
**THE INFLUENCE OF TIKTOK INFLUENCERS AND SOCIAL MEDIA ON
IMPULSIVE BUYING ON SKINTIFIC**

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Abstract

This study aims to analyze the influence of TikTok Influencers and social media on consumers' impulsive buying behavior regarding Skintific products. TikTok has evolved into an e-commerce platform through the TikTok Shop feature, leveraging influencer-based marketing strategies. Influencers with high credibility can influence consumers' purchasing decisions through engaging content and persuasive promotions. Additionally, the increasing use of social media plays a role in shaping impulsive shopping behavior, particularly among young generations. This research employs a quantitative method with purposive sampling techniques on 300 respondents who have purchased Skintific products after seeing promotions on TikTok. The regression analysis results show that TikTok Influencers and social media significantly affect impulsive buying, although their contribution is only 13.1%. This indicates that other, more dominant factors influence consumers' impulsive buying behavior.

Keywords: TikTok Influencer, Social Media, Impulsive Buying, TikTok Shop, Skintific

INTRODUCTION

TikTok is one of the most popular social media platforms in Indonesia. According to We Are Social (2024), approximately 73.5% of internet users in Indonesia use TikTok, with an average usage time of 38 hours and 26 minutes per month. This high level of usage is consistent with findings indicating that 58% of Indonesian society chooses social media as a means of spending leisure time (Nugroho, 2025). TikTok is a social media application that allows users to edit and share short-form videos. Along with technological advancements, TikTok continues to innovate by introducing various attractive features, one of which is TikTok Shop. This feature is designed to enhance user experience by integrating shopping activities within the platform.

Based on information from its official website, TikTok Shop is a social e-commerce feature that enables users, including content creators, to promote, sell, and purchase products directly within the application. The presence of this feature represents TikTok's strategy to attract user interest while simultaneously simplifying transaction processes within the digital ecosystem (CNN Indonesia, 2022). In February 2024, the number of monthly active TikTok Shop users in Indonesia reached 125 million. This platform has become one of the primary choices for users—particularly younger generations—in conducting digital shopping activities.

Social media serves as a digital platform that enables individuals to interact and socialize with their environment and new people without requiring direct face-to-face interaction. Through social media, users can share information, communicate, and build networks in various forms, such as text, images, videos, and other interactive features (K., 2018). Meanwhile, e-commerce refers to buying and selling transactions conducted online through electronic media. According to Laudon and Laudon, e-commerce initially referred to business-to-business (B2B) transactions facilitated via internet networks. Over time, e-commerce has expanded beyond B2B to include business-to-consumer (B2C) and consumer-to-consumer (C2C) models, enabling various business models to operate more efficiently in the digital domain (Nandy, 2021).

Through the integration of social media and e-commerce, TikTok Shop offers a more interactive and engaging shopping experience for users (Ahdiat, 2024). According to GOTO's presentation, Tokopedia users generally exhibit more planned purchasing behavior and utilize diverse payment methods. There are significant differences in shopping behavior between Tokopedia and TikTok Shop users. Tokopedia users tend to make planned purchases and primarily search for electronic products, fast-moving consumer goods (FMCG), and home and living products. In contrast, TikTok Shop users tend to shop more impulsively, are attracted to live streaming content, and more frequently choose cash on delivery (COD) as a payment method (Ahdiat, 2024).

Features that strongly support emerging trends in consumer behavior on TikTok Shop—beyond TikTok's social media concept itself—include live streaming and other content formats that offer, review, or promote products through individuals or influencers with high credibility or engagement levels. According to Marketing Hub, an influencer is an individual who has the ability to influence others' decisions due to authority, knowledge, position, or relationships with their audience. Influencers typically work as bloggers,

YouTubers, celebrities, or public figures with large followings ranging from tens of thousands to millions, and they possess significant influence within specific communities. Influencer marketing is a marketing strategy in which companies collaborate with influencers to increase brand awareness and drive sales. This strategy is designed to align with target markets by leveraging the credibility and reach of influencers to access potential consumers (Nandy, 2024).

These two variables—TikTok influencers and social media—strongly influence consumer behavior toward more impulsive purchasing decisions. This influence is evident through trends such as Fear of Missing Out (FOMO) among Generation Z, which drives individuals to avoid being left behind by trends circulating on social media (Khoirun Nisa & Qoni'ah Nur Wijayani, 2023). Additionally, external factors such as doom spending, which arises from high stress levels, encourage individuals to seek emotional relief through engaging social media content, thereby triggering impulsive purchasing behavior (Yunianto, 2024). Impulsive buying is defined as a spontaneous purchasing behavior conducted without prior planning, where decisions are made rapidly. Such purchases are typically driven by strong emotional impulses toward a product, causing consumers to act without rational consideration of consequences or actual needs (Yulianto, 2019).

