

THE EFFECT OF HEDONIC SHOPPING VALUE AND BEAUTY INFLUENCER IN TIKTOK TOWARDS IMPULSE BUYING AMONG TIKTOK USERS IN MANADO*PENGARUH HEDONIC SHOPPING VALUE DAN BEAUTY INFLUENCER DI TIKTOK TERHADAP PEMBELIAN IMPULSIF PADA PENGGUNA TIKTOK DI MANADO*

By:

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Abstract: Social media is becoming a tool for more intense, convenient, and innovative business-customer interactions, the phenomenon of impulse buying has become widespread. Tiktok as social media has a lot of impact on society including in terms of shopping. This study was conducted with the aim of determining the effect of hedonic shopping value and beauty influencers on impulse purchases. This type of research is descriptive quantitative, which is a study that aims to explain an empirical phenomenon accompanied by statistical data, characteristics and relationships between variables whose data collection techniques use questionnaires and literature studies. Data collection in this study was carried out through distributing questionnaires using a Likert scale. The sample in this study were people in Manado city totalling 116 respondents. The method used in data collection is purposive sampling. The analysis technique uses multiple linear regression analysis with the help of the SPSS 29 program. The results of this study indicate that the Hedonic Shopping Value variable has a positive and significant effect on the impulse buying variable and the beauty influencer variable also has a positive and significant effect on the impulse buying variable, both independent variables, namely hedonic shopping value and beauty influencers simultaneously affect impulse buying.

Keyword: Hedonic Shopping Value, Beauty Influencer, Impulse Buying

Abstrak: Media sosial menjadi alat untuk interaksi bisnis-pelanggan yang lebih intens, nyaman, dan inovatif, fenomena pembelian impulsif telah menyebar luas. Tiktok sebagai media sosial banyak memberikan dampak pada masyarakat termasuk dalam hal berbelanja. Penelitian ini dilakukan dengan tujuan untuk mengetahui pengaruh hedonic shopping value dan beauty influencer di tiktok terhadap pembelian impulsif. Jenis penelitian ini adalah deskriptif kuantitatif yaitu suatu penelitian yang bertujuan untuk menjelaskan suatu fenomena empiris yang disertai data statistik, karakteristik dan hubungan antar variabel yang teknik pengumpulan datanya menggunakan kuesioner dan studi pustaka. Pengumpulan data dalam penelitian ini dilakukan melalui penyebaran kuesioner dengan menggunakan skala Likert. Sampel dalam penelitian ini adalah masyarakat kota manado yang berjumlah 116 responden. Metode yang digunakan dalam pengambilan data adalah purposive sampling. Teknik analisisnya menggunakan analisis regresi linier berganda dengan bantuan program SPSS 29. Hasil penelitian ini menunjukkan bahwa variable Hedonic Shopping Value berpengaruh positif dan signifikan terhadap variable impulse buying dan variable beauty influencer juga berpengaruh positif dan signifikan terhadap variable impulse buying kedua variabel independen yaitu hedonic shopping value dan beauty influencer secara simultan berpengaruh terhadap pembelian impulsif.

Kata Kunci: Hedonic Shopping Value, Beauty Influencer, Pembelian Impulsif

INTRODUCTION

Research Background

Innovative technological transformations have turned the use of social media into social commerce, namely as a buying and selling process which is carried out through social media as a transaction tool (Pambudy, Gumilang, and Hasibuan, 2015). Based on the results of a survey conducted by Populix in the period July - August 2022, Tiktok became the most widely used social commerce platform, which is 42%. TikTok is a social

networking application that was launched in early September 2016. With this application, users can create unique short videos quickly and easily to share with friends and around the world. In April 2021, TikTok launched Tiktok Shop, an innovative social commerce feature that reaches producers, sellers, buyers, and creators and provides a smooth, fun, and convenient shopping experience for consumers. With the TikTok Shop feature, brand producers and sellers can grow their business by using short video content and shopping features directly on their business TikTok account or in collaboration with creators. Fernanda (2019) shows that giving sales promotions in the form of short-term incentives such as price discounts, cashback, flash sales and shipping discounts can provide incentives for consumers to make unplanned purchases or increase the number of purchases, this can trigger impulse buying.

Impulse buying can occur when an individual experiences a sudden and irresistible feeling of urgency (Solomon, Marshall, and Stuart, 2018). This tendency to buy spontaneously can generally result in purchases when consumers believe that the action is reasonable. For business people, impulse buying is something that is very profitable. Consumers who are emotionally attracted usually do not involve rationality in product purchasing decisions. Sometimes, consumers use rational reasons just to justify their decisions. Meanwhile, for consumers, if impulse buying continues, it can result in bad things, for example in terms of spending and consumption, greed, selfishness, arrogance and debt (Hoetoro and Hannaf, 2019). Impulse buying has quite a negative impact, such as cost inflation, regret related to financial problems, and feelings of disappointment because the product does not meet the expectations.

