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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

Maulana Malik Ibrahim[1], Maya Ariyanti[2], Dedi Iskamto[3]
Telkom University, Indonesia[1,2,3]
mmibraahm@gmail.com

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Abstract
Purpose: This study aimed to analyze the effects of sales promotion and hedonic shopping motivation on impulse buying behavior and its subsequent impact on customer loyalty among TikTok Shop fashion product buyers in Indonesia. This study seeks to understand how sales incentives and emotional shopping drives foster unplanned purchases that strengthen long-term customer relationships.
Research Methodology: Quantitative method was used in this study with individual analysis units, and data collection was done through a questionnaire with a valid sample of 400 respondents. Data analysis techniques used the Structural Equation Model (SEM) and Partial Least Squares (PLS) using the SmartPLS 4.0 application.
Results: The findings indicate that both sales promotion and hedonic shopping motivation significantly influence impulse buying behavior. In turn, impulse buying positively and significantly contributes to customer loyalty. Sales promotions also directly enhance loyalty, while hedonic motivation demonstrates both direct and indirect effects through impulse buying. The model achieved strong predictive relevance, with R^2 values of 0.459 for impulse buying and 0.415 for customer loyalty.
Conclusions: Sales promotions and hedonic motivations play crucial roles in shaping impulsive purchase tendencies, which increase customer loyalty. The TikTok Shop benefits from strategic promotions and the emotional appeal of shopping experiences to retain customers in a competitive social commerce landscape.
Limitations: This study focused only on fashion product buyers within the TikTok Shop in Indonesia, limiting generalization to other product categories or platforms.
Contribution: This study contributes to the e-commerce and consumer behavior literature by integrating hedonic and promotional factors with loyalty outcomes, offering managerial insights for optimizing digital marketing strategies.

Keywords: *Customer Loyalty, Hedonic Shopping Motivation, Impulse Buying, Sales Promotion. TikTok Shop*

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1. Introduction

The rapid development of information technology has had a significant impact on all aspects of existence, including business and marketing. Today, technology is not only used to seek information

but also as a digital-based marketing communication medium. The development of technology opens up new opportunities for the community, especially entrepreneurs, to build 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 performed anywhere and at any time. This is beneficial for buyers and sellers because it provides easy access and saves time and costs. Therefore, business people began competing to create marketplaces.

During the covid-19 pandemic, restrictions on people's activities caused shopping habits to become completely online. In a survey conducted by Redseer, 51% of respondents admitted to using shopping applications for the first time during Large-Scale Social Restrictions (PSBB). The pandemic inhibited community activities, and people who originally worked had to be present at the office, sales activities that were carried out directly, and gatherings with friends were reduced. During the pandemic, everything was done online at home, making people have a lot of free time, which led them to feel bored and start doing productive activities that could be done at home, such as learning to cook, farming, and reading books. To support their activities, people buy their necessities online (Anzari, Ikhwan, & Syukriah, 2024; Pahlevi, 2022; Salubre, Bahalla, & Almagro, 2024).(Anzari et al., 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. Impulse buying is a significant phenomenon in buying behavior on this platform. Impulse buying occurs when consumers feel the urge to buy something quickly without considering the consequences. The tendency to make impulsive purchases when consumers feel it is a natural action. Thus, social media is a powerful weapon for companies to encourage impulse buying behavior.

From the researcher's experience, researchers often engage in 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 perform an action because of the existence of a motivation. According to Nuryani, Pattiwael, and Iqbal (2022), who researched various factors that affect impulse buying, one of the factors that drives impulse buying is promotion. Promotion can be defined as the activity of introducing, informing, and reminding consumers of the benefits of a product to encourage them to buy the promoted product (Abu, 2024). Sales promotions attract buyers. Sales promotion is a marketing tool for both manufacturers and retailers.

