

## Determination of Trust and Online Sales Promotion on Impulsive Buying in TikTok Shop: An Empirical Study on Gen Z in Purwokerto

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### ABSTRACT

This study analyzes the influence of security, ease of use, trust, and online sales promotions on impulsive buying by TikTok Shop users in Purwokerto. Using a quantitative approach with purposive sampling techniques, 147 Gen Z respondents were involved. Data analysis was conducted using SEM-PLS. The results of the study indicate that trust and online sales promotions have a positive and significant influence on impulsive purchasing. Conversely, security and ease of use do not have a significant influence. These findings provide strategic implications for businesses in developing digital marketing strategies based on social commerce that are relevant to the behavior of young consumers, emphasizing the importance of building trust and creating attractive promotions to encourage spontaneous purchasing decisions.

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## **INTRODUCTION**

The rapid growth of social commerce platforms such as TikTok Shop has brought significant changes to the landscape of digital shopping behavior, especially among the younger generation. TikTok Shop no longer functions merely as a social media platform for entertainment, but also as an interactive, fast, and highly visual space for buying and selling. By combining entertainment content and e-commerce features in one app, the platform allows users to watch short videos while making purchases directly through features such as live shopping, flash sales, and promotions from influencers. This creates a shopping experience that tends to be impulsive, emotional, and instant, encouraging consumers to make purchases without planning.

According to a report by DataReportal (2024), the number of active TikTok users in Indonesia has seen a significant surge over the past five years. From around 22.2 million users in 2020, the number has skyrocketed to 82.6 million in 2024. This growth solidifies TikTok's position as one of the most influential social media platforms in the country. The surge in users not only reflects the growing public interest in digital entertainment content but also reinforces TikTok Shop's role as a new force in the social commerce landscape. With a dominant user base from the productive age group, particularly Generation Z, TikTok creates a highly conducive digital environment for the emergence of impulsive purchasing behavior.

This trend is significant because TikTok Shop represents the convergence of social media and e-commerce activities, creating a new paradigm for analyzing digital consumer behavior. Among Gen Z, the decision to purchase a product is no longer solely determined by logic or functional considerations but is also influenced by emotional impulses, social interactions, and narratives built through video content, user testimonials, and the reputation of influencers or sellers. In this context, trust in sellers and online promotional strategies play a dominant role in triggering impulsive purchases, surpassing the influence of technical aspects such as system security and ease of access. This shift underscores that the use of digital technology today is more saturated with psychological and social nuances than mere technological efficiency.

The phenomenon of impulsive buying through TikTok Shop is also evident in Purwokerto, an urban developing city that is not part of a metropolitan area but exhibits active digital dynamics. The 17-25-year-old Generation Z demographic constitutes the dominant user group of TikTok in this region. Interestingly, some local SMEs have begun adopting TikTok Shop as a product distribution channel, although most still lack a deep understanding of the psychological and technical factors influencing consumer behavior, particularly regarding impulsive purchases. This lack of understanding can be an obstacle in formulating relevant digital marketing strategies that can respond to the consumption patterns of the younger generation. In response to this issue, this study systematically examines four key variables that have the potential to influence impulsive purchasing decisions on the TikTok Shop platform, namely perceptions of security, ease of use, level of trust, and the effectiveness of online sales promotions.

Security in digital transactions is understood as consumers' belief that the buying and selling process is conducted without the risk of misuse of personal or financial data (Chellappa & Pavlou, 2002). In e-commerce practice, perceptions of security play a crucial role in building consumers' sense of safety and comfort during transactions. Pavlou (2003) emphasizes that security has a positive contribution to consumers' purchase intentions. However, another finding by Nasution & Rafiki (2020) shows a shift in perception among Gen Z as a digital native generation. For this group, security is considered an inherent element or basic feature of the digital platforms they use, so it is no longer a primary factor in driving impulsive purchasing behavior. This reflects a shift in consumer orientation toward emotional and social elements over technical aspects.

