

THE INFLUENCE OF PRICE DISCOUNT, HEDONIC MOTIVATION, AND E-WOM ON IMPULSIVE BUYING OF FASHION PRODUCTS (A STUDY ON GENERATION Z TIKTOK SHOP USERS IN SUKOHARJO REGENCY)



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ABSTRACT

This study seeks to investigate how price discounts, hedonic motivation, and electronic word-of-mouth (E-WOM) influence the impulsive buying of fashion items on TikTok Shop. The object of this study is Generation Z users of TikTok Shop residing in Sukoharjo Regency. This research employs a quantitative approach, utilizing surveys for data gathering and employing multiple linear regression analysis methods with the support of IBM SPSS 23 software for analysis. In this study, incidental sampling techniques were utilized, with a total of 200 respondents. The research findings indicate that partially, the variables of price discount, hedonic motivation, and E-WOM have a significant influence on impulsive buying. Furthermore, simultaneously price discounts, hedonic motivation, and E-WOM collectively affect impulsive buying. This study implies the necessity for ByteDance to maintain the TikTok Shop feature with marketing strategies that follow fashion trends and enhance sales promotion to drive impulsive buying by users.

Keywords: Price Discount; Hedonic Motivation; E-WOM; Impulsive Buying

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INTRODUCTION

The digital industrial revolution 4.0 has brought about profound transformation in the business world, shifting traditional paradigms into a new era filled with technological sophistication. Consequently, consumers have become more consumptive due to the ease of access to unlimited markets (Kusnawan et al., 2019). This phenomenon illustrates how technology has shaped significantly changing consumer behavior in recent years. Moreover, technological advancements have also brought positive impacts in everyday life, introducing comfort and convenience previously difficult to imagine (Emiliasari et al., 2020).

One of the sectors most affected by rapid technological advancements is trade (Abdillah, 2024). With just a smartphone, one can explore the global market without spatial or temporal constraints (Martiningtias et al., 2023). This has drastically changed the landscape of trade, making buying and selling transactions easier and faster to execute (Afif, 2020). In this context, social media plays a crucial role. According to (Wayan et al., 2023), social media is a platform that facilitates social interaction through online media, enabling people to communicate, share information, and interact instantly.

Social media has also become the primary platform for business activities, especially in terms of promotion and marketing (Wayan et al., 2023). With the presence of social media, anyone can easily create, edit, and publish content such as news, promotions, articles, photos, and videos (Zhang et al., 2024). This has transformed the manner in which companies engage with their customers, allowing them to listen to feedback directly and learn from consumer preferences in ways not possible in conventional marketing (Wayan et al., 2023).

The impact of social media on trade is not only limited to promotion and marketing aspects but also encompasses changes in consumer behavior (Sonia & Rani, 2024). Changes in cultural environments and trends make social media users more diverse in their needs and preferences (Ernawati, 2021). Understanding consumer behavior and needs on social media is key for entrepreneurs to understand consumers' expectations and reasons for purchasing specific products or services (Sudirjo et al., 2023).

One of the most popular social media applications today is TikTok (Kis et al., 2024). With a focus on short video content, TikTok has created a platform that allows users to become content creators and share their creativity with the world (Kaye et al., 2023). The "Shop" feature introduced by TikTok even allows users to shop directly through the application, making it one of the most widely used trading platforms today (Asrindah et al., 2023).

Based on Sensor Tower data reported by Rahman (2022), TikTok has become the most popular application worldwide, with over 3.5 billion downloads in just 2022. In Indonesia, TikTok also holds the top position as the social media platform with the second largest monthly active user base after the United States Rizaty (2024). This phenomenon illustrates the significant influence of TikTok on consumer life and behavior, especially in the rapidly growing digital market of Indonesia (Solihin & Suyono, 2024).

The increasing competition in the business world, especially in the digital industry, has led to changes in consumer behavior when deciding to purchase a product, both in terms of planned purchases and unplanned or impulsive purchases (Baskara, 2018). Impulsive buying is a consumer behavior characterized by spontaneous or sudden purchases, where consumers do not consider the product's value and make unplanned purchases (Umiyati, 2021). Yassin (2019), states that impulsive purchases occur spontaneously, without prior preparation or planning, typically triggered by an

immediate desire to buy a product. From the consumer's perspective, impulsive buying has negative implications, including making consumers tend to overspend (Yassin, 2019).

Promotional strategies also significantly influence increasing sales of a product (Ittaqullah et al., 2020). Sales promotion, such as discounts, is believed to encourage consumers to make purchases (Yassin, 2019). Currently, many consumers are shifting their lifestyle to hedonic, only involving product usage to fulfill fantasies and satisfy emotions of pleasure alone (Ittaqullah et al., 2020). Next, the emergence of direct or electronic word-of-mouth recommendations (E-WOM), such as online reviews, is believed to also influence the purchase of a product (Ernawati, 2021). This explains that impulsive buying can occur due to several driving factors, with sales promotion partially affecting impulsive buying (Ittaqullah et al., 2020). Previous research has stated that 39% of offline purchases in department stores and 67% of online purchases are impulsive buying (Umiyati, 2021). Moreover, promotional strategies in the form of discounts also stimulate consumers to make impulsive purchases. Hedonic motivation becomes a significant driving factor in impulsive buying related to hedonic satisfaction in the form of pleasure, enjoyment, and novelty (Baskara, 2018). Electronic word of mouth acts as a driving factor for impulsive shopping when consumers feel satisfied with a product they purchased, leading to a tendency to communicate about the product to others; positive and negative responses obtained will affect purchasing decisions (Darma & Asj, 2021).

