

ABSTRACT

The use of social media as a source of product information has significantly increased, leading to changes in consumer behavior and encouraging businesses to become more competitive. TikTok Shop, as a new feature within the TikTok app, has attracted user attention and significantly influenced their purchasing decisions. This study aims to analyze the impact of E-Service Quality, Electronic Word of Mouth (E-WOM), E-Trust, and Online Promotion on Impulsive Buying among TikTok Shop users. E-Service Quality refers to the quality of service provided electronically through digital platforms, while E-WOM pertains to informal communication and recommendations occurring online. E-Trust encompasses consumer trust in the platform or seller in online transactions, whereas Online Promotion involves digital promotional activities aimed at attracting consumers.

This study employs a quantitative method with a descriptive approach, collecting data through a survey involving 295 respondents from the millennial and Gen Z generations, who are users of the TikTok app and TikTok Shop. The sampling technique used is non-probability sampling. The collected data is analyzed using Structural Equation Modeling (SEM) with the aid of SmartPLS software.

The results show that E-Service Quality has a positive and significant impact on Impulsive Buying. E-WOM was found to have no significant impact on Impulsive Buying. E-Trust was also found to have a significant impact on Impulsive Buying, while Online Promotion had no significant impact on Impulsive Buying. The R-square analysis indicates that the variables E-Service Quality, E-WOM, E-Trust, and Online Promotion collectively explain 42.1% of the variability in Impulsive Buying.

These findings provide important insights for TikTok Shop managers and e-commerce businesses in designing more effective marketing strategies to enhance impulsive purchases.

Keywords: *E-service quality, E-Trust, Electronic word of mouth (e-WOM), Impulsive buying, Online Promotion, Tiktok Shop*