Ease of use refers to the extent to which a digital system can be operated smoothly without requiring significant effort to understand its functionality (Davis, 1989). In the context of online purchasing, this ease plays a crucial role in accelerating the transaction process and encouraging spontaneous purchasing decisions. Research by Yoma & Desiyanti (2024) shows that perceptions of ease of use have a significant influence on the tendency to make impulsive purchases, particularly because consumers perceive the process as efficient and hassle-free. However, a study by Lily Purwianti et al. (2024) yielded different results. They found that for Generation Z, who are already very familiar with digital technology, the ease of using platforms such as TikTok Shop is considered normal and no longer a distinguishing factor in purchasing decisions. This finding indicates that the perception of ease is not always the primary driver of impulsive behavior, especially among digital native users.

Trust is the belief in the reliability and integrity of sellers and platforms (Gefen et al., 2003). In the digital world, where physical interaction is minimal, trust becomes an important foundation in encouraging consumers to make impulsive purchases. Research by Tang & Chen (2022) confirms that digital trust significantly influences consumption behavior, but Nurlaili & Wulandari (2024) found that trust does not always significantly influence impulsivity, especially if users are already familiar with the platform.

Online sales promotion strategies encompass various forms of digital marketing, such as discounts, bundling offers, exclusive vouchers, and live deal sessions designed to evoke emotional responses from consumers while shopping (Kotler et al., 2018). These elements have proven effective in creating a sense of urgency and driving sudden purchasing decisions. A study conducted by Anton Agus Setyawan (n.d.-a) shows that online sales promotions have a significant impact on impulsive purchasing behavior. However, in a different context, research from Ilmu Ekonomi dan Bisnis & - (n.d.) reveals that the effectiveness of promotions is not always consistent, as it is influenced by how consumers perceive the benefits or value of the promotion. This indicates that individuals' perceptions of the quality and relevance of promotions also determine whether the promotions can drive impulsive behavior.

This study is an extension of a previous study by Darmawan & Gatheru (2021), which examined the influence of security, ease of use, and trust on impulsive purchasing behavior among Shopee app users. Unlike that study, this

research focuses on TikTok Shop users in the Purwokerto region and adds a new variable in the form of online sales promotions as a factor to be analyzed (Anton Agus Setyawan<sup>2</sup>, n.d.). With this approach, the study is expected to contribute theoretically to enriching the literature on consumer behavior in the digital age, while also serving as a practical reference for businesses in designing marketing strategies that are more relevant and responsive to the dynamics of Gen Z behavior on social commerce platforms like TikTok Shop.

## LITERATURE REVIEW

### *Theory of Planned Behavior (TPB)*

The Theory of Planned Behavior (TPB) introduced by Ajzen (1991) is an extension of the Theory of Reasoned Action (TRA), placing intention as the key factor that drives behavior. In this context, intention is shaped by three key elements: attitude toward the behavior, subjective norms, and perceived behavioral control. Attitude reflects an individual's positive or negative view of a particular behavior, subjective norms refer to the perceived social influence of the surrounding environment, while perceived control indicates the extent to which a person feels capable or in control of performing the behavior (Ajzen, 1991).

In relation to this study, trust and online sales promotions act as forms of influence on users' attitudes and subjective norms. Growing trust in the credibility of the platform or seller will form a positive attitude toward purchasing, which ultimately increases impulsive purchase intent. On the other hand, digital promotions such as flash sales, limited vouchers, or live sales broadcasts can create social pressure or a sense of urgency, especially among Gen Z who are highly influenced by social media interactions. This is reinforced by the findings of Haryanto & Haryanto (2025), who state that emotional elements such as liking have a greater impact on purchase intention than rational aspects such as product knowledge.