Observing this phenomenon, researchers are interested in understanding more about impulsive buying behavior on TikTok Shop, how factors such as discounts, hedonic motivation, and electronic word of mouth influence impulsive buying decisions, especially on fashion products. Researchers conducted further research on impulsive buying on TikTok Shop, referring to previous findings indicating that discounts, hedonic motivation, and electronic word of mouth affect such behavior. Wibowo & Sari (2021), stated that discounts have a significant influence in stimulating impulsive purchases on the Shopee platform, consistent with findings by Hasim & Lestari (2022). However, Kristiawan & Asvio (2018), found different results, stating that discounts do not significantly affect impulsive buying. According to Afif (2020), hedonic motivation significantly influences impulsive buying on the Shopee application, as found Widiyanto & Rachmawati (2024). However, Ajizah & Nugroho (2023) found contradictory results, stating that hedonic motivation does not significantly affect impulsive buying. Purnamasari et al. (2021), also support these findings. Then, according Aurelia et al. (2021), there is a significant influence between E-WOM and impulsive buying behavior on Shopee, in line with research by Tanriady & Septina (2022). However, Mursalin et al. (2022) showed that E-WOM partially does not significantly affect impulsive buying. Similarly, research by Hasim & Lestari (2022), showed that E-WOM does not significantly affect impulsive buying. With these differing findings, there is a knowledge gap that can be addressed as a research gap for further study.

Therefore, this study aims to fill this knowledge gap by further examining the influence of discounts, hedonic motivation, and E-WOM on impulsive buying of fashion products, especially among Generation Z, who are active users of TikTok Shop in Sukoharjo Regency. Generation Z was chosen as the research subjects because they are one of the most active consumer groups using TikTok Shop as an online shopping platform (Sulistianti & Sugiarta, 2022). Generation Z currently enjoys fashion trends (Pratama et al., 2023). According to TikTok Analytics fast data, the best-selling products on TikTok Shop in 2023 will be fashion category products. Therefore, the researchers chose to study Generation Z TikTok Shop users in Sukoharjo Regency. By gaining a deeper understanding of impulsive buying behavior on TikTok Shop, this research is expected to

provide new insights for practitioners and academics in understanding the dynamics of the digital market, especially in the context of using social media as a trading platform. Additionally, the findings of this research are also expected to contribute to the development of more effective and innovative marketing strategies to cope with the increasingly fierce business competition in the current digital era.

Based on the background mentioned, the researchers are interested in studying and analyzing impulsive buying behavior for fashion products influenced by discounts, hedonic motivation, and E-WOM. Additionally, so far, no one has researched Generation Z in Sukoharjo Regency.

LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESES

Impulsive Buying

Impulsive buying refers to a spontaneous purchase made without prior planning, often influenced by immediate stimuli and decided on the spur of the moment (Yolcu & Meyer, 2023). Following the purchase, consumers will undergo emotional and or cognitive responses (Ittaqullah et al., 2020). Impulsive buying is a spontaneous purchase made by customers, where consumers do not consider the value of the product and make unplanned purchases beforehand (Umiyati, 2021). According to Cahyani et al. (2024), the boundaries of impulsive buying are categorized into four dimensions, each with its own indicators:

1. Spontaneity, with indicators: tendency to shop extensively when there are special offers.
2. Power, Compulsion, and Intensity, with indicators: shopping without thinking too much beforehand.
3. Excitement and Stimulation, with indicators: being obsessed with spending money to buy products.
4. Disregard for consequences, with indicators: buying products even if they are not needed.

Price Discount

Price discount is one marketing strategy in the form of product promotion undertaken by entrepreneurs to attract consumers or customers (Kusnawan et al., 2019). A price discount is the reduction of the price amount within a certain period or timeframe on a product from its normal price (Baskara, 2018). According to Sinaga et al. (2023), the boundaries of price discounts are categorized into two dimensions, each with its own indicators:

1. Non-Monetary, which has indicators: duration of the discount and the quantity of products.
2. Monetary, which has indicators: amount of the discount.

According to Andriani and Harti (2023), significant discounts on products can trigger impulsive buying, consistent with the findings of Setiawan & Sri Ardani (2022), that discounts significantly influence impulsive buying. Research by Azwari and Lina (2020) confirms that discounts have a significant impact on impulsive buying in Shopee Indonesia because consumers respond to the discounts provided by manufacturers. The study by Wibowo and Sari (2021), asserts that discounts as a promotional strategy can trigger impulsive buying, especially on the Shopee e-commerce platform, with research results showing a significant influence of discounts on impulsive buying.

Hedonic Motivation

Hedonic motivation is customers' perspective on their thought process when selecting products based on taste or desire, shopping solely for the sake of satisfaction, and continuing to shop until they lose track of time due to being busy choosing products (Umiyati 2021). Hedonic motivation is the consumer's desire-driven motivation for shopping as a form of self-pleasure, disregarding the benefits of the purchased products (Afif, 2020). According to Faisal et al. (2020), the boundaries of hedonic motivation are categorized into six dimensions, each with its own indicators:

1. Adventure Shopping, indicated by: the excitement felt by consumers when shopping.
2. Social Shopping, indicated by: shopping activities done with others.
3. Idea Shopping, indicated by: exploring new products, following trends, and following new fashion.
4. Role Shopping, indicated by: reasons for someone shopping online.
5. Gratification Shopping, indicated by: someone's mood when shopping to alleviate boredom, and consumers allocate specific time for shopping.
6. Value Shopping, indicated by: special offers (discounts, promotions, and others).

