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The effect of sales promotion and hedonic shopping motivation on impulse buying behavior and the impact to customer loyalty in social commerce TikTok shop

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Abstract
Purpose: TikTok Shop was launched with the aim of helping small and medium businesses in Indonesia develop their business digitally. Since its launch, TikTok Shop has been committed to becoming a platform that can be used by local business owners, especially SMEs, to develop their businesses on digital platforms. TikTok Shop has become the most popular social commerce platform in Indonesia, with 45% of Indonesians using it to shop. However, because of the large number of TikTok Shop users, this has resulted in an increase in impulse buying which has become a positive value for the company from China. TikTok is widely used by teenagers aged 10-25 years. At this age, it is very suitable to be a marketing target for the products being promoted. The most popular products on TikTok Shop are fashion products. Several factors that encourage impulse buying at TikTok Shop are consumer character and lifestyle, price perception, motivation, promotions, discounts, and positive emotions that influence spontaneous purchasing decisions. The influence of promotions and preference purchasing motivation can influence customer impulse buying behavior and will lead to customer loyalty. This research aims to determine whether there is a significant influence on sales promotion and hedonic shopping motivation of fashion product buyers on impulse buying behavior which can have an impact on customer loyalty and a simultaneous influence between these variables on buyers in the Tiktok Shop marketplace.
Research Methodology: Quantitative method used in this study with individual analysis units, data collection was done through a questionnaire with a valid sample of 400 respondents. Data analysis techniques use the Structural Equation Model (SEM) and Partial Least Squares (PLS) using the SmartPLS 4.0 application.
Keywords: *Sales promotion, Hedonic Shopping Motivation, Customer Loyalty Impulse Buying. TikTok Shop*
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1. Introduction

Along with the rapid development of information technology, it has a great impact on all aspects of existence, including the world of business and marketing. The use of technology today is not only to seek information, but as a digital-based marketing communication medium. The development of technology opens up new opportunities for the community, especially entrepreneurs in building their businesses. This is supported by the increasing number of internet users as an opportunity for business

people to make buying and selling transactions through the internet. Online shopping can be done anywhere and anytime. This is beneficial for buyers and sellers because in addition to easy access and can also save time and costs. Therefore, business people began to compete to create *a marketplace.*

During the covid-19 pandemic, restrictions on people's activities caused shopping habits to become all *online*. In a survey conducted by Redseer, there were 51% of respondents who admitted to using shopping applications for the first time during Large-Scale Social Restrictions (PSBB). The pandemic caused an inhibition of community activities, who originally worked had to be present at the office, sales activities that were carried out directly, gathering with friends became reduced, during the pandemic everything was done online at home, making people have a lot of free time so that they felt bored and started doing productive activities that could be done at home such as learning to cook, farming, reading books and others. To support their activities, people buy their necessities online (Anzari, Ikhwan, & Syukriah, 2024; Pahlevi, 2022; Salubre, Bahalla, & Almagro, 2024).

In the era of Industry 4.0, *e-commerce* and *social commerce* are experiencing rapid growth with a combination of digital technology and the internet. TikTok Shop as part of *social commerce* is a platform that is widely used by consumers to shop online. The phenomenon of *impulse buying* is a significant thing in buying behavior on this platform. *Impulse buying* occurs when consumers feel the urge to buy something quickly without thinking about the consequences. The tendency to make impulsive purchases *when* consumers feel it is a natural action. Then, social media is a powerful weapon for companies in encouraging *impulse buying* behavior.

From the researcher's experience, researchers often do *impulse buying* because they want to take advantage of the free shipping provided by TikTok Shop, researchers also always open the TikTok Shop application every day just to see the promos provided by TikTok Shop and end up making a purchase transaction for a product that was not previously planned to buy the product, this shows that people will act or do an action because of the existence of a a motivation.

According to Nuryani, Pattiwael, and Iqbal (2022), researched various factors that affect *impulse buying*, and concluded that one of the factors that drives *impulse buying* is promotion. Promotion can be defined as the activity of introducing, informing and reminding the benefits of a product so that consumers are encouraged to buy the promoted product (Abu, 2024; Lichauco, 2022). *Sales promotion* has a role in attracting buyers. *Sales promotion* is a marketing tool for manufacturers as well as retailers.

The goal of *sales promotion* is of course to increase *short*-term sales volume for the company by creating attractive displays and activities. *Sales promotions* are usually carried out by providing discounts, *bundling products, cashback* or giving coupons (Ameliah & Jatnika, 2024; Kempa, Vebrian, & Bendjeroua, 2020). Based on research conducted by Poluan, Tampi, and Mukuan (2019), *hedonic shopping motivation* has an effect on *impulse buying* as well as because of *sales promotion.*

This research focuses on people who buy fashion category products *on* TikTok Shop. This is because the most popular products on TikTok Shop are *fashion products* in addition to *beauty care, electronic,* and *foods* (Yeboah, 2020).