Meanwhile, security and ease of use factors are closely related to the perceived behavioral control component in TPB. When consumers feel that the transaction process through TikTok Shop is secure and easy, they will feel greater control in completing the purchase process. This perception strengthens their confidence in making spontaneous purchasing decisions without the need for lengthy consideration. Therefore, the TPB framework provides a comprehensive understanding of how the combination of technical and psychological factors can influence the intention and behavior of impulsive purchasing in the context of social commerce platforms such as TikTok Shop.

### *Impulsive Buying*

Impulsive buying behavior has long been a focus of attention in the fields of marketing and consumer psychology due to the complexity of the motives underlying it. According to Stern (1962), spontaneous purchasing activities without prior planning are referred to as impulsive buying, driven by sudden emotional reactions. In the modern context, particularly in the digital realm, Verhagen & van Dolen (2011) argue that impulsive buying on e-commerce platforms is further reinforced by visual stimuli, such as attractive product

images, as well as social stimuli, such as positive reviews or high purchase volumes. These stimuli create a sense of urgency and emotional appeal that is difficult for consumers to resist.

Furthermore, a study by Rook & Fisher (1995) confirms that impulsive buying is not merely an irrational act but a form of rapid response to external stimuli that activate affective drives. In today's digital age, the speed of information, ease of transactions, and algorithm-based marketing strategies amplify the potential for impulsive buying, as purchase decisions are made quickly without deep logical consideration. Therefore, it can be concluded that purchases made suddenly due to emotional impulses, visual appeal, social factors, and the ease of digital systems make impulsive purchases an important phenomenon in understanding the dynamics of digital consumer behavior.

### *Security*

Security Security is defined by Belanger et al. (2002) as consumers' perception that e-commerce systems can protect their personal information and financial transactions. Research by Kim et al. (2008) states that high security can build trust and encourage impulsive online purchases. From this definition, it can be concluded that security is the belief in the protection of personal data and online transactions. Research by Kim et al. (2008) shows that security has a significant influence on online shopping behavior.

H1: Security has a positive and significant influence on impulsive purchasing.

### *Ease of Use*

Ease of use is defined by Venkatesh & Davis (2000) as the extent to which individuals believe that the system they are using will be free of significant effort. In the context of e-commerce, ease of use includes ease of navigation, transaction speed, and an intuitive user interface. From this explanation, ease of use is the perception that a digital system is designed to facilitate user interaction without requiring complex cognitive or technical effort.

Zhou et al. (2007) argue that the level of ease in using a system is directly correlated with an increase in consumers' tendency to make purchases, including impulsive ones. In other words, the simpler and more intuitive a platform is, the greater the likelihood that users will make spontaneous purchases. In line with these findings, empirical research conducted by Adaji & Vassileva (2017) also confirms that ease of use has a positive and significant impact on impulsive purchasing behavior in the e-commerce realm. This causes users who are comfortable with the system to make purchasing decisions quickly without deep consideration.

H2: Ease of use has a positive and significant effect on impulsive purchasing

### *Trust*

Mayer et al. (1995) describe trust as an individual's willingness to relinquish some control or dependence on another party, with the belief that the party will act honestly, reliably, and prioritize mutual interests, without abusing the trust that has been given. McKnight et al. (2002) showed that trust in online