The existence of attractive offers or various trends that are hype in society can encourage many people to carry out consumptive activities, hedonism is often associated with materialism, where a person treats goods and experiences as a source of happiness and satisfaction. Those who have a hedonistic lifestyle are people who tend to want to luxuriate and dissolve in the glitter of the world. People with this characteristic fall into two types. Firstly, those who are financially capable. Secondly, those who tend to push the envelope and are willing to do anything to fulfil their desired standard of living. Hedonic shopping value plays an important role in impulse buying (Park, Kim and Forney, 2006). Therefore, consumers often experience impulse buying when driven by hedonic desires. Consumers can engage in impulse buying behaviour when they are motivated by hedonic needs and desires, such as pleasure, fantasy, social or emotional satisfaction (Cahyono, Khuzaini, and Widiarto, 2016).

TikTok is increasingly in demand because it is an opportunity for users to become content creators, where on this platform users can earn additional income and also become popular people or what are usually called influencers. Kotler and Keller (2015) believe that influencers are used by marketers because they have the opportunity to get a higher response and attention and also as a way of conveying messages that are interesting and known to the public. Tiktok also provides a Tiktok Affiliate program, which is a promotional strategy that connects creators and sellers. The marketing objective of using Tiktok affiliates combined with influencers is to increase the number of shop visits on Tiktokshop. The influence of influencer reviews and links (Yellow Baskets) that directly direct customers to the products being sold can influence purchasing interest and trigger customers to make impulse purchases. According to Carisa and Aruman (2019), influencers are external factors that influence consumers in making purchasing decisions. Products that are viral and reviewed by many influencers on the TikTok application are a driving force for making impulse purchases. The major objective of this study is to assess Hedonic Shopping Value and Beauty Influencer and their effect on impulse buying based on the facts, explanation, and prior perspectives on the issue.

Research Objectives

Based on the research problem, the objectives of this paper as follow:

1. To analyze the effect of hedonic shopping value in tiktok towards impulse buying among tiktok users in Manado
2. To analyze the effect of beauty influencer in tiktok towards impulse buying among tiktok users in Manado
3. To analyze the effect of hedonic shopping value and beauty influencer in tiktok towards impulse buying among tiktok users in Manado

THEORITICAL FRAMEWORK

Marketing

Marketing is a social process involving the activities necessary to enable individual and organization to obtain what they need and want through exchanges with others and to develop ongoing exchange relationship (Mullins et al., Walker 2005:5). Marketing is a system of activities within a defined environment, incorporating

Consumer Behavior

Consumer behavior can be defined as individual activities that are directly involved in obtaining and using goods and services, including the process of decision-making process in the preparation and determination of these activities (Dharmesta and Handoko, 1982: 9)

Impulse Buying

Pontoh, Moniharapon, and Roring (2017) define Impulse Buying as a person's shopping behaviour that occurs unplanned in making quick decisions when seeing a product. Impulse buying is shopping behavior without prior planning, where purchasing decision are made quickly and without thinking (Prasetyo, 2016).

Hedonic Shopping Value

Hedonic shopping value is a purchase that is driven by behavior related to the five sense, fantasies, and emotions that make pleasure and material comfort the main goal of life (Damar and Japrianto, 2014)

Beauty Influencer

Beauty influencer is a figure who disseminates information, teaches certain skills and illustrates how to do something through content posted on various social media such as Instagram and TikTok (Sinaga and Kusumawati, 2018)

Previous Research

Wahyuni, Suryani, and Amelia (2022) analyzed the effect of hedonic shopping value and shopping lifestyle on the impulsive buying of Albadar 6 gang community. This type of research is quantitative descriptive, which is a study that aims to explain an empirical phenomenon accompanied by statistical data, characteristics and relationships between variables using techniques. Data collection using questionnaires and literature study. Data collection in this study was carried out by distributing questionnaires using a Likert scale. The sample in this study was the community of Gang Albadar 6, amounting to 78 respondents using the Slovin formula. The method used in data collection is purposive sampling. The analysis technique uses multiple linear regression analysis with the help of SPSS 25 program. The results of this study indicate that the two independent variables, namely hedonic shopping value and shopping lifestyle, affect impulse buying.

Zukhrufani and Zakiy (2019) determined the effect of beauty influencers, lifestyle, brand image and halal labelling on purchasing decisions for halal cosmetics. In this study using a quantitative method with cross sectional analysis. The variable measurement scale is done using a likert scale. The sample in this study was a student of Muhammadiyah Yogyakarta University who used halal cosmetics and had read or watched videos about cosmetics from a Beauty Influencer. The number of samples collected and successfully analyzed as many as 226 of the 242 respondents taken by using purposive sampling technique. The object of analysis in this study is halal cosmetic products. The analytical method used is multiple regression analysis. The results of this study show that the beauty influencer, lifestyle, brand image and labelling halal have a positive effect on purchasing decisions of halal cosmetics.

Pangestu (2023) determined the effect of the tiktok shop feature on impulsive buying behavior on noera beauty care products. This study uses a quantitative-explanative approach with a sample of 100 respondents. The data obtained was then processed using the SPSS measuring tool version 25. The results showed that there was an influence between the Tiktok application on impulsive purchases with a strong correlation value (0.429). The coefficient of determination shows that the Tiktok @noerabeautycare application (X) is affected by 18.4% by impulsive purchases (Y). The results of hypothesis testing using the t test there is an effect of using the Tiktok @noerabeautycare application on impulse purchases.