The explanation above shows that there is a positive gap from several studies that have been carried out where in this case it combines *sales promotion* factors and *hedonic shopping motivation* in carrying out *impulse buying* behaviors which of course make customers loyal and have a positive impact on TikTok Shop finances. In this case, TikTok Shop must think about strategies and understand *impulse buying* behaviors carried out by buyers when shopping on the *platform* in order to take advantage of *customer loyalty* opportunities due to these factors. Then it is also because TikTok Shop is a *social commerce platform* that is in demand by the public today. Therefore, this study is needed to find out how much sales *promotion* and *hedonic shopping motivation* influence on *impulse buying* behavior and their impact on *customer loyalty*. The title of this study is **"The Effect *of Sales Promotion* and *Hedonic Shopping Motivation* on *Impulse Buying* Behavior and Its Impact on *Customer Loyalty* on *Social***

Commerce* Tiktok Shop*" because we want to see which of the four independent variables is the most influential.

2. Literature Review

2.1. Hedonic Shopping Motivation

According to Effendi, Faruqi, Mustika, and Salim (2020), hedonistic shopping motivation is an instrument that directly presents the benefits of an experience when shopping, such as pleasure and new things felt by individuals, emphasizing more on consumer emotional feelings and psychological sensations and making shopping for entertainment. The habits of today's people who like to shop encourage the emergence of hedonistic behavior in a person, and from this hedonism a person to shop to get pleasure for himself. Hedonic shopping motivation has characteristics including satisfaction, emotional value, entertainment, and pleasure in shopping (Syafri & Besra, 2019). From the explanation above, it can be concluded that *hedonic shopping motives* are consumers' motivation to shop which is influenced by emotions to get their own pleasure without sacrificing the benefits of the product purchased.

2.2. Sales Promotion

According to Wirakanda and Pardosi (2020), *sales promotion* is a question about activities or equipment that offer various parties a motivational boost to make a purchase. This boost is an added value or intensive will be in a coupon or a guarantee of return. Sales promotion is a form of direct persuasion with a variety of intensive uses that can be defined to stimulate immediate product purchases and increase the number of items they want to buy (Kotler, Keller, & Chernev, 2021). According to Kuncoro and Kusumawati (2021), sales *promotion* is a form of direct persuasion thanks to various incentives that can be defined to stimulate the purchase of products immediately or increase the number of goods purchased by customers. Sales promotions consist mostly of short-term incentive tools, designed to stimulate faster or greater purchases of a particular product or service by consumers or merchants.

Sales Promotion or sales promotion is a direct offer that offers incentives or more value for a product to sales *forces*, distributors or direct consumers with the main goal of creating immediate sales. Definition of sales promotion according to Gitosudarmo (2015), promotion is also an activity that is shown to influence consumers so that they can introduce the products offered by the company to consumers to buy the product. The tools that can be used to promote a product can be chosen in several ways, namely advertising, sales promotion, publicity, *personal selling* which is called a promotional mix usually employed by sales *promoters*.

2.3. Impulse Buying

Impulse Buying can be defined as an individual's tendency to buy spontaneously, reflectively, or less thoughtfully, immediately, and kinetic. Highly impulsive individuals are more likely to continue to receive spontaneous purchase stimulus, to be more open to shopping lists, and to accept unexpected purchase ideas (Pratama, Nugroho, & Yusnita, 2023). According to Arti *et al.* (2023) Unplanned purchasing behavior is defined as a sudden, persuasive, complex hedonistic purchasing behavior which is a purchasing decision-making process caused by the influence of rapid stimulus. *Online impulse purchase* Online impulse purchase is defined as a sudden and direct online purchase without prior shopping intention (Nurudin, 2020). According to Mursalin, Pramesti, and Bachtiar (2022), *impulse buying* is an individual's tendency to buy spontaneously, non-reflectively, and immediately. Based on the explanation above, it can be concluded that *impulse buying* is the behavior of consumers buying a product suddenly and there is no intention to make a purchase beforehand.

Impulse Buying is the tendency of individuals with certain stimuli without planning or purchase intention without careful consideration and occurs when consumers make a purchase of a product. According to Mowen and Minor (2002), explained that impulse buying is the act of buying that was previously not consciously recognized as the result of consideration, or the intention to buy that was formed before entering the store.

Impulse buying often occurs in the condition of an individual experiencing a sudden feeling of urgency that is usually irresistible. Prasetyo, Yulianto, and Kumadji (2016) states that *impulse buying* is the behavior of shopping without any prior planning and purchase decisions occur quickly without thinking.

It can be explained that consumer purchase decisions, especially impulse *buying* decisions, can be based on individual factors of consumers who tend to behave affectively. This behavior then makes customers have a shopping experience. This attraction is related to the arrangement or display of items that look attractive so that they can make someone want to make a purchase.

2.4. Customer Loyalty

According to Sonatasia, Onsardi, and Arini (2020), loyalty is the buyer's commitment to repurchase or subscribe to a product or service in the future even though there are situational influences and marketing efforts that can cause buyers to move to other products. In addition, according to Putri, Utomo, and Mar'ati (2021), loyalty is an ancient term that conventionally has the meaning of loyalty, devotion to the country, ideals, and so on. In business, loyalty is described as a long-term commitment from consumers to subscribe to a product or service at a company.