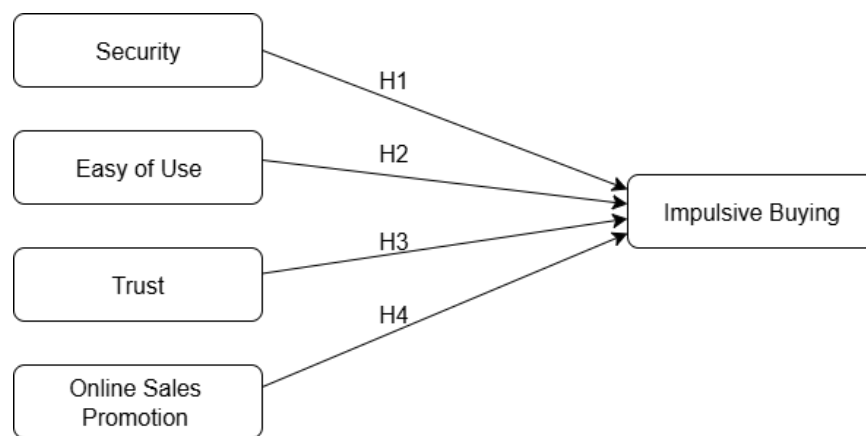
sellers plays a crucial role in triggering impulsive purchases by reducing perceived risk. Au -Bai & Au -Park, (n.d) stated that digital trust plays a crucial role in driving impulsive purchases, especially when users feel confident about the security, reputation, and transparency of the platform. In other words, trust is a psychological belief in the integrity and competence of digital service providers. Research by Au -Bai & Au -Park, (n.d) shows that trust has a positive and significant influence on impulsive purchases.

H3: Trust has a positive and significant influence on impulsive purchases.

### **Online Sales Promotions**

Online sales promotions are short-term incentives such as discounts, vouchers, and gifts designed to encourage immediate purchases (Berman & Evans, 2013). In their research, Haryanto & Haryanto (2025) emphasize that Gen Z is more influenced by emotional aspects such as liking compared to rational information, so promotions with an emotional approach such as live shopping are more effective in triggering impulsive purchases. In the digital age, promotional formats have become increasingly diverse and create a perception of scarcity that drives spontaneous decisions (Adel Saleh M & Aimin, 2015). Therefore, emotional and structured online promotional strategies are key to triggering impulsive purchasing behavior among young consumers.

H4: Online sales promotions have a positive and significant effect on impulsive purchasing.



**Figure 1. Path Diagram Conceptual Framework**

## **METHODOLOGY**

This study uses a quantitative approach with a causal design to identify and analyze the extent to which the variables of security, ease of use, trust, and online sales promotions influence impulsive purchasing behavior among TikTok Shop users residing in the Purwokerto area. Data was collected through an online questionnaire distributed via the Google Forms platform, using a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The study population included all individuals residing in the Purwokerto region, aged 17 years or older, and who had experience transacting through TikTok Shop. The sampling technique used purposive sampling, which involves selecting

respondents based on specific criteria aligned with the research objectives. Given that the population size is unknown, the minimum number of respondents was determined using guidelines from Hair et al. (2014/2010), which recommend between 5 and 10 respondents per indicator used in the research instrument.

$$n = k \times r$$

Description:

$n$  = minimum sample size

$k$  = number of indicators

$r$  = number of respondents per indicator (5–10)

In this study, there are a total of 24 indicators, namely:

- Security (5 indicators)
- Ease of Use (4 indicators)
- Trust (3 indicators)
- Online Sales Promotion (4 indicators)
- Impulsive Purchasing (8 indicators)

Therefore, the minimum sample size can be calculated as follows:

$$n = 24 \times 5 = 120 \text{ minimum respondents}$$

$$n = 24 \times 10 = 240 \text{ ideal respondents}$$

With the total of 24 indicators used in the research instrument, the minimum sample size required is 120 respondents. Out of the 193 data points successfully collected, 147 respondents were deemed valid and suitable for analysis. Data processing was conducted using the Structural Equation Modeling approach based on Partial Least Squares (PLS-SEM), utilizing the SmartPLS version 4 software. The evaluation of the measurement model included testing convergent validity through outer loading values and Average Variance Extracted (AVE), construct reliability using the Composite Reliability indicator, and discriminant validity using the Fornell-Larcker Criterion approach. Meanwhile, structural model analysis was conducted by assessing the coefficient of determination (R-square) and testing hypotheses using the bootstrapping method, taking into account the original sample (O) value and the statistical significance indicated by the p-value.