The primary driving factors for online shopping and online impulsive buying are hedonic motivations (Yastuti & Irawati, 2023). The integration of a hedonic environment as a stimulator by successful online businesses leads to impulsive buying (Yastuti & Irawati, 2023). Hedonic shopping motivations, supported by feelings of pleasure during shopping and product exploration, drive impulsive buying (Mallari et al., 2023). Research findings by Widiyanto and Rachmawati (2024), confirm that curiosity about products and spontaneous shopping lifestyles influence impulsive buying behavior. This confirms that hedonic shopping motivations have a significant influence on unplanned purchases. In research conducted by Telaumbanua and Puspitasari (2022), it is stated that hedonic motivations significantly affect impulsive buying. Afif (2020), states that hedonic motivations significantly influence impulsive buying by increasing pleasure and emotional attachment to products on the Shopee e-commerce platform.

E-WOM

E-WOM is the respondents' opinions regarding marketing promotion activities based on consumer opinions, whether it's satisfaction or dissatisfaction in obtaining a product or service, shared through social media by sharing experiences with others (Umiyati, 2021; Ena et al., 2019). According to the boundaries of E-WOM are categorized into three dimensions, each with its own indicators:

1. Intensity, with indicators: the number of opinions, user frequency in accessing information, and frequency of interaction with other users.
2. Valence of opinion, with indicators: positive or negative comments and recommendations from other users.
3. Content, with indicators: information on product and service variety or types, as well as information on product and service quality.

Electronic word of mouth (E-WOM) can trigger impulsive buying by influencing consumers' purchasing decisions, who are satisfied with the products they purchase and tend to recommend them to others (Darma & Asj, 2021). Research by Bagheri et al. (2018), asserts that electronic word of mouth (E-WOM) significantly influences impulsive

buying, as consumers tend to listen to others' experiences and opinions online before purchasing products. According to Sudha and Bharathi (2018), through social media, E-WOM significantly influences impulsive buying, with consumers seeking product information from previous customer experiences. Research by Aurelia et al. (2021), indicates that exposure to electronic word of mouth (E-WOM) promotions with the hashtag #ShopeeHaul on TikTok has a significant impact on impulsive buying behavior.

Based on previous research, there is evidence that Price Discount, Hedonic Shopping Motivation, and Electronic Word of Mouth (E-WOM) simultaneously have a significant influence on impulsive buying. Research by Prasiwy et al. (2023) shows that Price Discount and Hedonic Shopping Motivation collectively affect impulsive buying among Tokopedia consumers in Semarang City (Prasiwy et al., 2023). Additionally, a study by Risnawati et al. (2021), found that Hedonic Shopping Motivation and Price Discount play a role in increasing impulsive buying among consumers at Coco Supermarket Batubulan (Risnawati et al., 2021). Although specific studies combining these three variables simultaneously are still limited, these findings indicate that all three factors play an essential role in driving impulsive buying behavior.

Hypotheses

Based on the aforementioned discussion, the hypotheses obtained are:

- H1: Price discount have a significant influence on impulsive buying of fashion products (A study on Generation Z TikTok Shop users in Sukoharjo Regency).
- H2: Hedonic motivation has a significant influence on impulsive buying of fashion products (A study on Generation Z TikTok Shop users in Sukoharjo Regency).
- H3: E-WOM has a significant influence on impulsive buying of fashion products (A study on Generation Z TikTok Shop users in Sukoharjo Regency).
- H4: Price discount, hedonic motivation, and E-WOM have a simultaneous significant influence on impulsive buying of fashion products (A study on Generation Z TikTok Shop users in Sukoharjo Regency).

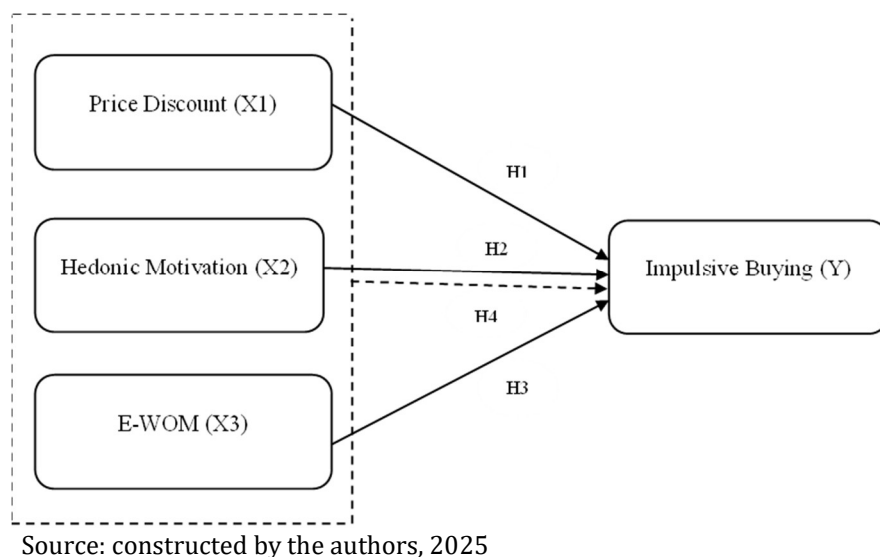


Figure 1
Research Framework

Figure Description:

- > : partial relationship
- - - - -> : simultaneous influence

Research Variables:

- X1: Price Discount
- X2: Hedonic Motivation
- X3: E-WOM
- Y : Impulsive Buying

METHOD

This research utilizes quantitative methods, aimed at testing research hypotheses formulated by the researcher through examining a specific population or sample, collecting data, employing research instruments, and analyzing data in numerical or statistical forms (Sugiyono, 2020). The research is conducted on consumers who make impulsive purchases of fashion products on the TikTok Shop platform. The population of this study consists of Generation Z in Sukoharjo Regency who use TikTok Shop and have made impulsive purchases of fashion products through the application; however, the population size is unknown. The sample size of the study is 200 respondents using a survey. The sample size is determined using the Lemeshow formula because the ideal population proportion to represent the sample is unknown (Nattino et al., 2020). Primary data sources are obtained using a questionnaire through Google Form, while secondary data sources are from books, journals, articles, and the internet which serve as supporting references in the research.

The sampling technique utilized is non-probability sampling, specifically employing the incidental sampling method. Incidental sampling is a sampling method where samples are obtained accidentally, and anyone encountered by the researcher can be used as a sample as long as they are considered suitable as a data source and meet the criteria at that time (Sugiyono, 2020). The Likert scale serves as the measurement scale for variables in this research. Sugiyono (2020) states that the Likert scale is used as a tool to assess the attitudes, opinions, and perceptions of an individual or group towards a specifically defined social phenomenon.

The variables to be studied are four, namely Price Discount (X1), Hedonic Motivation (X2), E-WOM (X3) as independent variables, and Impulsive Buying (Y) as the dependent variable. The data analysis method employed is a quantitative approach that utilizes numerical data using the multiple linear regression analysis method with the assistance of IBM SPSS (Statistical Product and Service Solution) version 23 software. Multiple linear regression analysis is used to measure the influence of more than one independent variable on the dependent variable (Sekaran & Bougie, 2020).

RESULTS AND DISCUSSION

This research aims to examine Generation Z users of TikTok Shop in Sukoharjo Regency who have made impulsive buying of fashion products. A quantitative method is employed by distributing an online questionnaire via Google Forms to respondents, which is then disseminated through WhatsApp and links shared from friend to friend. Data from 200 respondents is processed and analyzed as a whole using IBM SPSS 23. The results are analyzed using various statistical tests, including multiple linear regression and hypothesis testing, to evaluate the influence of price discount, hedonic shopping motivation, and electronic word of mouth on impulsive buying of fashion products on TikTok Shop.

TikTok is a popular social media platform that offers short videos with music, filters, and creative features, owned by ByteDance. Launched by ByteDance founder Zhang Yiming, TikTok also provides TikTok Shop, a social commerce feature that allows

users to shop for products in a fun way. TikTok Shop was officially launched in Indonesia in April 2021, combining entertainment with shopping experience. Users can enjoy video content while shopping for products ranging from fashion to everyday needs through the TikTok Shop Shopping Center, which provides various features including orders, product showcases, and the payment process (Aghnia & Februadi, 2021).

Description of Respondents

From the data obtained through this research questionnaire, the classification of respondents' ages can be outlined as follows.

Table 1
Description of Respondents Based on Age

Number	Age	Quantity	Percentage (%)
1	17-25 years	163	81,50%
2	26-28 years	37	18,50%
Total		200	100%

Source: Primary Data (processed), 2023

Based on Table 1, it can be concluded that the criteria for respondents aged 17–25 years are 163 people with a percentage of 81.5%, while respondents aged 26–28 years are 37 people with a percentage of 18.5%. Thus, the age category in this study is dominated by respondents aged 17–25 years.

Table 2
Description of Respondents Based on Gender

Number	Gender	Quantity	Percentage (%)
1	Male	52	26,0%
2	Female	148	74,0%
Total		200	100%

Source: Primary Data (processed), 2023

In Table 2, it can be seen that the criteria for respondents who are male are 52 people with a percentage of 26.0%. Then, the criteria for the number of respondents who are female are 148 people with a percentage of 74.0%. Thus, in this study, the majority of respondents are female.

Table 3
Description of Respondents Based on Occupation

Number	Occupation	Quantity	Percentage (%)
1	Students	139	69,50%
2	Private Employees	45	22,50%
3	Civil Servants	5	2,50%
4	Entrepreneurs	11	5,50%
Total		200	100%

Source: Primary Data (processed), 2023

Based on Table 3, it can be observed that the number of respondents categorized as Students is 139 people, accounting for 69.5%. Furthermore, respondents working as Private employees or entrepreneurs amount to 45 individuals, comprising 22.5%. Additionally, respondents employed as Civil Servants total 5 individuals, representing

2.5%, and respondents working as Entrepreneurs amount to 11 people, with a percentage of 5.5%. Thus, the occupation category in this study is predominantly dominated by respondents who are Students.