Despite the high usage of TikTok Shop and its widespread adoption by companies as a marketing strategy, the most sought-after products on TikTok Shop are fashion and beauty care products, which differ from the consumption patterns of Tokopedia users (Ahdiat, 2024). One of the most rapidly rising skincare brands on TikTok is Skintific. Skintific's success is evidenced by its achievement of seven prestigious awards within a single year. These include “Best Moisturizer” awards from Female Daily, Sociolla, Beautyhaul, and TikTok Live Awards 2022. In addition, its product 360° Crystal Massager Lifting Eye Cream received the “Best Eye Treatment” award from Sociolla Awards. In the same year, Sociolla & TikTok Live Awards named Skintific as the “Best Newcomer Brand 2022.” The brand is also recognized for its viral product innovations, such as Ceramide Moisturizer, Mugwort Acne Clay Stick, and Truffle Biome Skin Reborn Moisturizer. Owing to its popularity, Skintific achieved the Top 1 position in the beauty category across nearly all major e-commerce platforms in Indonesia, including Shopee and Tokopedia, and recorded the highest sales on TikTok Shop in 2022 (Indibiz, 2023). This success is attributed to the effective use of marketing strategies that consistently leverage TikTok as a social media platform and employ influencer endorsements.

These phenomena have been partially examined in previous studies, resulting in hypotheses consistent with the findings of Putri and Fikriyah (2023), who reported a significant direct influence of influencers on impulsive buying of cosmetic products on TikTok Shop. Similarly, Rofi'i et al. (2024) found a significant direct effect of social media on impulsive buying behavior. This study introduces novelty by simultaneously examining the independent variables—TikTok influencers and social media—and assessing their partial and simultaneous effects on the dependent variable, namely impulsive buying. Therefore, this study is limited to two main objectives: (1) to determine the partial effects of TikTok influencers and social media on impulsive buying, and (2) to examine their simultaneous



effects on impulsive buying. This research is expected to contribute to academic knowledge, particularly in the field of business management, as well as to studies on related topics.

REVIEW OF LITERATURE

Tiktok Influencer (X1)

According to Hariyanti and Wirapraja (2024), an influencer is an individual or figure on social media who has a large number of followers and the ability to influence their behavior. Influencers act as third parties who can significantly shape and affect consumers' purchasing decisions through the content they share. Phua et al. (2020) state that a high number of followers on social media, particularly on TikTok, indicates that many people are interested in the account and actively follow its updates. Social media users often perceive follower count as an indicator of an individual's popularity, which subsequently influences their perceptions of attractiveness, credibility, closeness, and social character (Aini, 2021).

The utilization of influencers' potential competencies is commonly referred to as influencer marketing, in which influencers are primarily tasked with promoting products on the social media platforms they actively use, such as TikTok. Consequently, influencers who are integrated into a company's business strategy through the TikTok platform are referred to as TikTok influencers.

The following indicators are used to assess TikTok influencers and their role in this study:

Table 1.
Indicator Influencer

No.	Category
1	Expertise
2	Thrustworthless
3	Credibility
4	Sponsorship Disclosure
5	Parasocial Relationship
6	Congruence

Source: Research Analysis Results (2025)

Based on the above explanation, the proposed hypothesis is as follows:

H1: There is an influence of influencers on impulsive buying.

Social Media (X2)

According to **K. (2018)**, social media functions as a communication medium that enables individuals to socialize with their environment and interact with new people without the need for direct face-to-face contact. This platform facilitates information exchange, the development of social networks, and the expansion of interaction across various aspects of life. With the evolution of needs, technology, and information, social media has undergone significant changes, resulting in the emergence of various social media platforms, one of which is **TikTok**.

TikTok, which was initially designed as a social media platform, has also undergone strategic transformation by capitalizing on business opportunities in **e-commerce**. E-commerce refers to a digital platform used to conduct online buying and selling activities, including marketing, purchasing, and payment transactions. These processes are carried out through electronic media, enabling transactions to be faster, more efficient, and more flexible without geographical limitations (Yuswita, 2022). As a result, TikTok has evolved into a hybrid platform that integrates social media and e-commerce, leading to the introduction of **TikTok Shop** to accommodate e-commerce activities within TikTok through collaboration with **Tokopedia** as its dedicated e-commerce partner.