Based on the opinions of experts and theories above, it can be concluded that consumer loyalty is an activity of customers who want to continue to buy and support *brands* or products in the future consistently, although in practice there will be external factors that will affect purchasing activities. On the company's side, customer satisfaction will provide long-term benefits to the company.

2.5 Framework of Thought

Based on a review of previous theories and research, the author can formulate a conclusion in the form of a framework of thought related to the relationship between variables in this study. The conclusion that represents the author's frame of mind is described as follows:

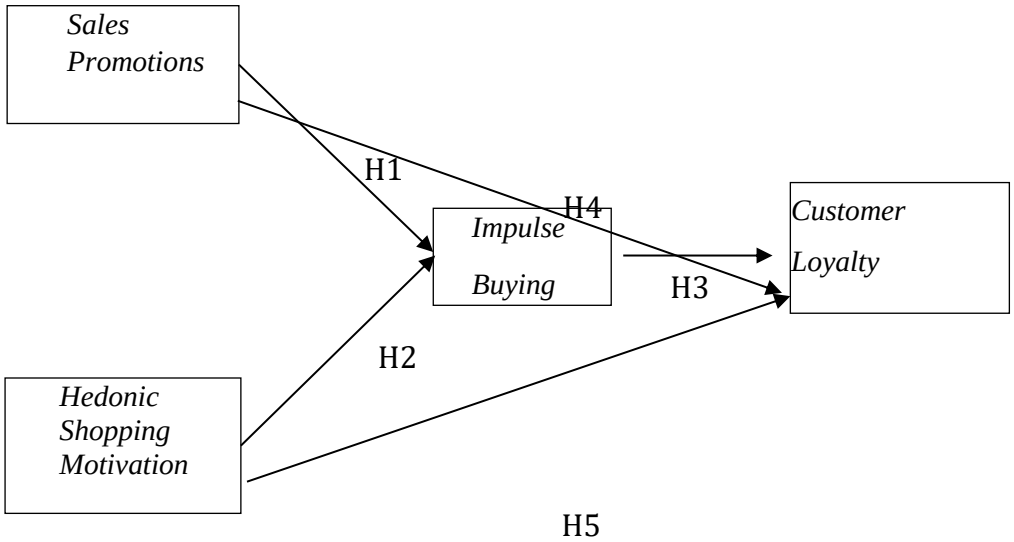

Figure 1. Framework of Thought
Source: Kempa et al. (2020) and Sari and Pidada (2019)

2.6 Research Hypothesis

A hypothesis is a provisional answer to a research problem, where the research formulation has been stated in the form of a question sentence (Sugiyono, 2017). Based on the theory and framework of thought that has been explained, a theoretical research hypothesis is formed as follows:
H1: *Sales promotion* has a positive and significant influence on *Impulse Buying.*
H2: *Hedonic Shopping Motivation* has a positive and significant influence on *Impulse Buying.*
H3: *Impulse Buying* has a positive and significant influence on *Customer Loyalty*.

H4: *Sales Promotion* has a simultaneous influence on *Impulse Buying* which has an impact on *customer loyalty*.
H5: *Hedonic Shopping Motivation* has a simultaneous influence on *Impulse Buying* which has an impact on *customer loyalty*.

3. Research Methodology

3.1. Types of Research

This research is a very research. Data collection was carried out using a questionnaire with the unit of analysis, namely individuals who use TikTok Shop and have made transactions on the TikTok Shop marketplace. Thus, the population in this study is buyers of *fashion products* on the TikTok Shop marketplace in Indonesia. The number of population in this study cannot be known due to the wide coverage of the area and the limited research to obtain data on buyers of *TikTok Shop fashion* marketplace products in Indonesia

3.2. Variable Operations

According to Indrawati (2015), a variable is an abstract description of the state of the research object in a study that needs to be described in order to be measurable. In this study, there are three types of variables, namely independent variables and dependent variables. The following are the variables in this study:

1. Exogenous Variables
   The free variable or exogenous variable is a variable that affects the bound variable, either positively or negatively. Variance in bound variables is caused by independent variables (Sekaran & Bougie, 2017). The exogenous variables in this study are *hedonic shopping motivation* and *sales promotion.*
2. Endogenous Variables
   Bound variables or endogenous variables are the main concerns of researchers. Bound variables are variables that are directly used to answer research problems and are influenced by other variables (Indrawati, 2015). Through the analysis of bound variables, there is a possibility to find an answer or solution to the problem (Sekaran & Bougie, 2017).

3.5. Data Collection and Data Sources

3.5.1. Data Collection

Data collection in this study was carried out by conducting a survey. According to Blumberg, Cooper, and Schindler (2014), surveys are a measurement process used to collect information over a certain period of time and are carried out in a structured way. The purpose of the survey is to obtain comparable data from the selected sample so that similarities and differences can be found. In this study, the survey was conducted by distributing a questionnaire through *a google form*, by providing statement items that have been tested for validity and reliability. In addition to the survey, the researcher also conducted a document study using news articles, books, and previous research articles as references for this study.