## RESEARCH RESULT

### *Respondent Characteristics*

The respondents in this study were TikTok Shop users in Purwokerto. A total of 147 respondents were successfully collected. Based on Table 1, the sample size was determined using the formula proposed by Hair et al. (2014/2010) by determining the number of TikTok Shop users in Purwokerto, resulting in a total of 147 respondents.

Table 1. Respondent Description

Characteristics	Category	Number	Percentage
Gender	Male	28	14,5%
	Female	165	85,5%
Age	17-25 years old	179	92,7%
	26-35 years old	14	7,3%
	36-45 years		
	>40 years		
Education	SMA/MA/K	141	73,1%
	S1	51	26,4%
	S2		
	S3		
	Others	1	0,5%
Occupation	< Rp. 1000.000	82	42,5%
	< Rp. 1000.000 - Rp. 2.999.999	86	44,6%
	Rp. 3.000.000 - Rp. 4.999.999	20	10,4%
	> Rp. 5.000.000	5	2,6%
Domicile	Purwokerto Utara	54	28%
	Purwokerto Barat	57	29,5%
	Purwokerto Selatan	32	16,6%
	Purwokerto Timur	21	10,9%
	Others	29	29%

An analysis of respondent characteristics shows that the majority of TikTok Shop users in Purwokerto are aged 17-25 years. Furthermore, 90.7% of the total respondents are students. The majority of respondents are female (85.5%), indicating that TikTok Shop has strong appeal among female students. In terms of income, the majority of respondents fall into the low to middle-income bracket, earning between Rp. 1,000,000 and Rp. 2,999,999 per month (44.6%). Among the four regions where TikTok Shop users are distributed in Purwokerto, the most respondents chose to reside in Purwokerto Barat (29.5%).

### ***Convergent Validity***

The evaluation of the measurement model (outer model) in this study aims to ensure that each indicator can explain the elements that meet the criteria for validity and reliability testing. Convergent validity testing was conducted by

reviewing the outer loading values and Average Variance Extracted (AVE). According to Ghozali (2020), an indicator is considered convergent valid if it has an outer loading value of at least 0.60. Additionally, the AVE for each construct must exceed the threshold value of 0.50 to indicate that the latent variable can explain more than half of the variance in its indicators. Based on the analysis results using SmartPLS 4 software, several indicators with outer loading values below 0.60 were eliminated from the model. After this filtering process, all remaining indicators showed outer loading values  $\geq 0.60$ , and the AVE values for each construct exceeded 0.50, leading to the conclusion that all constructs in this test are convergent valid.

Table 2. Convergen Validity and Rability

Items	Outer Loading	Cornbach's Alpha	Composite Reliability	AVE
Security				
S.1	0.848			
S.2	0.758	0.815	0.871	0.577
S.3	0.756			
S.4	0.79			
S.5	0.628			
Easy of Use				
EU.1	0.851			
EU.2	0.768	0.793	0.864	0.615
EU.3	0.83			
EU.4	0.677			
Trust				
T.1	0.657	0.604	0.79	0.558
T.2	0.769			
T.3	0.806			
Online Sales Promotion				
OSP.1	0.82	0.767	0.852	0.591
OSP.2	0.838			
OSP.3	0.71			
OSP.4	0.697			

Impulsive Buying				
IB.1	0.725	0.577	0.778	0.539
IB.2	0.701			
IB.4	0.775			

### ***Discriminant Validity***

In this study, Discriminant Validity testing was conducted using the Fornell-Larcker Criterion approach, which was used to evaluate the extent to which each element in the model could be effectively differentiated from other elements. Discriminant validity is considered achieved if the square root of the Average Variance Extracted ( $\sqrt{\text{AVE}}$ ) of a construct is greater than its correlation with other elements in the model, as explained by (Fornell & Larcker, 1981). Based on the analysis results, all constructs tested met this criterion. For example, the  $\sqrt{\text{AVE}}$  value for the Security construct is 0.760, higher than its correlation with Online Sales Promotion, which is only 0.457. Similarly, the  $\sqrt{\text{AVE}}$  value for the Trust construct is 0.747, exceeding its correlation with the Impulsive Purchasing construct, which is 0.572. These findings indicate that each construct in the model has good discriminative ability, so that the discriminant validity in this study can be said to have been fully met.