The following indicators are used to assess social media and its role in this study:

Table 2.
Social Media Questionnaire Indicators

No.	Category
1	Entertainment
2	Interaction
3	Credibility
4	Trendiness
5	Customization

Source: Research Analysis Results (2025)

Based on the explanation above, the proposed hypothesis is as follows:

H2: There is an influence of Social Media on Impulsive Buying.

Impulsive Buying (Y)

Impulsive buying is a long-established concept, first introduced by **Kollat and Willet in 1967**, who defined it as a purchasing decision made by a consumer without carefully considering their actual needs (Yulianto, 2019). Impulsive buying is fundamentally influenced by psychological factors, as proposed by **Goldenson (1987)**, who emphasized the presence of internal urges that trigger sudden and spontaneous transactional behavior (Luo et al., 2024).

The following indicators are used to assess impulsive buying and its role in this study:

Table 3.

Indicator Impulsive Buying

No.	Category
1	Planning
2	Activity
3	Action

Source: Research Analysis Results

RESEARCH METHOD

In this study, the population consists of consumers who have purchased **Skintific** products after viewing promotions or recommendations on **TikTok** or other social media platforms. This approach aims to understand how digital promotion influences consumers' impulsive purchasing decisions. Therefore, the identification of variables along with the questionnaire indicators used in the survey is presented as follows.

Table 4.

Variable Identification

Element	Variables	Indicator	Code	questionnaire
Influencer Tiktok	X1	Expertise	X1.1	The techniques used by TikTok influencers make me interested in a product, at least to the extent that they encourage me to seek more information about the product.
		Thrustworthless	X1.2	The products promoted by TikTok influencers consistently meet my expectations, leading me to purchase them.
		Credibility	X1.3	I like to reshare promotional content from the TikTok influencers I follow, either through the share feature or by directly sharing it with others.
		Sponsorship Disclosure	X1.4	TikTok influencers always share their promotional

		Peronal Relationship		content honestly.
		Congruence		
Media Sosial	X2	Entertainment	X2.1	I always access social media when I have free time
		Interaction	X2.2	I always discuss with my friends when there are issues or topics from social media that I think are important
		Credibility	X2.3	Various interactions on social media greatly influence perspectives.
		Trendiness	X2.4	I tend to observe (be passive) rather than interact (be active) on social media
		Customization		I am against an issue/topic that is circulating
Impulsive Buying	Y	Planning	Y1	I tend to buy products on TikTok without thinking about the benefits of the product itself.
		Activity	Y2	I tend to buy products without much consideration after seeing reviews from TikTok influencers
		Action	Y3	I can't resist buying a product that is on discount on TikTok
			Y4	I buy products based on desire rather than need.

Source: Research Analysis Results (2025)

To determine the sample, this study employed **purposive sampling**, which is a respondent selection method based on specific criteria relevant to the research objectives. The established respondent criteria include:

1. **Aged 18–35 years**, representing an age group that actively uses social media and exhibits a high tendency toward digitally recommended purchases.
2. **Having viewed reviews or promotional content of Skintific products** on TikTok or other social media platforms.
3. **Having made an impulsive purchase of Skintific products**, defined as purchasing without prior planning after being exposed to promotional content.

The sample size in this study was calculated using **Slovin's formula** with a **10% margin of error**, resulting in an estimated sample size of **300 respondents**. In addition, referring to **Hair et al. (2010)** as cited in **Asrulla et al. (2023)**, the minimum sample size for multiple linear regression analysis is **5–10 times the number of independent variables**. Given that this study involves two independent variables (TikTok Influencer and Social Media), the required number of respondents ranges from 50 to 100 to ensure statistically valid and analyzable results.

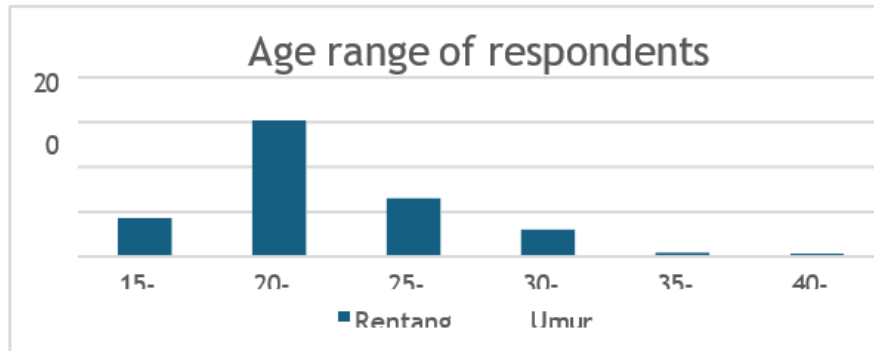
Before descriptive analysis, the collected data underwent **validity and reliability testing** to assess the accuracy and consistency of the measurement instruments. Subsequently, **hypothesis testing (t-test)** was conducted to evaluate the partial and simultaneous effects of the independent variables on the dependent variable. Data collection was carried out using **Google Forms**, which were distributed through social media platforms such as **Instagram, TikTok, and WhatsApp**, and the data were processed using **SPSS version 23**.