3.6. Validity and Reliability Test

3.6.1. Valditas Test

According to Indrawati (2015), validity shows the extent to which a measuring device can measure what it wants to measure. So, it can be said that the higher the validity of a measuring device, the more the measuring device hits its target or the more it shows what should be measured. To calculate the validity of the measuring tool, the Pearson *product moment* formula (Siregar, 2023) is used as follows:

$$\mathbf{r} = \frac{\boldsymbol{N}(\sum \boldsymbol{XY}) - (\sum \boldsymbol{X})(\boldsymbol{Y})}{\sqrt{\{\sum \boldsymbol{X^2} - (\sum \boldsymbol{X})^2\}\{\boldsymbol{N} \sum \boldsymbol{Y^2} - (\sum \boldsymbol{X})^2}}$$

Information:

r = Correlation Coefficient
n = Number of sample members
$\sum Y$ = Total score of respondents
$\sum X$ = Total questions for each respondent

From the calculation above, valid and invalid items will be produced, by comparing the calculation with the table. If the calculation > the table, the instrument item is valid, but on the other hand, if the calculation < the table, the instrument item is invalid.

According to Sujarweni (2015), there are three types of instrument validity, namely: construct validity, content validity, and external validity. To measure the validity of this study, the researcher used SPSS *Statistics* to compare the results of the calculation and the table. Where, if the results of the table < calculated, the data is used (valid) (Sugiyono, 2017). The results of the validity test can be seen in the following Table 1:

Table 1. Validity Test Results (N=30)

Item Number	**Validity**		
	rCalculate	**rTable**	**Conclusion**
SP1	0,511	0,361	valid
SP2	0,707	0,361	valid
SP3	0,409	0,361	valid
SP4	0,587	0,361	valid
SP5	0,634	0,361	valid
SP6	0,685	0,361	valid
SP7	0,688	0,361	valid
SP8	0,443	0,361	valid
SP9	0,596	0,361	valid
HSM1	0,521	0,361	valid
HSM2	0,636	0,361	valid
HSM3	0,485	0,361	valid
HSM4	0,503	0,361	valid
HSM5	0,416	0,361	valid
HSM6	0,783	0,361	valid
HSM7	0,712	0,361	valid
HSM8	0,818	0,361	valid
HSM9	0,565	0,361	valid
HSM10	0,685	0,361	valid
HSM11	0,554	0,361	valid
HSM12	0,624	0,361	valid
IB1	0,688	0,361	valid
IB2	0,751	0,361	valid
IB3	0,638	0,361	valid
IB4	0,711	0,361	valid
IB5	0,725	0,361	valid
CL1	0,527	0,361	valid
CL2	0,687	0,361	valid
CL3	0,639	0,361	valid

CL4	0,568	0,361	valid

Source: Researcher Processed (2024)

Based on the data that has been processed in Table 1, it can be seen that the results of the validity test on each item of 30 respondents are declared valid. Because, the table < calculated. Where, rtable = 0.361.

3.6.2 Reliability Test

Indrawati (2015) explained that reliability is a measuring tool or question that is used twice or more to measure the same symptoms, so the measurement results are relatively the same and consistent. Thus, reliability concerns the level of trust, consistency or stability of the results of a measurement. The reliability test was carried out using *an internal consistency* calculation technique , namely *the Cronbach's Alpha* technique. *Cronbach's Alpha* technique is the most commonly used, with a coefficient of at least 0.7 (Indrawati, 2015). According to Indrawan and Yaniawati (2016), the value of a good reliability coefficient is above 0.7 (quite good), above 0.8 (good). The results of the reliability test can be seen in Table 2 which concludes that the results of the reliability test on 26 questionnaire items can be said to be reliable because it has *a Cronbach's Alpha* > 0.7

Table 2. Reliability Test Results

Variable	**Question items**	***Factor Loading***	***Cronbach's Alpha***	**Reliability Values**	**Information**
Sales Promotion (X1)	SP1	0,866	0,871	0,7	**Reliable**
	SP2	0,847			
	SP3	0,868			
	SP4	0,875			
	SP5	0,845			
	SP6	0,855			
	SP7	0,852			
	SP8	0,859			
	SP9	0,838			
Hedonic Shopping Motivation (X2)	HSM1	0,878	0,885	0,7	**Reliable**
	HSM2	0,878			
	HSM3	0,878			
	HSM4	0,879			
	HSM5	0,887			
	HSM6	0,860			
	HSM7	0,871			
	HSM8	0,866			
	HSM9	0,877			

	HSM10 HSM11 HSM12	0,874 0,882 0,874			
Impulse Buying (Y)	IB1 IB2 IB3 IB4 IB5	0,892 0,883 0,882 0,867 0,848	0,898	0,7	**Reliable**
Customer Loyalty (Z)	CL1 CL2 CL3 CL4	0,799 0,748 0,711 0,811	0,814	0,7	**Reliable**

Source: Researcher Preparation (2023)

The results of the reliability test in table 2 were obtained from *Cronbach's Alpha* values of X1, X2, Y, and Z of (0.871), (0.885), (0.898), and (0.814), respectively. Based on the value of the reliability coefficient, it can be concluded that all items in this study are consistent so that they can be used as research instruments.