The goal of sales promotion is to increase the company’s short-term sales volume by creating attractive displays and activities. Sales promotions are usually carried out by providing discounts, bundling products, cashbacks, or giving coupons(Ameliah & Jatnika, 2024). Based on research conducted by (Poluan, Tampi, & Mukuan, 2019), hedonic shopping motivation has an effect on impulse buying as well as because of sales promotion. This study focuses on people who buy fashion products on TikTok Shop. This is because the most popular products on TikTok Shop are fashion products, in addition to beauty care, electronics, and food (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 makes customers loyal and has a positive impact on TikTok Shop finances. In this case, TikTok Shop must consider strategies and understand impulse buying behaviors carried out by buyers when shopping on the platform to take advantage of customer loyalty opportunities due to these factors. This is because TikTok Shop is a social commerce platform that is in demand by the public today. Therefore, this study is needed to determine the extent to which sales promotion and hedonic shopping motivation influence 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 shopping habits of today's people encourage the emergence of hedonistic behavior in a person, and from this hedonism, a person shops to get pleasure for himself. Hedonic shopping motivation includes characteristics such as 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 of activities or equipment that offer various parties a motivational boost to make a purchase. This boost is an added value or intensive that 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 as stimulating immediate product purchases and increasing the number of items consumers want to buy (Kotler, Keller, & Chernev, 2021). According to Kuncoro and Kusumawati (2021), sales promotion is a form of direct persuasion owing 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 is a direct offer that provides 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, and 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 kinetically. 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 to respond to 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), 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 when an individual experiences 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.

This can be explained by the fact that consumer purchase decisions, especially impulse buying decisions, can be based on individual factors of consumers who tend to behave affectively. This behavior provides customers with 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 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 means 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 offered by a company.

Based on the opinions of experts and the 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, external factors will affect purchasing activities. On the company's side, customer satisfaction provides long-term benefits.

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 the variables in this study. The conclusion that represents the author's frame of mind is as follows:

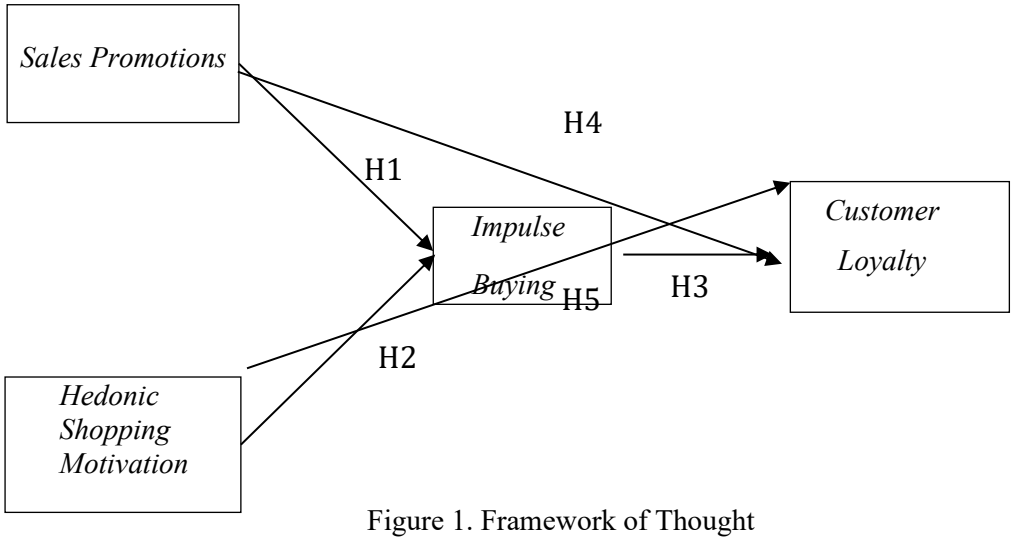

Figure 1. Framework of Thought
Source: Kempa, Vebrian, and Bendjeroua (2020) and Sari and Pidada (2019)

2.6 Research Hypothesis

A hypothesis is a provisional answer to a research problem, where the research formulation is stated in the form of a question (Sugiyono, 2017). Based on the theory and framework of thought that has been explained, a theoretical research hypothesis is proposed 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* affects *customer loyalty.*
H5: *Hedonic Shopping Motivation* has a simultaneous influence on *Impulse Buying,* which affects *customer loyalty.*

3. Research methodology

3.1. Types of Research

This study is a very research. Data were collected 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 to be measurable. In this study, there are three types of variables: independent and dependent variables. The following variables were used in this study:

1. Exogenous Variables
   The free variable or exogenous variable affects the bound variable, either positively or negatively. The variance in the bound variables is caused by independent variables (Sekaran & Bougie, 2017). The exogenous variables in this study were *hedonic shopping motivation* and *sales promotion.*
2. Endogenous Variables
   Bound 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, it is possible 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 conducted through 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 conducted in a structured way. The purpose of the survey was to obtain comparable data from the selected sample so that similarities and differences could be found. In this study, a survey was conducted by distributing a questionnaire through a Google form, providing statement items that have been tested for validity and reliability. In addition to the survey, the researcher conducted a document study using news articles, books, and previous research articles as references.