Respondent Identification

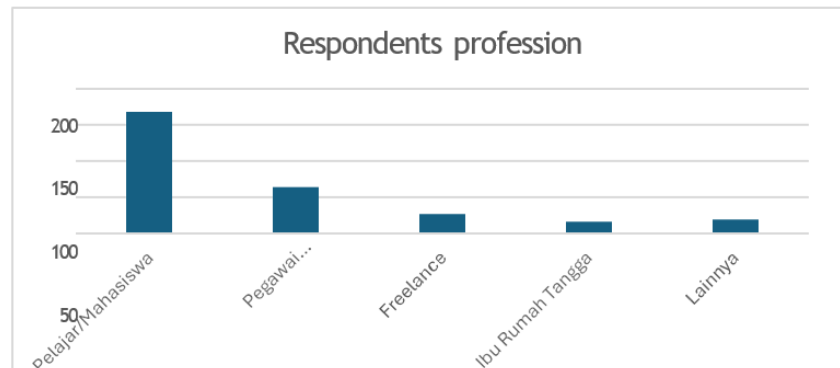
This study was supported by 300 respondents, determined based on the sampling guideline proposed by Hair et al. (2010) as cited in Asrulla et al. (2023), which states that sample size determination should consider the number of variables analyzed. The respondent criteria established in this study are as follows:

1. Aged between 18 and 35 years
2. Male or female
3. Active users of social media
4. Active users of TikTok
5. Having experience using Skintific products
6. Having experience shopping through TikTok Shop

The demographic characteristics of the respondents obtained in this study are presented as follows:



Graphics 1.
Age Range of Respondents
Source: Research Analysis Results (2025)



Graphics 2.
Respondents Profession Type X
Source: Research Analysis Results (2025)

Based on the age distribution of respondents, this study is predominantly composed of individuals aged 20–24 years, totaling 152 out of 300 respondents. In terms of occupational background, the respondents are primarily students, accounting for 168 out of 300 respondents included in the study.

Validity Test

The validity test was conducted by examining the correlation between each questionnaire item score and the total construct or variable score. The significance of the test was determined by comparing the calculated correlation coefficient (r-count) with the critical value (r-table) at a degree of freedom (df) of $n - 2$, where n represents the sample size. With a significance level of $\alpha = 5\%$ and a total of 30 observations, the critical r-table value was 0.316. The validity testing was performed using SPSS version 23, and the results are presented as follows:

Item-Total Statistics

Table 5.
Validation Test

	<i>Scale Mean if Item Deleted</i>	<i>Scale Variance if Item Deleted</i>	<i>Corrected Item-Total Correlation</i>	<i>Cronbach's Alpha if Item Deleted</i>
X1.1	30.40	96.317	.644	.930
X1.2	30.17	95.799	.706	.928
X1.3	31.17	96.351	.775	.926
X1.4	31.03	94.861	.776	.925
X2.1	31.00	96.345	.755	.926
X2.2	30.83	95.109	.704	.928
X2.3	30.03	100.378	.453	.938
X2.4	30.97	91.482	.742	.927
Y1	31.00	94.621	.725	.927
Y2	31.17	96.626	.734	.927
Y3	31.17	96.351	.775	.926
Y4	31.03	94.861	.776	.925

Source: Research Analysis Results (2025)

Based on the table above, it can be observed that the calculated correlation coefficients (**r-count**) exceed the critical value of **r-table**, which is **0.361**. Therefore, it can be concluded that all questionnaire items for both the independent variables (**X**) and the dependent variable (**Y**) are valid.

Reliability Test

A questionnaire is considered **reliable** if respondents' answers to the questions are consistent or stable over time. A measurement instrument is regarded as reliable when it has a **Cronbach's Alpha value greater than 0.70** (Ghozali, 2013, as cited in Sianturi, 2022). The summary of the reliability test results for the research variables is presented as follows:

Table 6.
Reliability test
Reliability Statistics

Cronbach's Alpha	N of Items
.933	12

Source: Research Analysis Results (2025)

Normality Test

The normality test was conducted to ensure that the analyzed data follow a normal distribution. The decision criteria used in this test are as follows:

1. If the probability value obtained from the test is greater than 0.05, the data are considered to be normally distributed.
2. If the probability value obtained from the test is less than 0.05, the data are considered to be not normally distributed.

