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***THE EFFECT OF SALES PROMOTION, HEDONIC SHOPPING VALUE
AND SHOPPING LIFESTYLE ON USER IMPULSE BUYING AT TIKTOK
SHOP***

ABSTRACT

As technology develops, it becomes more advanced with the all-digital era, people cannot be separated from gadgets and internet networks to obtain various information and even do business. Online business is a buying and selling activity that plays an important role in facilitating the marketing of goods via the internet to the public. One of the online businesses called E-commerce. E-commerce is a platform that acts as an intermediary between sellers and buyers in carrying out online buying and selling transactions, one of which is Tiktok Shop. The aim of this research is to analyze the influence of Sales Promotion, Hedonic Shopping Value and Shopping Lifestyle on Impulse Buying among Tiktok Shop users both partially and simultaneously.

This study uses primary data. The data used in this study were collected through questionnaires distributed online using Google Form. The data collected were 100 respondents. The sampling method in this study was non-probability sampling with a purposive sample technique. The analysis methods used were multiple linear regression, T test, F test, determination coefficient test, normality test, heteroscedasticity test, multicollinearity test, and research instrument test consisting of validity and reliability test.

The research results show that the variables Sales Promotion, Hedonic Shopping Value and Shopping Lifestyle simultaneously have a positive effect on Impulse Buying. The variables Sales Promotion, Hedonic Shopping Value and Shopping Lifestyle partially have a positive effect on Impulse Buying. The Hedonic Shopping Value variable is the most dominant variable in influencing impulsive purchases among Tiktok Shop users

Keywords: Sales Promotion, Hedonic Shopping Value and Shopping Lifestyle Impulse Buying.

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Bibliography (2018 – 2024).