Shopping Lifestyle	,021	,075	,020	,278	,782
Influencers	,352	,085	,364	4,147	,000
Price Discount	,477	,076	,552	6,281	,000

Source: SPSS Processed Data, 2025

Based on table 8 above, a regression equation can be produced as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 4.590 + -0.021 X_1 + 0.352 X_2 + 0.477 X_3 + e$$

From the equation above, it can be used as a reference for interpretation as follows:

1. The constant value (a) is 4.590. This regression means that if the regression coefficient value is 4.590, it means that if the variables Shopping Lifestyle, Influencer, and Price Discounts on Impulse Buying on TikTok Shop in Depok City are assumed to be zero, then the purchasing decision will increase by 4.590.
2. The regression coefficient value of the Shopping Lifestyle variable is 0.021 and is positive. This means that every one unit increase in Shopping Lifestyle will increase impulsive purchases by 0.021, assuming other variables remain constant.
3. The regression coefficient value of the Influencer variable is 0.352 and is positive. This means that every increase in one Influencer unit will increase the purchasing decision by 0.352, assuming other variables remain constant.
4. The regression coefficient value of the Price Discount variable is 0.477 and is positive. This means that every one unit increase in Price Discount will increase purchasing decisions by 0.477, assuming other variables remain constant.

- Standard error (e) is a random variable that has a probability distribution that reflects all factors that influence Impulse Buying but are not included in the regression equation.

T-Test Results

This test is conducted to determine whether the independent variables Shopping Lifestyle (X1), Influencer (X2), and Price Discount (X3) have an individual effect on the dependent variable, namely Impulse Buying (Y). According to Ghazali (2018), the t-statistic test shows how much influence one independent variable has on the dependent variable, assuming that the other independent variables are constant. This test is based on the following criteria:

- If $t \text{ count} > t \text{ table}$ or $\text{sig} < 0.05$ then H_0 is rejected, while H_a is accepted.
- If $t \text{ count} < t \text{ table}$ or $\text{sig} > 0.05$ then H_0 is accepted, while H_a is rejected.

From the equation above, it can be used as a reference to interpret the results of the t-statistic test of the Shopping Lifestyle, Influencer, and Price Discount variables, which can be seen in the following table:

Table 8. T-test

Coefficients a					
Model (Constant)	Unstandardized Coefficients		Standardized Coefficients	t 2,316	Sig. ,024
	B	Std. Error	Beta		
	4,590	3,679			
Shopping Lifestyle	,021	,075	,020	,278	,782
Influencers	,352	,085	,364	4,147	,000
Price Discount	,477	,076	,552	6,281	,000

Source: SPSS Processed Data, 2025

Based on table 8 above, each t-count value and the significance of the independent variables can be seen. The t-table value (1-sided test at alpha 5%) is known with the equation:

$$\begin{aligned}
 \text{table} &= (a / 2; n - k - 1) \\
 &= (0.05/2 ; 120 - 3 - 1) \\
 &= (0.025; 116) \\
 &= 1.98063 \text{ (see t table with df=116 at significance level 0.05)}
 \end{aligned}$$

Information:

n = Number of samples

k = Number of independent variables 1 = Constant

a = Confidence level (0.05)

- Shopping Lifestyle. Based on the results obtained, the t-value is 0.278 with a significance of 0.782. From this comparison, we know that the t-value (0.278) < t-table value (1.98063), or in other words, the significance (0.782) > 0.05. Which means that the Shopping Lifestyle variable partially does not affect Impulse Buying.
- Influencer. From the analysis results, it was found that the t-value was 4.147 with a significance level of 0.000. This shows that the t-value is > from the relevant t-table value (1.98063), and the significance value (p-value) < 0.05. Thus, it can be concluded that Influencers have a positive and significant influence on Impulse Buying.
- Price Discount. Based on the analysis, the calculated t value is 6.281 with a significance level of 0.000. This shows that the calculated t value is > the relevant t table value (1.98063), and the significance value (p-value) is < 0.05. Therefore, it can be concluded that Price Discount has a positive and significant effect on Impulse Buying.

Results of the Determination Coefficient Test (R²)

The R Square determination coefficient test is used to measure how far the model's ability to explain the variation of the dependent variable. The determination coefficient value is between 0 and 1, a small R Square value means that the ability of the independent variables to explain the dependent variables is very limited. A value that detects 1 means that the independent variables provide almost all the information needed to detect the dependent variables (Ghozali, 2018).

Table 9. Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.826a	.682	.667	2,984

Source: SPSS Processed Data, 2025

Based on table 9 above, it is known that the coefficient of determination has an Adjusted R Square value of 0.667 or 66%, meaning that the percentage of the influence of the Shopping Lifestyle, Influencer, and Price Discount variables on Impulse Buying on TikTok Shop in Depok City is 66%, while the remaining 34% is explained by other variables not examined in this study.

The Influence of Shopping Lifestyle on Impulse Buying on TikTok Shop.

Based on the results of testing the research data, it was found that the Shopping Lifestyle variable has a t-value of 0.278 with a significance of 0.782. From this comparison, we know that the t-value (0.278) < t-table value (1.98063), and the sig value (0.782) > 0.05. Which means that the variable "Shopping Lifestyle partially does not affect Impulse Buying at TikTok shops in Depok City".

According to Kotler and Keller (2016), the use of celebrity endorsers or influencers in advertising can increase audience attention and memory, and stimulate impulsive purchases. Trusted influencers often trigger unplanned purchases through the emotional drive of their content. Putri & Fikriyah's (2023) research supports this finding, showing that influencers have a significant positive influence on impulsive purchases. Thus, influencers are effective in increasing brand exposure, product recognition, and sales through impulsive buying behavior.

The Effect of Price Discounts on Impulse Buying on TikTok Shop.

Based on the results of this study, it was found that the Influencer variable has a t-value of 6.281 with a significance level of 0.000. This shows that the t-value is > the relevant t-table value (1.98063), and the significance value (p-value) < 0.05. Therefore, it can be concluded that Price Discounts have a positive and significant effect on Impulse Buying.

Based on respondents' responses, price discounts received good ratings and had great potential to stimulate impulsive buying behavior, which could increase sales volume. Shaputro (2019) stated that price discounts are incentives that can attract consumers' attention and encourage spontaneous purchases. Warnerin & Dwijayanti's (2020) research supports this finding by showing that discounts have a positive and significant effect on impulse buying, confirming the effectiveness of discount strategies in encouraging impulsive purchases.

4. Conclusion

Based on the research, it can be concluded that: 1) Shopping lifestyle does not affect impulse buying at TikTok Shop in Depok, West Java, because other factors are more influential; 2) Influencers have a positive influence on impulse buying, where their content encourages consumers to buy products spontaneously; 3) Price discounts have a positive effect on impulse buying, because lower prices trigger consumers to make impulsive purchases.

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