Tabel 7.
Normality Test
One-Sample Kolmogorov-Smirnov Test

		<i>Unstandardized Residual</i>
<i>N</i>		300
<i>Normal Parameters, b</i>	<i>Mean</i>	.0000000
	<i>Std. Deviation</i>	3.11330750
<i>Most Extreme Differences</i>	<i>Absolute</i>	.043
	<i>Positive</i>	.043
	<i>Negative</i>	-.037
<i>Test Statistic</i>		.043
<i>Asymp. Sig. (2-tailed)</i>		.200c, d

Source: Research Analysis Results (2025)

Based on the results of the normality test, the significance value shown in the table under the Asymp. Sig. (2-tailed) column is 0.200, which exceeds the threshold of 0.05 (0.200 > 0.05). Therefore, it can be concluded that the sample data in this study are normally distributed.

Multiple Linear Regression

Multiple linear regression is an analytical model used to examine the magnitude of the influence of independent variables (**X**) on a dependent variable (**Y**). This regression model involves more than one independent variable in order to explain variations in the dependent variable.

Table 8.
Multiple Linear Regression Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.443	.833		8.937	.000
Influencer TikTok	.208	.060	.214	3.454	.001
Media Sosial	.215	.065	.205	3.303	.001

a. Dependent Variable: Impulsive Buying

Source: Research Analysis Results (2025)

The results of the multiple linear regression analysis yield the following regression equation:
 $Y = 7.443 + 0.060X_1 + 0.065X_2$
 $Y = 7.443 + 0.060X_1 + 0.065X_2$

The equation indicates that the constant value is **7.443**, which implies that when the variables **TikTok Influencer** and **Social Media** are held constant, the **Impulsive Buying** variable has a baseline value of **7.443 units**. This constant reflects the level of impulsive buying in the absence of changes in the independent variables.

Partial Test (t-Test)

The *t-test* is used to examine the significance of the relationship between the independent variables (**X**) and the dependent variable (**Y**), in order to determine whether the independent variables have a significant effect on the dependent variable (Ghozali, 2013, as cited in Waluyo et al., 2024).

Table 10.
Partial Test (t-Test) Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	7.443	.833		8.937	.000

Influencer TikTok	.208	.060	.214	3.454	.001
Media Sosial	.215	.065	.205	3.303	.001

a. *Dependent Variable: Impulsive Buying*

Source: Research Analysis Results (2025)

The results of the data analysis indicate that the **TikTok Influencer** variable has a significance value of **0.001**, which is lower than the significance threshold of **0.05**, demonstrating that **X₁** has a **positive and significant effect on Impulsive Buying**. Similarly, the **Social Media** variable also shows a significance value of **0.001**, which is below **0.05**, indicating a **positive and significant effect** on Impulsive Buying.

Furthermore, based on the calculated *t-values*, both the **TikTok Influencer** and **Social Media** variables have *t-count* values that exceed the *t-table* value of **1.967**, confirming that **all independent variables significantly influence Impulsive Buying**.

Coefficient of Determination Test (R²)

The coefficient of determination (R²) is used to measure the extent to which the regression model is able to explain the variation in the independent variables toward the dependent variable (Ghozali, 2013).

Table 11.
Coefficient of Determination Test (R²)

Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate
1	.361a	.131	.128	3.11853

Source: Research Analysis Results (2025)

The R-square value is 0.131, indicating that the independent variables explain 13.1% of the variation in impulsive buying behavior. The remaining 86.9% (100% – 13.1%) is influenced by other factors not included in this research model.

CONCLUSION

Based on the results of the research examining the influence of TikTok influencers and social media on impulsive buying behavior toward Skintific products, it is found that TikTok influencers and social media account for only 13.1% of the influence on impulsive buying decisions. This finding indicates that TikTok influencers and social media have a relatively limited role in encouraging impulsive purchasing behavior among Skintific consumers. It further suggests that other factors play a more dominant role in shaping consumers' impulsive buying behavior toward Skintific products.

Future research is recommended to incorporate additional variables, such as promotional strategies, psychological factors, and demographic characteristics, in order to obtain a more comprehensive understanding of impulsive buying behavior. Moreover, a more

in-depth analysis of the types of TikTok influencer content that are most effective, as well as the use of more diverse research methods—such as interviews or focus group discussions—may help identify the dominant factors influencing purchasing decisions. For Skintific as a brand, it is advisable to optimize its marketing strategy by not relying solely on social media promotion, but also by leveraging discounts, loyalty programs, and customer testimonials to enhance consumers' impulsive buying tendencies.

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