Table 4
Description of Respondents Based on Domicile

Number	Domicile	Quantity	Percentage (%)
1	Baki District	16	8,00%
2	Bendosari District	17	8,50%
3	Bulu District	15	7,50%
4	Gatak District	15	7,50%
5	Grogol District	16	8,00%
6	Kartasura District	19	9,50%
7	Mojolaban District	19	9,50%
8	Nguter District	16	8,00%
9	Polokarto District	19	9,50%
10	Sukoharjo District	17	8,50%
11	Tawang Sari District	16	8,00%
12	Weru District	15	7,50%
Total		200	100%

Source: Primary Data (processed), 2023

Based on Table 4, the domicile of respondents participating in this study includes respondents from Baki District with 16 respondents or 8.0%, Bendosari District with 17 respondents or 8.5%, Bulu District with 15 respondents or 7.5%, Gatak District with 15 respondents or 7.5%, Grogol District with 16 respondents or 8.0%, Kartasura District with 19 respondents or 9.5%, Mojolaban District with 19 respondents or 9.5%, Nguter District with 16 respondents or 8.0%, Polokarto District with 19 respondents or 9.5%, Sukoharjo District with 17 respondents or 8.5%, Tawang Sari District with 16 respondents or 8.0%, and lastly, Weru District with 15 respondents or 7.5%. Thus, it can be concluded that this study is predominantly composed of respondents domiciled in Kartasura District, Mojolaban District, and Polokarto District, each with the same number of respondents, namely 19 respondents or 9.5%.

Table 5
Description of Respondents Based on Monthly Income

Number	Monthly Income	Quantity	Percentage (%)
1	Less than Rp. 500.000	45	22,50%
2	Rp. 500.000 to Rp. 1.000.000	75	37,50%
3	Rp. 1.500.000 to Rp. 2.000.000	35	17,50%
4	More than Rp. 2.000.000	45	22,50%
Total		200	100%

Source: Primary Data (processed), 2023

Based on Table 5, it can be observed that respondents in this study have monthly incomes of less than Rp. 500,000, totaling 45 people with a percentage of 22.5%. Respondents with monthly incomes ranging from Rp. 500,000 to Rp. 1,000,000 amount to 75 people, representing 37.5%. Furthermore, respondents with monthly incomes ranging from Rp. 1,500,000 to Rp. 2,000,000 are 35 people, comprising 17.5%, while

respondents with monthly incomes exceeding Rp. 2,000,000 total 45 people, with a percentage of 22.5%. Thus, the monthly income category of respondents in this study is predominantly composed of respondents with incomes ranging from Rp. 500,000 to Rp. 1,000,000, totaling 75 people with a percentage of 37.5%.

Table 6
Description of Respondents Based on the Frequency of Impulsive Buying of Fashion Products on TikTok Shop

Number	Making Impulsive Buying	Quantity	Percentage (%)
1	2-3 times	48	24,0%
2	4-6 times	38	19,0%
3	7-9 times	80	40,0%
4	More than 10 times	34	17,0%
Total		200	100%

Source: Primary Data (processed), 2023

Based on Table 6, it can be observed that 48 respondents, or 24% of respondents, have made impulsive buying of fashion products 2-3 times on TikTok Shop, 38 respondents, or 19%, have made impulsive buying of fashion products 4-6 times on TikTok Shop, 80 respondents, or 40%, have made impulsive buying of fashion products 7-9 times on TikTok Shop, and 34 respondents, or 17%, have made impulsive buying of fashion products more than 10 times on TikTok Shop. Therefore, respondents in the category of frequency of impulsive buying of fashion products on TikTok Shop in this study are predominantly comprised of 80 respondents who have made impulsive buying 7-9 times, accounting for 40% of respondents.

Validity Test

Validity testing aims to assess the validity of a research instrument (Ramadhan et al., 2024). The instrument is considered valid if the statements in the questionnaire can reflect something measurable by the questionnaire. Significance testing is conducted by comparing the calculated r_{value} with r_{table} for the degree of freedom ($df = n-2$); in this case, n is the sample size (Wibowo et al., 2021).

In this study, all statements on the independent variables (price discount, hedonic motivation, and E-WOM) as well as the dependent variable (impulsive buying) are declared valid, based on the criterion of the calculated $r_{\text{value}} > r_{\text{table}}$, which is 0,1388. The validity results of this study have calculated r_{value} ranging from 0,332 to the highest at 0,690, which are greater than r_{table} . Thus, the questionnaire statements are able to measure the intended variables, or it can be said that all these statements are proven valid. Meanwhile, when viewed from the significance value of this study using two-way testing with a significance level α of 5% or 0,05, the results show that statements on the independent variables (price discount, hedonic motivation, and E-WOM) as well as the dependent variable (impulsive buying) are $< 0,05$, indicating that all statements can be considered valid. All statement items demonstrate that each statement is reliable and worthy of investigation.

Reliability Test

This reliability test is used to assess whether the measuring instrument used, a questionnaire, exhibits consistency, indicating good-quality research results (Ramadhan et al., 2024). According to Sukmawati et al. (2023), items with valid questions in a validity test will have their reliability determined by the criteria that if the Cronbach's alpha value

is $> 0,70$, then the question is reliable. The following are the results of reliability testing in this study.

Table 7
Reliability Test Results

Variable	Cronbach's Alpha	Standart	Description
Price Discount (X1)	0,705	0,70	Reliable
Hedonic Motivation (X2)	0,738	0,70	Reliable
E-WOM (X3)	0,705	0,70	Reliable
Impulsive Buying (Y)	0,714	0,70	Reliable

Source: Primary Data (processed), 2023

From the data in table 7, it can be seen that the Cronbach's Alpha value for the variable "price discount" is 0,705, "hedonic motivation" has a value of 0,738, "E-WOM" has a value of 0,705, and "impulsive buying" has a value of 0,714. Thus, each variable has a Cronbach's Alpha value $> 0,70$. It can be concluded that the indicators used are proven to be reliable. After conducting the reliability test based on table 7, the results show high reliability coefficients. High reliability coefficient levels have values ranging from more than 0,60 to 0,80 (Kennedy, 2022). Therefore, the instruments for price discount, hedonic motivation, and E-WOM meet the requirements for use in the study.