4. Results and Discussions

4.1. Measurement Model Test Results (Outer Model)

In PLS-SEM, *the measurement model* or known as *the outer model* is used for validity and reliability testing. The *convergent validity test* was carried out with *loading factor* and *Average Variance Expected* (AVE), *discriminant validity* was carried out by cross loading, the *multicolleinearity* test was carried out by looking at *the Variance Inflation Factor* (VIF) value, and the reliability test with *Cronbach's Alpha* and *Composite Reliability*.

4.2. Convergent Validity Results

According to Abdillah and Hartono (2015), the parameters used in the *convergent validity* test are *loading factor* and *Average Variance Expected* (AVE). A variable will meet *convergent validity* if the AVE value is more than 0.50. Then for the *loading factor*, it will be accepted if the value is more than 0.70. Table 3 shows the results of AVE where all research variables meet the convergent validity limit value because the AVE value exceeds 0.50 so that the variable is said to *be valid* or has *covergent validity*.

Table 3. Average Variance Expected (AVE) Value

Variable	AVE Results	Criterion	Information
Customer Loyalty	0,578	>0.50	

Hedonic Shopping Motivation	0,544		Meet *Convergent Validity*
Impulse Buying	0,665		
Sales Promotion	0,523		

Source: Researcher Processed Data (2024)

On the other hand, the loading *factor value* for all variables produces a value of more than 0.70 so that it meets *convergent validity.* Table 3 shows the results of *the loading factor* above 0.7 which meets *the convergent validity.*

Table 4. Fornell-Larcker Criterion

	Customer Loyalty	**Hedonic Shopping Motivation**	**Impulse Buying**	**Sales Promotion**
Customer Loyalty	0,760			
Hedonic Shopping Motivation	0,494	0,737		
Impulse Buying	0,549	0,570	0,816	
Sales Promotion	0,584	0,553	0,620	0,723

Source: Researcher Processed Data (2024)

The measurement with the third parameter is by looking at the Heteroit-*Monotrait Ratio* (HTMT) value. Table 5 shows the HTMT value which is close to 1 but still below 0.90 which means that all variables are said to *be valid*.

Table 5. Heterotrait-Monotraite Ration (HTMT)

	Customer Loyalty	**Hedonic Shopping Motivation**	**Impulse Buying**	**Sales Promotion**
Customer Loyalty				
Hedonic Shopping Motivation	0,576			
Impulse Buying	0,676	0,623		
Sales Promotion	0,709	0,602	0,699	

Source: Researcher Processed Data (2024)

4.3. Multicollinearity Test Results

The *multicollinearity test* is carried out by looking at the VIF (*Variance Inflation Factor*) value for each indicator item, if the VIF value < 5, then there is no *multicollinearity* in the variable (Latan & Ghozali, 2017).

Based on the results presented in Table 6, it was found that all variable indicator items in this study had a VIF value of < 5, so that there was no correlation between two or more independent variables in each variable in the research model.

Table 6. Variance Inflation Factors (VIF) Results

Indicator Items	VIF Value		Indicator Items	VIF Value		Indicator Items	VIF Value
CL1	1,453		HSM7	2,369		IB5	2,033
CL2	1,495		HSM8	2,033		SP1	1,807
CL3	1,489		HSM9	2,887		SP2	1,628
CL4	1,371		HSM10	3,171		SP3	1,784
HSM1	1,932		HSM11	2,007		SP4	1,853
HSM2	2,224		HSM12	2,020		SP5	1,975
HSM3	2,276		IB1	2,131		SP6	1,738
HSM4	2,467		IB2	1,985		SP7	1,922
HSM5	2,204		IB3	1,820		SP8	2,186
HSM6	2,456		IB4	2,018		SP9	2,224

Source: Researcher Processed Data (2024)

4.4. Reliability Test Results

According to Abdillah and Hartono (2015), there are two parameters for measuring reliability tests, namely *Cronbach's Alpha* and *Composite Reliability*. *Cronbach's Alpha* is acceptable if the value is greater than 0.6 while *Composite Reliability* is acceptable if the value is greater than 0.7. Table 6 shows that all the variables studied have been tested for reliability because the values *of Cronbach's Alpha* and *Composite Reliability* are greater than the minimum acceptable limit.

Table 7. Reliability Test

Variable	*Cronbach's Alpha*	*Composite Reliability*	Information
Customer Loyalty	0,756	0,845	Reliable
Hedonic Shopping Motivation	0,924	0,935	
Impulse Buying	0,874	0,909	
Sales Promotion	0,886	0,908	

Source: Researcher Processed Data (2024)

4.5. Structural Model Test Results (Inner Model)

After conducting *an outer model* test on all indicators and variables in this study that have been tested to be valid and reliable, the next step is to conduct *a structural model* test or *an inner model* test. Figure 2 is the result of the structural model in this study which has been processed using Smart-PLS.