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 is intended 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) was used as follows:

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

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: 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 calculations and

the table. Where, if the results of the table < calculated, the data are used (valid) (Sugiyono, 2017). The results of the validity test are presented in 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 processed in Table 1, the validity test results for each item of the 30 respondents were 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 similar 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 is the most commonly used technique, with a coefficient of at least 0.7 (Indrawati, 2015). According to Indrawan and Yaniawati (2016), a good reliability coefficient is above 0.7 (quite good) and 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	0,874			
	HSM11	0,882			
	HSM12	0,874			
Impulse Buying (Y)	IB1	0,892	0,898	0,7	**Reliable**
	IB2	0,883			
	IB3	0,882			
	IB4	0,867			
	IB5	0,848			
Customer Loyalty (Z)	CL1	0,799	0,814	0,7	**Reliable**
	CL2	0,748			
	CL3	0,711			
	CL4	0,811			

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 reliability coefficient, it can be concluded that all items in this study are consistent and 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 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 multicollinearity 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 the loading factor and Average Variance Expected (AVE). A variable meets convergent validity if the AVE value is greater than 0.50. The loading factor will be accepted if the value is greater than 0.70. Table 3 shows the results of the 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 convergent validity.

Table 3. Average Variance Expected (AVE) Value

Variable	AVE Results	Criterion	Information
Customer Loyalty	0,578	>0.50	Meet *Convergent Validity*
Hedonic Shopping Motivation	0,544		
Impulse Buying	0,665		
Sales Promotion	0,523		

Source: Researcher Processed Data (2024)

On the other hand, the loading factor value for all variables produced a value of more than 0.70, so that it met 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 obtained 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 *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 Variance Inflation Factor (VIF) value for each indicator item; if the VIF value is < 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; therefore, 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: 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 were tested for reliability because the values of Cronbach's Alpha and Composite Reliability were 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 for validity and reliability, the next step was to conduct a structural model test or an inner model test. Figure 2 shows the results of the structural model in this study, which were processed using Smart-PLS.

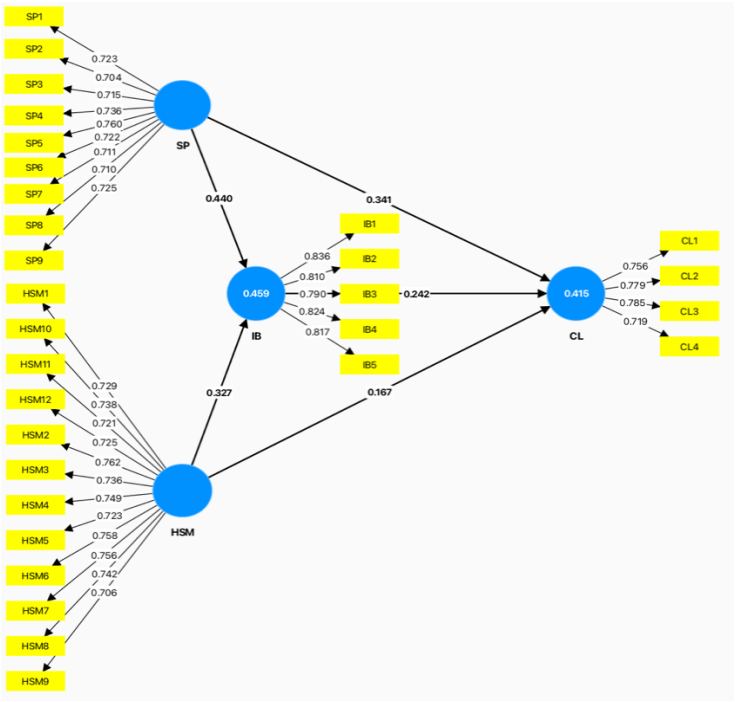

Figure 2. Structure Model
Source: Data processed (2024)

Based on the figure above, the results of the structural *model equation* are 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-squared*, it will be seen on each endogenous latent variable as the predictive power of the model. In *R-squared*, there are three categories of values: (1) 0.67, which is a good model; (2) 0.33, which 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)

Table 8 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. However, for the impulse buying variable, 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. The R2 value indicates 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 (fit indices) that aims to evaluate measurement and structural models and provides simple measurements for the overall model prediction (overall fit index). The GoF value is calculated manually using 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-squared model. The GoF assessment criteria were divided into three categories: (1) GoF > 0.1 for small categories; (2) GoF > 0.25 for moderate categories; and (3) GoF > 0.36 for large categories (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 above calculation, 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 the 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) explanatory variables that can predict endogenous variables (Smith, 2020).