Table 3. Fornell-Lacker Creation

	Security	Easy of Use	Trust	Online Sales Promotion	Impulsive Buying
Security	0.76				
Easy of Use	0.693	0.784			
Trust	0.613	0.487	0.747		
Online Sales Promotion	0.65	0.723	0.566	0.769	
Impulsive Buying	0.451	0.505	0.543	0.625	0.734

### ***Coefficient of Determination (R-Square)***

The coefficient of determination (R-square) is used to assess how well independent variables explain the variability of dependent variables in a model. In the context of this study, the R-square value for the Impulsive Purchasing construct was 0.449, with an adjusted R-square value of 0.433. This means that 44.9% of the variation in impulsive purchasing behavior among TikTok Shop users in Purwokerto can be explained by four independent variables, namely Security, Ease of Use, Trust, and Online Sales Promotion. Meanwhile, the remaining 55.1% is influenced by other factors not included in this model. Referring to the guidelines from Hair et al. (2019), an R-square value of 0.449 falls

into the moderate category, indicating that the model has sufficient explanatory power. Therefore, this model is considered statistically adequate for explaining impulsive purchasing behavior, although further development can be done by including other relevant variables.

Table 4. R Square

	<b>R Square</b>	<b>R Square Adjusted</b>
Impulsive Buying	0.449	0.433

***Hypothesis Testing Results (Bootstrapping)***

Hypothesis testing in this study was conducted to assess the strength and direction of the relationship between variables in the structural model using the bootstrapping method through the SmartPLS 4 application. Based on the guidelines of Hair et al. (2019), the relationship between constructs is considered significant if the p-value is less than 0.05. The analysis results indicate that two independent variables, namely trust and online sales promotions, have a significant and positive impact on impulsive purchasing. These findings indicate that the higher the level of consumer trust in the platform or seller, and the stronger the appeal of promotional strategies such as discounts, flash sales, and live shopping, the greater the likelihood of TikTok Shop users making spontaneous purchases. The emotional factors arising from trust and promotions have proven to be the main drivers of unplanned purchasing behavior, particularly among Generation Z, who are highly responsive to digital interactions.

Meanwhile, the other two variables, security and ease of use, did not show a significant relationship with impulsive purchases. The p-values for both variables were above the 0.05 threshold, meaning that while functionally important, they were not strong enough to influence emotional and spontaneous purchasing decisions. This reinforces the view that younger users, especially Gen Z, already consider system security and user-friendly interfaces as part of the standard features of digital platforms, so they no longer serve as differentiating factors driving impulsive behavior. Thus, the findings of this study confirm that psychological and emotional aspects, such as trust and attractive promotions, play a more dominant role than technical aspects in driving impulsive purchases on social commerce platforms, including TikTok Shop.

Table 5. Hypothesis Testing Results

	<b>Original Sample (O)</b>	<b>T Statistic</b>	<b>P Values</b>	<b>Description</b>
Security--> Impulsive Buying	-0.088	0.86	0.39	Negatively and insignificantly

Easy of Use--> Impulsive Buying	0.013	0.815	0.415	Positive and insignificant
Trust--> Impulsive Buying	0.298	3.523	0	Positif and significant
Online Sales Promotion--> Impulsive Buying	0.44	3.19	0.001	Positive and significant

## DISCUSSION

The results of this analysis reveal that the Security variable does not have a significant effect, and even shows a negative direction on the spontaneous (impulsive) purchasing behavior of TikTok Shop users in the Purwokerto area. It can be concluded that Hypothesis 1 is not valid. This finding implies that perceptions of platform security are not a factor that influences spontaneous purchasing decisions. This may be due to the tendency of young digital users to view system security as a basic feature that is automatically embedded in digital platforms. This finding is supported by a meta-analysis study by Zhao et al., n.d., which states that “website security was not significantly associated with online impulsive buying,” indicating that perceptions of security are not the primary determinant of online impulsive purchasing behavior.