Normality Test

Normality tests are used to determine whether the regression model, dependent variable, and independent variable are normally distributed (Irrawati & Mukaramah, 2024). The regression model is considered to have a normal distribution if the probability value of the One-Sample Kolmogorov-Smirnov Test exceeds 0,05 or if the p-value is greater than 0,05 (Usmadi, 2020). The results of the normality test in this study are as follows.

Table 8
Results of One Sample Kolmogorov-Smirnov Test Normality Test

Normality Test	Criteria	Result
0,082	$> 0,05$	Normally Distributed

Source: Primary Data (processed), 2023

Based on table 8, it can be observed that the Asymp. Sig. (2-tailed) value is 0,082. Therefore, the Asymp. Sig. (2-tailed) p value $> 0,05$. Thus, it can be concluded that this research is normally distributed.

Multicollinearity Test

The multicollinearity test is conducted to determine whether there is a correlation among independent variables in the regression model (Budi et al., 2024). The findings of this test in the study are derived from tolerance and VIF values. If the tolerance value exceeds 0.10 and the VIF is below 10, it indicates the absence of multicollinearity in the regression model (Budi et al., 2024). The outcomes of the multicollinearity test in this study as follows.

Table 9
Results of the Multicollinearity Test

Variable	Tolerance	VIF	Description
Price Discount (X1)	0,784	1,275	There is no multicollinearity
Hedonic Motivation (X2)	0,694	1,441	There is no multicollinearity
E-WOM (X3)	0,652	1,533	There is no multicollinearity

Source: Primary Data (processed), 2023

From Table 9, it can be observed that the tolerance values for the independent variables (price discount, hedonic motivation, and E-WOM) are $> 0,10$ with VIF values for all independent variables < 10 . Therefore, it can be concluded from these results that there is no multicollinearity issue in each research variable or no correlation found among the independent variables (price discount, hedonic motivation, and E-WOM).

Heteroskedasticity Test

According to Suhartawan et al. (2024), heteroskedasticity testing aims to explore whether there is heterogeneity in the residual variances from one observation to another within a regression model. Heteroskedasticity testing can employ the Spearman's Rank Correlation method. If the significance value of the correlation result is less than 0,05, it can be concluded that the regression exhibits heteroskedasticity. Conversely, if the significance value of the correlation result is greater than 0,05, then the regression does not exhibit heteroskedasticity or is non-heteroskedastic (Yanti & Hamzah, 2024). The following are the outcomes of the heteroskedasticity test in this study.

Table 10
Heteroskedasticity Test Results

Variable	Significance value (2-tailed)	Description
Price Discount (X1)	0,802	No Heteroscedasticity Observed
Hedonic Motivation (X2)	0,796	No Heteroscedasticity Observed
E-WOM (X3)	0,649	No Heteroscedasticity Observed

Source: Primary Data (processed), 2023

According to the results displayed in Table 10, the two-tailed significance values of the independent variables (price discount, hedonic motivation, and E-WOM) indicate residual values $> 0,05$. From this, it can be concluded that the residual variance of the regression model in this study shows homogeneity, or that the generated regression model does not exhibit heteroskedasticity in each research variable.

Multiple Linear Regression Analysis

The use of multiple linear regression analysis aims to assess the extent of influence of independent variables or predictors (X), including price discount, hedonic motivation, and E-WOM, on the dependent variable (Y), which is impulsive buying. The outcomes of the testing for multiple linear regression analysis in this study are presented in Table 11

Table 11
Results of Multiple Linear Regression Analysis

<i>Coefficients^a</i>	
Factor	Unstandardized Coefficients B
Constant	2,013
Price Discount (X1)	0,142
Hedonic Motivation (X2)	0,302
E-WOM (X3)	0,340

Source: Primary Data (processed), 2023

According to the data in Table 11, the equation derived from multiple linear regression is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$= 2,013 + 0,142X_1 + 0,302X_2 + 0,340X_3$$

From the equation obtained through multiple linear regression, it can be concluded that:

1. The value of α is 2,013 this value represents the constant or the state when the impulsive buying variable is not influenced by other variables, namely price discount as X1, hedonic motivation as X2, and E-WOM as X3. If there are no independent variables, the impulsive buying variable does not change.
2. The positive coefficient value of 0,142 for X1 suggests that the price discount variable positively affects impulsive buying. This implies that with each increment in the X1 variable (price discount), impulsive buying is expected to increase by 0,142. Conversely, a decrease of 1 in the regression value would predict a decrease of 0,142 in impulsive buying, assuming the other variables X2 and X3 remain unchanged.
3. The positive coefficient value of 0,302 for X2 suggests that the hedonic motivation variable positively affects impulsive buying. This implies that, with each increment in the X2 variable (hedonic motivation), impulsive buying is expected to increase by 0,302. Conversely, a decrease of 1 in the regression value would predict a decrease of 0,302 in impulsive buying, assuming the other variables X1 and X3 remain unchanged.
4. The positive coefficient value of 0,340 for X3 suggests that the E-WOM variable positively affects impulsive buying. This implies that with each increment in the X3 variable (E-WOM), impulsive buying is expected to increase by 0,340. Conversely, a decrease of 1 in the regression value would predict a decrease of 0,340 in impulsive buying, assuming the other variables X1 and X2 remain unchanged.