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, this model has predictive *relevance*. If a model has *predictive relevance*, it can return to the same measurement conditions and assumptions.

4.8. Hypothesis Test Results

The hypothesis test aims to test the relationship between the variables in accordance with the hypothesis set forth in 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, indicating that the research hypothesis is rejected. Figure 3 below is the result of the path coefficient in this study:

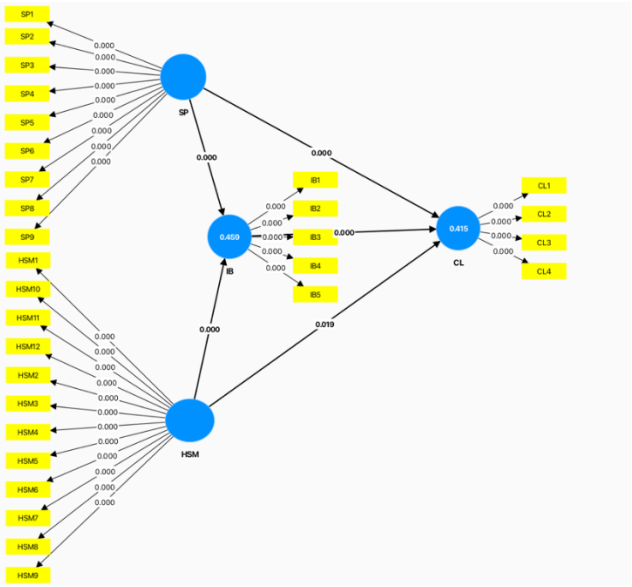

Figure 3. Path Coefficient
Source: Researcher Processed Data (2024)

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)

The magnitude of the influence given in the hypothesis test and its significance can be determined by measuring *the F-Square* value (f2), which is divided into three groups of categories: (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). 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 explains each hypothesis.

1. *Sales Promotion* has a positive and significant influence on *Impulse Buying*. This is shown by the *path coefficient* value of 0.440. The T value is 6.574, which is greater than 1.65. The resulting P significance value was 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 the *path coefficient* value of 0.327. The T value is 5.642, which is greater than 1.65. The resulting P significance value was 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 the *path coefficient* value of 0.242. The resulting T value was greater than 1.65, which was 3.424. The resulting P significance value was 0.000. Therefore, it can be concluded that H3 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 is small because the value is less than 0.15.
4. *Sales Promotion* has a simultaneous influence on *Impulse Buying*, which affects *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 was 0.000. Therefore, it can be concluded that the H4 hypothesis is acceptable. The influence of *Sales Promotion* 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 the *path coefficient* value of 0.167. The T value is 2.074 and more than 1.65. The resulting P significance value was 0.019, which was less than 0.05. So it can be concluded that the H5 hypothesis is accepted. The influence of *Hedonic Shopping Motivation*, which impacts *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 section. The following conclusions were drawn from this study.

1. *Sales Promotion* has a positive and significant effect on *impulse buying* among TikTok Shop application users. This shows that better and more diverse *sales promotions* 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 encouraging TikTok Shop users to *impulse buy* influences *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 is significant for *Customer Loyalty* in TikTok Shop application users. This shows that the higher the sales promotion, the more it will affect excessive purchases, and thus, it will have a high impact on customer loyalty.
5. *Hedonic Shopping Motivation* has a positive effect on *Impulse Buying* and is significant for *Customer Loyalty* in TikTok Shop application users. This shows that higher hedonistic purchases affect sales promotion and excessive purchases, which have a high impact on customer loyalty.

5.2. Suggestion

Based on the results of the hypothesis testing in this study, the researcher provides the following suggestions. The suggestions are divided into practical and theoretical. The following suggestions are 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 can be achieved by utilizing user data to offer more relevant and personalized promotions. For example, if a user frequently views a particular product, a special discount can be offered for that product.

b) Time-Based Promotion uses *time-limited offers* to create a sense of urgency and encourage impulse purchases.

c) Bundling promotions 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 that the TikTok Shop app is easy to use, visually appealing, and provides a pleasant shopping experience.

b) Engaging Content: Creating engaging and entertaining content, such as *tutorials*, product *reviews*, or educational content, to increase user *engagement*.

3. Leverage *Influencers*

a) Collaboration with *Influencers:* Collaborating 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 receive a commission for every sale generated.

4. Improve Product Quality

a) Careful Product Selection by choosing products of good quality and in accordance with market trends.

b) Warranty and Return by providing warranties and ease in the return process to increase consumer confidence.

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