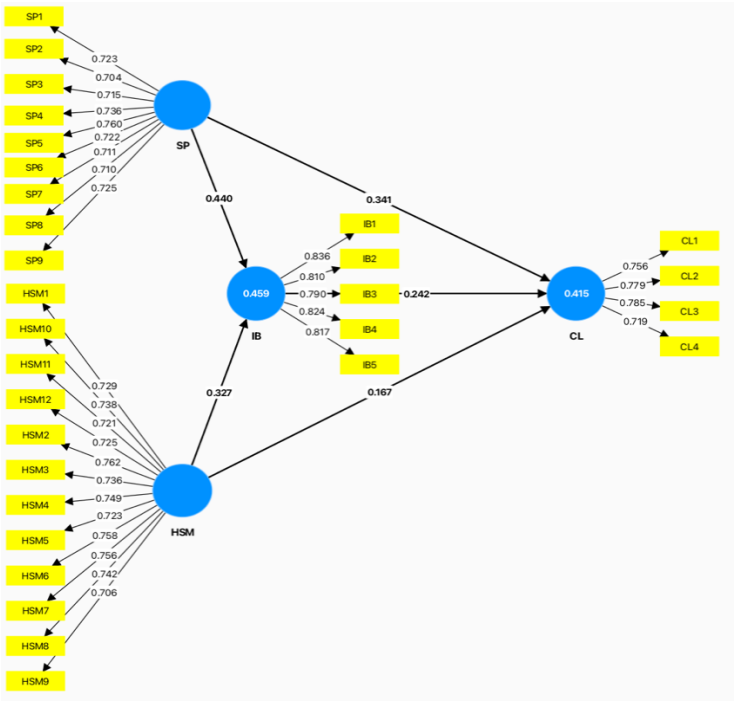

Figure 2. Structure Model
Source: Data processed (2024)

Based on the figure above, the results of the structural *model equation* can be known as follows:

IB = 0.440 SP + 0.327 HSM + e ..... (1)

CL = 0.242 IB + e

= 0.242 (0.440 SP + 0.327 HSM) + e

= 0.106 SP + 0.079 HSM + e..... (2)

Remarks: CL = *Customer Loyalty*
IB = *Impulse Buying*

4.6. R-Square Result (R2)

In the first criterion, which is *R-Square*, it will be seen on each endogenous latent variable, as the predictive power of the model. In *R-Square*, there are three categories of values, namely: (1) 0.67, which is a good model; (2) 0.33 is a moderate model; and (3) 0.19, which is a weak model.

Table 8. R-Square

Variable	R-Square	Information
Customer Loyalty	0,415	Good
Impulse Buying	0,459	Good

Source: Researcher Processed Data (2024)

Based on Table 8, it shows that the R2 value for the *Customer Loyalty* variable is 0.415 which means that *customer loyalty* can be explained by 41.5% by *the impulse buying variable* while the rest can be influenced by other variables that are not studied in this study. On the other hand, for the impulse buying variable, it can be known that the R2 value is 0.459, which means that the impulse *buying variable* can be explained by 45.9% by the sales *promotion* and *hedonic shopping motivation* variables and the rest is influenced by other variables that are not studied in this study. It can be concluded through the R2 value that *the customer loyalty* variable has a good model and *impulse buying* has a good model.

4.7. Fit Model Results

The Goodness of Fit *(GoF)* test is a measure of model fit test *(fit indexes)* that aims to evaluate measurement models and structural models and also provides simple measurements for the overall *model prediction (overall fit index).* The GoF value is calculated manually by means of the square root of the *average communalities index* or it can be referred to as the AVE value multiplied by the average value of *the R-Square* model. Then the GoF assessment criteria are divided into three categories, namely: (1) GoF > 0.1 small categories; (2) GoF > 0.25 in the moderate category; and (3) GoF > 0.36 in the large category (Haryono, 2017).

Table 9. Fit Model Calculation

Variable	AVE Results	*R-Square*
Customer Loyalty	0,578	0,415
Hedonic Shopping Motivation	0,544	
Impulse Buying	0,665	0,459
Sales Promotion	0,523	
Average	**0.577**	**0,437**

Source: Researcher Processed Data (2024)

Table 9 shows the AVE and *R-Square values* used for the GoF calculation. The following is the formula and results of the calculation of the GoF value in this study.

$$GoF = \sqrt{Average\ AVE\ x\ R\ Square}$$
$$GoF = \sqrt{0.577\ x\ 0.437}$$
$$GoF = \sqrt{0.252}$$
$$GoF = 0{,}502$$

Based on the results of the calculation above, a GoF value of 0.502 was obtained in this study. The results show that the model in this study has criteria with a large category where the GoF value exceeds 0.36. Therefore, it can be concluded that the performance of the measurement of this research model is in the good category.