Model Adequacy Test (F Test, T Test, Adjusted R2 Test)

The simultaneous significance test (F Test) is conducted to determine the level of significant influence simultaneously or together between independent variables and dependent variables (Mulyana et al., 2024). The decision-making criteria are: If the calculated $F_{\text{value}} > F_{\text{table}}$ and the significance level (α) $< 0,05$, then the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted (Suhartawan et al., 2024). This means there is a significant influence between independent variables and dependent

variables simultaneously. In this study, the F_{table} is 2,65, obtained from $n =$ sample size, $k =$ number of independent variables, $Df1 = k = 3$, and $Df2 = n - k - 1 = 200 - 3 - 1 = 196$.

A partial test (T test) is useful to determine the influence of each independent variable on the dependent variable (Fiandini et al., 2024). The decision-making criteria are: if the calculated $t_{value} > t_{table}$, and the significance level (α) $< 0,05$, then the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted, meaning there is a significant influence between the independent variable and the dependent variable. Conversely, if the calculated $t_{value} < t_{table}$ and the significance level (α) $> 0,05$, then H_0 is accepted and H_a is rejected, meaning the independent variable does not influence the dependent variable (Mulyana et al., 2024). The t_{table} in this study is obtained based on the percentage point of the t distribution for two-tailed testing $= t(\alpha/2; n - k - 1) = t(0,05/2; 200 - 3 - 1) = (0,025; 196) = 1,972$.

The coefficient of determination (R^2) is used to measure the ability of a regression model to explain the variation in the independent variable (Piepho, 2023). According to Piepho (2023), the value of the coefficient of determination ranges between zero and one. If the value approaches 1, it means the independent variable has a significant influence on the dependent variable. However, if the value is smaller, it means the independent variable has a small influence on the dependent variable (Piepho, 2023).

Table 12
F Test, T Test, and Coefficient of Determination (R^2) Test

Variable	T	Sig. (2-tailed)	Result
Price Discount (X1)	3,514	0,001	Statistically significant
Hedonic Motivation (X2)	10,378	0,000	Statistically significant
E-WOM (X3)	9,567	0,000	Statistically significant
F_{value}	181,887	Rsquare	0,736
$F_{significance}$	0,000	Adjusted Rsquare	0,732

Source: Primary Data (processed), 2023

Based on the results presented in Table 12, it can be observed that the computed F_{value} is greater than the tabulated F_{table} , with $181,887 > 2,65$, at a significance level of $0,000 < 0,05$, indicating rejection of H_0 and acceptance of H_a . Therefore, it can be concluded that simultaneously, the independent variables (price discount, hedonic motivation, and E-WOM) have a significant effect on the dependent variable (impulsive buying) in fashion products at TikTok Shop.

The results of the partial t-test indicate that each independent variable (price discount, hedonic motivation, and E-WOM) has a computed $t_{value} > t_{table}$, with a significance level (α) $> 0,05$. Thus, the independent variables (price discount, hedonic motivation, and E-WOM) have a significant effect on the dependent variable (impulsive buying).

The coefficient of determination for this study is obtained with an Adjusted R Square value of 0,732 or 73,2%. This can be interpreted as the variables of price discount, hedonic motivation, and E-WOM collectively accounting for 73,2% of the variation in impulsive buying. Meanwhile, 26,8% is influenced by other variables not examined in this study. Therefore, further research is needed to identify other variables affecting impulsive buying.

The Influence of Price Discount (X1) on Impulsive Buying (Y)

The study indicates that price discount has a significant influence on impulsive buying of fashion products among Generation Z users of TikTok Shop in Sukoharjo Regency. These

results suggest that the higher the level of price discount, the higher the impulsive buying. This suggests that the price discount offered on fashion products in the TikTok Shop meet consumers' expectations. The abundance of fashion products on discount and the substantial discounts available on TikTok Shop are able to attract respondents as consumers. Consequently, this can encourage respondents as consumers to make impulsive buying of fashion products on TikTok Shop.

The findings of this study are consistent with research conducted by Wibowo and Sari (2021), which found that price discount have a significant influence on impulsive buying among Shopee users. Consumers are attracted to make impulsive buying due to the abundance of discounts offered through the Shopee application (Wibowo & Sari, 2021). Similarly, in the study by Hasim and Lestari (2022), discounts were found to have a significant effect on impulsive buying on Tokopedia. The presence of discounts or price reductions can influence consumer perceptions when making purchasing decisions on Tokopedia. This is because the amount of discounts on Tokopedia can trigger desires for impulsive buying (Hasim & Lestari, 2022).

The Influence of Hedonic Motivation (X2) on Impulsive Buying (Y)

The study indicates that hedonic motivation has a significant influence on impulsive buying of fashion products among Generation Z users of TikTok Shop in Sukoharjo Regency. These results suggest that the higher the level of hedonic motivation, the higher the impulsive buying. This illustrates that the pleasure of shopping due to special offers such as flash sales, discounts, and other attractive promotions on fashion products at TikTok Shop can drive the hedonic motivation of respondents as consumers to make impulsive buying of fashion products at TikTok Shop. Consequently, respondents as consumers do not consider the benefits of the purchased products due to the emergence of hedonic motivation, leading them to decide to make impulsive buying.

