

ABSTRAK

Pengaruh *User Generated Content*, Promo Diskon, dan *Review* Terhadap *Impulsive Buying* pada Gen Z Laki – Laki di TikTok Shop

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Perkembangan *social commerce* melalui TikTok Shop mengubah perilaku belanja konsumen, khususnya pada Gen Z laki-laki yang dikenal sebagai digital native. Integrasi konten visual, interaksi sosial, serta kemudahan transaksi mendorong meningkatnya *impulsive buying*. Penelitian ini bertujuan untuk menganalisis pengaruh *user generated content*, promo diskon, dan *review* terhadap *impulsive buying* pada Gen Z laki-laki di TikTok Shop. Penelitian ini menggunakan metode kuantitatif dengan pendekatan korelasional. Sampel penelitian ini sebanyak 110 responden Gen Z laki-laki berusia 13-28 tahun yang berdomisili di Kabupaten Temanggung dan pernah melakukan pembelian di TikTok Shop minimal satu kali dalam enam bulan terakhir. Teknik pengambilan sampel menggunakan *purposive sampling* dan data dikumpulkan melalui kuesioner online. Analisis data menggunakan *Partial Least Square-Structural Equation Modeling* (PLS-SEM) dengan bantuan SmartPLS 3.0. Hasil penelitian menunjukkan bahwa *user generated content* berpengaruh positif dan signifikan terhadap *impulsive buying* dengan $p\text{-value} < 0,05$, menunjukkan bahwa konten autentik buatan pengguna lebih menarik dan dapat dipercaya. Promo diskon berpengaruh positif dan signifikan terhadap *impulsive buying* dengan $p\text{-value} < 0,05$, yang menunjukkan bahwa penawaran harga dan batasan waktu mampu mendorong *impulsive buying*. *Review* juga berpengaruh positif dan signifikan terhadap *impulsive buying* dengan $p\text{-value} < 0,05$, menunjukkan bahwa pentingnya validasi sosial dalam proses pengambilan keputusan. Secara simultan, ketiga variabel independent berkontribusi signifikan terhadap *impulsive buying* pada Gen Z laki-laki di TikTok Shop.

Kata Kunci: *User Generated Content*, Promo Diskon, *Review*, *Impulsive Buying*, TikTok Shop.

ABSTRACT

The Influence of User-Generated Content, Discount Promos, and Reviews on Impulsive Buying among Gen Z Males on TikTok Shop

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The development of social commerce through TikTok Shop has changed consumer shopping behavior, especially in Gen Z men who are known as digital natives. Visual content integration, social interaction, and ease of transaction encourage an increase in impulsive buying. This study aims to analyze the influence of user-generated content, discount promos, and reviews on impulsive buying in male Gen Z on TikTok Shop. This study uses a quantitative method with a correlational approach. The sample of this study is 110 male Gen Z respondents aged 13-28 years who live in Temanggung Regency and have made purchases at the TikTok Shop at least once in the last six months. The sampling technique used purposive sampling and data was collected through an online questionnaire. Data analysis using Partial Least Square-Structural Equation Modeling (PLS-SEM) with the help of SmartPLS 3.0. The results showed that user-generated content had a positive and significant effect on impulsive buying with a p-value of < 0.05 , showing that authentic user-generated content is more attractive and trustworthy. Discount promos have a positive and significant effect on impulsive buying with a p-value of < 0.05 , which shows that price offers and time limits are able to encourage impulsive buying. The review also had a positive and significant effect on impulsive buying with a p-value of < 0.05 , showing the importance of social validation in the decision-making process. Simultaneously, all three independent variables contributed significantly to impulsive buying among male Gen Z on TikTok Shop.

Keywords: *User-Generated Content, Discount Promotions, Reviews, Impulsive Buying, TikTok Shop.*