4.8. Q-Square Results (Q2)

The second criterion is Q-Square where if the Q-Square value is more than 0, the model used has predictive *relevance*. According to Purwanto and Sudargini (2021), *good predictive relevance* shows that exogenous latent variables are good (precise) as explanatory variables that are able to predict endogenous variables (Latan & Ghozali, 2017; Smith, 2019).

Table 10. Q-Square

Variable	Q-Square	Information
Customer Loyalty	0,366	Predictive relevance
Impulse Buying	0,447	Predictive relevance

Source: Researcher Processed Data (2024)

Based on Table 10, it can be seen that all endogenous variables have a $Q^{2\ value}$ of more than 0. Therefore, it is concluded that this model has predictive *relevance*. If a model has *predictive relevance*, it can return with the same measurement conditions and assumptions.

4.8. Hypothesis Test Results

The hypothesis test aims to test the relationship between the variables which are in accordance with the hypothesis that has been set forth in the previous Chapter 2. The hypothesis test was carried out by looking at the value *of the path coefficient*, testing the one-tailed hypothesis with a significance level of 5%. Hair, Risher, Sarstedt, and Ringle (2019) explained that the *path coefficient* in the *structural model* can be interpreted as *a beta coefficient* obtained through *bootstrapping* on Smart-PLS. The research hypothesis is accepted if the relationship between variables is significant and has a positive effect, while the relationship between insignificant variables and has a negative influence indicates that the research hypothesis is rejected. Figure 3 below is the result of *the path coefficient* in this study:

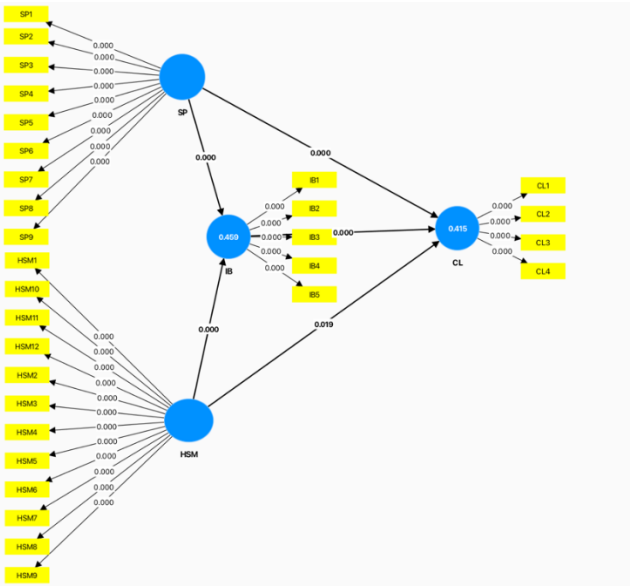

Figure 3. Path Coefficient
Source: Researcher Processed Data (2024)

Furthermore, the one tailed *hypothesis was tested* where according to Indrawati (2015), if the significance level is 5%, the critical value of Z is 1.65 for *one tailed*.

Table 11. Hypothesis Test Results

H	Hypothesis	Original Sample	T Statistics	P Values (<0.05)	Information
H1	Sales Promotion -> Impulse Buying	0,440	6,574	0,000	Accepted
H2	Hedonic Shopping Motivation -> Impulse Buying	0,327	5,642	0,000	Accepted
H3	Impulse Buying -> Customer Loyalty	0,242	3,424	0,000	Accepted
H4	Sales Promotion -> Customer Loyalty	0,341	5,268	0,000	Accepted
H5	Hedonic Shopping Motivation -> Customer Loyalty	0,167	2,074	0,019	Accepted

Source: Researcher Processed Data (2024)

Then to see the magnitude of the influence given in the hypothesis test and its significance can be done through the measurement of *the F-Square* value (f2) which is divided into three groups of categories, namely (1) 0.02 means small or weak; (2) 0.15 means moderate or moderate; and (3) 0.35 means large or strong (Ghozali and Latan, 2019). The following table 12 shows the calculation of f2 via Smart-PLS.

Table 12. F-Square

Hypothesis	F-Square	Information
Sales Promotion -> Impulse Buying	0,248	Moderate/moderate
Hedonic Shopping Motivation -> Impulse Buying	0,137	Small
Impulse Buying -> Customer Loyalty	0,054	Small
Sales Promotion -> Customer Loyalty	0,111	Small
Hedonic Shopping Motivation -> Customer Loyalty	0,029	Small

Source: Researcher Processed Data (2024)

Based on the hypothesis testing in Tables 11 and 12, the following is an explanation of each hypothesis.