The results of this study are in line with research conducted by Afif (2020), which found that hedonic motivation has a significant influence on impulsive buying among Shopee ID consumers. Impulsive buying decisions arise when consumers are emotionally driven, so when shopping, consumers feel happy, even though they do not prioritize the value and benefits of the purchased products through the Shopee application (Afif, 2020). Similarly, in the study by Yastuti and Irawati (2023), hedonic motivation was found to have a significant effect on impulsive buying of fashion products on Shopee. In addition to the variety of fashion products offered to follow trends, attractive promotions such as discounts and flash sales on Shopee lead to the emergence of hedonic motivation in consumers spontaneously, prompting consumers to make impulsive buying on the Shopee application (Yastuti & Irawati, 2023).

The Influence of E-WOM (X3) on Impulsive Buying (Y)

The study indicates that E-WOM has a significant influence on impulsive buying of fashion products among Generation Z users of TikTok Shop in Sukoharjo Regency. These results suggest that the higher the level of E-WOM, the higher the impulsive buying. This illustrates that information about fashion products recommended on TikTok Shop, whether through E-WOM such as recommendations from other consumers appearing in live videos, on the FYP (For Your Page) feed, or through online comments on TikTok Shop, aligns with the expectations of respondents as consumers. Thus, it can persuade respondents as consumers to make impulsive buying of fashion products on TikTok Shop.

This is consistent with research conducted by Aurelia et al. (2021), which found that E-WOM has a significant influence on #ShopeeHaul impulsive buying on TikTok. This

study reveals that E-WOM is an effective way to influence impulsive buying because many people listen to opinions and recommendations from others' experiences through social media platforms like #ShopeeHaul on TikTok (Aurelia et al., 2021). Similarly, in the study by Tanriady & Septina (2022), E-WOM was found to have a significant effect on impulsive buying of fashion products on Shopee. The research findings explain that positive reviews about products and recommendations of shopping experiences through online shopping platforms like Shopee can increase consumer impulsivity, leading consumers to make impulsive buying (Tanriady & Septina, 2022).

The Influence of Price Discount (X1), Hedonic Motivation (X2), and E-WOM (X3) Simultaneously on Impulsive Buying (Y)

The study indicates that the combination of price discount, hedonic motivation, and E-WOM significantly influences impulsive buying of fashion products among Generation Z users of TikTok Shop in Sukoharjo Regency. These findings suggest that when all three variables are present, they collectively have a strong effect on consumers' tendency to make impulsive buying.

The results show that the higher the level of price discounts, hedonic motivation, and E-WOM, the greater the likelihood of impulsive buying. This indicates that the combination of attractive price discounts, the pleasure derived from shopping driven by special promotions, and the influence of positive recommendations from other users through E-WOM, together create a powerful motivation for consumers to make impulsive buying decisions. In the context of TikTok Shop, substantial price discounts and promotional offers combined with the social influence of E-WOM through user reviews or recommendations can trigger spontaneous purchasing behavior among consumers.

This is consistent with previous research, such as the study by Prasiwy et al. (2023), which found that price discount and hedonic shopping motivation together influence impulsive buying among Tokopedia consumers in Semarang City. The combination of price reductions and emotional pleasure derived from shopping can trigger impulsive purchases, as consumers are often emotionally driven during the buying process (Prasiwy et al., 2023). Furthermore, Risnawati et al. (2021) found that hedonic shopping motivation and price discounts play a significant role in increasing impulsive buying among consumers in the context of Coco Supermarket Batubulan. The influence of these two factors, when combined with the social influence from E-WOM, further enhances the likelihood of impulsive buying, as consumers feel more confident in their buying decisions after seeing positive reviews or recommendations from others (Risnawati et al., 2021).

Thus, the simultaneous presence of price discount, hedonic motivation, and E-WOM creates a synergistic effect that significantly encourages impulsive buying. These factors align with consumer desires and expectations, making them more likely to make spontaneous and emotionally driven purchases of fashion products on TikTok Shop.

CONCLUSION AND SUGGESTION

Based on the data processing and statistical analysis, it can be concluded that the hypotheses in this study are accepted. Firstly, the price discount variable has a significant effect on impulsive buying of fashion products at TikTok Shop. Large discounts on fashion products offered at TikTok Shop can attract consumers' attention and encourage them to make impulsive buying. Secondly, hedonic motivation also has a significant effect on impulsive buying. Consumers are interested in shopping impulsively due to special offers and attractive promotions of fashion products at TikTok Shop, which drive

consumers' hedonic motivation to make impulsive buying. The E-WOM variable also has a significant effect, with information about products recommended by other users on TikTok Shop influencing consumers' impulsive buying decisions. Furthermore, simultaneously, these three variables together have a significant positive effect on impulsive buying.

This research provides suggestions for ByteDance, the company behind TikTok, to maintain the TikTok Shop feature. By utilizing TikTok Shop marketing strategies that consistently follow fashion trends, it can stimulate hedonic motivation among customers. Content frequently appearing on users' For You Page or E-WOM can also encourage users to make impulsive buying. Consistently, ByteDance also needs to offer discounts or sales promotions to attract more impulsive buying. The researchers also advise Generation Z TikTok Shop users to consider their decisions before making impulsive buying. It is advisable to resist the temptation of promotions such as discounts or reviews from other users on TikTok. It is more important for Generation Z to prioritize basic needs over mere pleasure (hedonic motivation).

Furthermore, future research is recommended to expand the geographical coverage beyond Sukoharjo Regency, use different populations and samples, and add new variables such as positive emotions as a mediating or moderating variable. Positive emotions are relevant because they can influence consumers' feelings and satisfaction, which may mediate or strengthen the relationship between hedonic motivation and impulsive buying. Additionally, the recommended data collection method is observation or direct interviews to obtain more serious responses from respondents rather than just using questionnaires.

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