Furthermore, the Usability variable also showed a negative and insignificant influence on impulsive behavior, so Hypothesis 2 was also rejected. This means that an accessible interface and user-friendly system are not necessarily the primary triggers in driving spontaneous purchasing decisions. This indicates that technical convenience tends not to have a strong influence in this context, especially for younger generations who are already highly familiar with digital technology use. The results align with the findings of Soomro & Habeeb (2025), who did not find a significant relationship between ease of use and impulsive purchasing in the context of mobile commerce, confirming that system ease is no longer a distinguishing factor in decision-making processes for digital natives.

Unlike the previous two variables, the Trust variable shows a positive and significant influence on impulsive purchasing, thus supporting Hypothesis 3. This means that the higher the level of consumer trust in the platform or seller, the greater the likelihood of them making unplanned purchases. This reflects that trust can reduce perceived risk and create psychological comfort that drives impulsive actions. These results are consistent with the findings of Xue et al. (2024), who argue that technical elements such as trust play an important role in encouraging online impulsive purchases, especially when consumers feel confident about the integrity and reputation of the seller.

Similarly, the Online Sales Promotion variable was found to have a positive and significant impact on impulsive purchasing behavior, thus supporting Hypothesis 4. This indicates that digital marketing strategies such as discounts, flash sales, and other incentives can evoke strong emotional impulses and create a sense of urgency in consumers. In the context of TikTok Shop, digital promotions have proven to be more effective than technical features in

encouraging spontaneous shopping behavior. This finding aligns with research conducted by Lamis et al. (2022), which concluded that promotional forms such as flash sales and vouchers play a significant role in triggering impulsive purchases, especially when consumers are faced with time constraints or exclusive offers.

## **CONCLUSIONS AND RECOMMENDATIONS**

Based on the results of data analysis and hypothesis testing using the bootstrapping method, it can be concluded that out of the four variables studied, only Trust and Online Sales Promotion have a positive and significant influence on the impulsive purchasing behavior of TikTok Shop platform users in Purwokerto. Meanwhile, the variables of Security and Ease of Use were found to have no significant influence on impulsive purchasing decisions. These findings indicate that users, particularly Gen Z, already consider technical aspects such as system security and interface ease of use as inherent features of digital platforms, so they no longer serve as primary driving factors. Instead, emotional and psychological factors such as trust in the platform and interest in digital promotions play a greater role in driving spontaneous, unplanned purchasing actions.

The research results also indicate that in the context of social commerce, the technology adoption theory approach needs to be adjusted to consider consumers' psychological and social aspects. Marketing strategies focused on building trust through transparency and credibility, as well as leveraging emotional promotions like flash sales and collaborations with content creators, have proven to be more effective. An approach emphasizing consumer emotional engagement can significantly drive impulsive purchases in the digital age.

## **ADVANCED RESEARCH**

The results of this study have several limitations that can serve as a basis for further research. The use of a quantitative approach in this study did not allow for an in-depth exploration of the emotional and psychological aspects that influence impulsive purchasing, so future studies are recommended to use a qualitative or mixed-methods approach to capture the affective and cognitive dimensions of consumers more comprehensively. Additionally, based on the model analysis results, the coefficient of determination (R-square) value of 43.3% indicates that the variables of security, ease of use, trust, and online sales promotions can only explain a portion (43.3%) of the variation in impulsive purchasing behavior among TikTok Shop users. This means that there is still 56.7% of variation that may be influenced by external factors such as hedonistic impulses, risk perception, social norms, or situational factors, which are worthy of further research focus.

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