1. *Sales Promotion* has a positive and significant influence on *Impulse Buying*. This is shown by a *path coefficient* value of 0.440. Then the T value is 6.574 and more than 1.65. The resulting P significance value is 0.000. So it can be concluded that the H1 hypothesis is accepted. The influence on *Sales Promotion* on *Impulse Buying* on the purchase of *fashion products* through TikTok Shop *social commerce* can also be known through the f2 value of 0.248 which has the meaning of the influence given is included in the moderate category, because the value is below 0.35.
2. *Hedonic Shopping Motivation* has a positive and significant influence on *Impulse Buying.* This is shown by a *path coefficient* value of 0.327. The T value is 5.642 and more than 1.65. Then the resulting P significance value is 0.000. So it can be concluded that the H2 hypothesis is accepted. The influence of *Hedonic Shopping Motivation* on *Impulse Buying* on the purchase of *fashion products* on TikTok *Shop social commerce* can also be known through the f2 value, which is 0.137 which means that the influence given is small, because the value is below 0.15.
3. *Impulse Buying* has a positive and significant influence on *Customer Loyalty.* This is shown by a *path coefficient* value of 0.242. The resulting T value is more than 1.65, which is 3.424. The resulting P significance value is 0.000. So it can be concluded that the H3 hypothesis is accepted. The effect of *Impulse Buying* on *Customer Loyalty* on the purchase of *fashion products* on *TikTok Shop social commerce can also be known through* the f2 value , which is 0.054, which means that the influence given is small, because the value is less than 0.15.
4. *Sales Promotion* has a simultaneous influence on *Impulse Buying* which has an impact on *Customer Loyalty*. This is shown by a *path coefficient* value of 0.341. The resulting T value is more than 1.65 which is 5.268. The resulting P significance value is 0.000. So it can be concluded that the H4 hypothesis is acceptable. The influence of *Sales Promotion* that has an impact on *Customer Loyalty* on the purchase of *fashion products* on TikTok *Shop social commerce* can also be known through the f2 value , which is 0.111 which means that the influence given is small, because the value is less than 0.15.
5. *Hedonic Shopping Motivation* has a simultaneous influence on *Impulse Buying* which has an impact on *Customer Loyalty*. This is shown by a *path coefficient* value of 0.167. Then the T value is 2.074 and more than 1.65. The resulting P significance value is 0.019 where this value is less than 0.05. So it can be concluded that the H5 hypothesis is accepted. The influence of *Hedonic Shopping Motivation* which has an impact on *Customer Loyalty* on the purchase of *fashion products* through TikTok Shop *social commerce* can also be known through the f2 value of 0.029 which has the meaning of the influence given including in the small category, because the value is below 0.15.

5. Conclusion

5.1. Conclusion

This study has several conclusions, which are obtained from the analysis in the previous chapter. The following conclusions were obtained from this study.

1. *Sales Promotion* has a positive and significant effect on *Impulse Buying* in TikTok Shop application users. This shows that the better and more diverse *Sales Promotion* provided by TikTok Shop will create *Impulse Buying* for consumers to buy *fashion products* on the TikTok application.
2. *Hedonic Shopping Motivation* has a positive and significant effect on *Impulse Buying* in TikTok Shop application users. This shows that TikTok Shop customers make hedonistic and unplanned purchases that cause *Impulse Buying* in the purchase of *fashion products* on TikTok Shop.
3. *Impulse Buying* has a positive and significant effect on *Customer Loyalty* in TikTok Shop application users. This shows that the encouragement of TikTok Shop users to do *Impulse Buying* is proven to have an influence on *Customer Loyalty* because TikTok Shop application users feel that excessive and unplanned purchases will provide loyalty from customers.
4. *Sales Promotion* has a positive effect on *Impulse Buying* and significant on *Customer Loyalty* in TikTok Shop application users. This shows that the higher the sales promotion, the more it will affect excessive purchases, so it will have a high impact on customer loyalty.
5. *Hedonic Shopping Motivation* has a positive effect on *Impulse Buying* and is significant on *Customer Loyalty* in TikTok Shop application users. This shows that the higher the hedonistic purchase will affect sales promotion and have an impact on excessive purchases, so it will have a high impact on customer loyalty.

5.2. Suggestion

Based on the results of hypothesis testing in this study, there are suggestions given by the researcher. The suggestions are divided into practical and theoretical suggestions. The following are the suggestions submitted by the researcher.

5.2.1. Practical Advice

The suggestions that researchers can give to users of the TikTok Shop application to obtain good consumer loyalty are as follows.

1. Increase Promotion Variety

a) More Personalized Promotions by utilizing user data to offer more relevant and personalized promotions, if a user sees a particular product frequently, offer a special discount for that product.
b) Time-Based Promotion by using *time-limited offers* to create a sense of urgency and encourage impulse purchases.
c) Bundling promotion by offering products in bundle form at more attractive prices to encourage additional purchases.

2. Focus on a pleasant shopping experience

a) Design an attractive interface and ensure the TikTok Shop app is easy to use, visually appealing, and provides a pleasant shopping experience.
b) Engaging Content by creating engaging and entertaining content, such as *tutorials*, product *reviews*, or educational content, to increase user *engagement*.

3. Leverage *Influencers*

a) Collaboration with *Influencers* to collaborate with relevant *influencers* to promote products and increase *brand awareness*.
b) Affiliate Program *by* creating *an affiliate* program to invite users to become *influencers* and get a commission from every sale generated.

4. Improve Product Quality

a) Careful Product Selection by choosing products with good quality and in accordance with market trends.
b) Warranty and Return by providing warranty and ease in the return process to increase consumer confidence.

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