

ABSTRAK

Pengaruh Diskon, Fitur *Paylater*, dan E-WOM Terhadap *Impulsive Buying* Gen Z di Tiktokshop Kota Blitar

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Penelitian ini bertujuan untuk menganalisis pengaruh diskon, fitur *Paylater*, dan *Electronic Word of Mouth* (E-WOM) terhadap perilaku pembelian impulsif (*Impulsive Buying*) pada Generasi Z pengguna TikTokShop di Kota Blitar. Maraknya fenomena belanja impulsif di kalangan Gen Z terjadi akibat kemajuan teknologi dan perkembangan *e-commerce* berbasis media sosial, khususnya TikTokShop yang menawarkan fitur promosi menarik seperti diskon, sistem pembayaran *Paylater*, dan ulasan konsumen yang mudah diakses. Gen Z sebagai generasi digital yang sangat aktif di media sosial memiliki kecenderungan tinggi untuk melakukan pembelian tanpa perencanaan. Metode yang digunakan dalam penelitian ini adalah kuantitatif dengan pendekatan deskriptif dan teknik *purposive sampling*. Sampel yang digunakan sebanyak 100 responden dari kalangan Gen Z yang pernah bertransaksi melalui TikTokShop. Instrumen pengumpulan data menggunakan kuesioner berskala Likert dan dianalisis menggunakan uji validitas, reliabilitas, uji asumsi klasik, serta regresi linier berganda. Hasil penelitian menunjukkan bahwa secara parsial, diskon dan E-WOM berpengaruh positif dan signifikan terhadap *Impulsive Buying*. Sementara itu, fitur *Paylater* tidak menunjukkan pengaruh signifikan secara parsial. Namun, secara simultan ketiga variabel tersebut secara bersama-sama berpengaruh signifikan terhadap *Impulsive Buying* dengan nilai koefisien determinasi (R^2) sebesar 56,7%. Temuan ini sejalan dengan teori *Stimulus-Organism-Response* (SOR), di mana stimulus eksternal seperti diskon dan E-WOM dapat memicu reaksi psikologis yang mendorong perilaku impulsif. Hasil penelitian ini diharapkan dapat menjadi referensi bagi pelaku bisnis dalam menyusun strategi pemasaran digital yang lebih efektif.

Kata Kunci : Diskon, Fitur *Paylater*, *Electronic-Word of Mouth*, *Impulsive Buying*

ABSTRACT

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This study aims to analyze the influence of discounts, Paylater features, and Electronic Word of Mouth (E-WOM) on Impulsive Buying behavior among Generation Z users of TikTokShop in Blitar City. The rise of impulsive shopping behavior among Gen Z is driven by technological advancements and the growth of social media-based e-commerce platforms, particularly TikTokShop, which offers attractive promotional features such as discounts, Paylater payment systems, and easily accessible customer reviews. As a digitally native generation, Gen Z is highly active on social media and tends to make unplanned purchases. This research employs a quantitative method with a descriptive approach and uses purposive sampling. The sample consists of 100 Gen Z respondents who have previously made purchases via TikTokShop. Data were collected using a Likert-scale questionnaire and analyzed using validity and reliability tests, classical assumption tests, and multiple linear regression analysis. The results show that, partially, discounts and E-WOM have a positive and significant effect on Impulsive Buying behavior. However, the Paylater feature does not show a significant partial effect. Simultaneously, all three variables have a significant influence on Impulsive Buying, with a coefficient of determination (R^2) of 56.7%, indicating that more than half of the variation in Impulsive Buying behavior can be explained by these variables. These findings align with the Stimulus-Organism-Response (SOR) theory, which suggests that external stimuli such as discounts and E-WOM can trigger psychological reactions that lead to impulsive behavior. This research is expected to serve as a reference for businesses in developing more effective digital marketing strategies.

Keywords : *Discount, Paylater Feature, Electronic Word of Mouth, Impulsive Buying*