Research Hypothesis

H1: Hedonic Shopping Value in tiktok affects impulse buying among tiktok users in Manado

H2: Beauty Influencer in tiktok affects impulse buying among tiktok users in Manado

H3: Hedonic Shopping Value and Beauty Influencer in Tiktok affect impulse buying among tiktok users in Manado.

Conceptual Framework

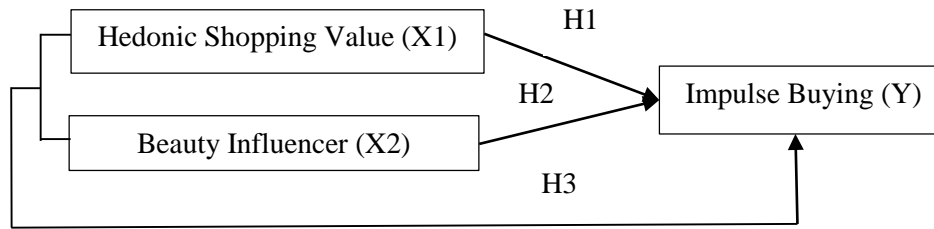


Figure 1. Conceptual Framework
Source: Data Processed (2023)

RESEARCH METHOD

Research Approach

This research uses quantitative research methods with a survey approach. Survey research is a method of collecting data in the form of a questionnaire, which is then distributed to respondents. Answers from respondents in survey research allow researchers to be able to conclude, as well as generalize a population represented by respondents. Survey research is research conducted to collect information by compiling a list of questions submitted to respondents. In survey research it is used to examine the symptoms of a group or individual behavior (Sujarweni, 2015).

Population, Sample and Sampling Technique

Population is a generalization area consisting of objects or subjects that have certain quantities and characteristics determined by researchers to study and then draw conclusions (Sugiyono, 2019). Based on the definition, problems, and the variable that is consisted in this study, the population that is going to be used are the tiktok users in Manado. The sample size consist of 116 people that make purchases on tiktok because they are influenced by beauty influencers

Data Collection Method

The data that is used for this study is primary data that directly provides data to data collectors (Sugiyono, 2019). The data is collected by the researcher directly from the first source or where the research object is carried out. Primary data in this study was obtained by distributing questionnaires containing questions and answer choices submitted by researchers to respondents.

Operational Definition of Research Variables

Tabel 1. Operational Definition and Indicator of Research Variables

Variable	Definition	Indicators
Hedonic Shopping Value	A shopping activity that is sometimes excessive to get a pleasure so that it can cause a reaction from positive consumer emotions which ultimately leads to impulse buying decisions	1. Adventure Shopping 2. Gratification Shopping 3. Role Shopping 4. Social Shopping 5. Idea Shopping
Beauty Influencer	A beauty influencer has a role to promote a beauty product in the form of video or written content which is then uploaded on his/her social media platform, beauty influencers utilise social media because of their large number of followers and they have a strong influence on their followers	1. Trustworthiness 2. Attractiveness 3. Expertise 4. Similarity 5. Familiarity 6. Liking 7. Respect.
Impulse Buying	Purchasing activities carried out by an individual spontaneously or suddenly without any prior purchase intention or plan based on emotional impulse without using careful thought when making a purchase decision.	1. Purchases without prior planning 2. Purchases without thinking about the consequences 3. Purchases influenced by emotional state

Source: Data Processed (2023)

Validity and Reliability

The term "validity test" relates to the characteristics of the indicators and the accuracy of the measurement. By conducting a bivariate correlation between the indicator score and the overall conduct score, a validity test is carried out. If an indicator produced a significant result, it is considered to be legitimate. The indication can be regarded as legitimate if the final score is more than 0.5. The results of this paper's validity test are summarized below.

Multiple Linear Regression Analysis

Regression analysis is used to measure the strength of the relationship between two or more variables, it also shows the direction of the relationship between the dependent and independent variables. The formulation for the equation model of multiple linear regression, which is presented below:

$$Y = a + b_1 X_1 + b_2 X_2 + \dots + b_n X_n$$

Description:

Y : Impulse Buying

α : constant the value of α indicates the value of Y when X is 0.

X1 : Hedonic Shopping Value

X2 : Beauty Influencer

B₁, b₂ : regression coefficients for the independent variables

RESULT AND DISCUSSION

Result

Validity and Reliability

The validity test involves 16 questions with the variable Y of Impulse Buying. A validity test is performed by doing a bivariate correlation in between the indicator score and the total conduct score. An indicator is said to be valid if it reached a significant outcome. If the score of the indicators turns out to be more than 0.5. The reliability value of X1 is 0.835, X2 is 0.912, and Y is 0.828. Based on this, it can be concluded that all the reliable number in this study are reliable or consistent.

Classical Assumption Tests

Normality Test

Table 2. Normality Test Result

		Unstandardized Residual
N		116
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.85154974
Most Extreme Differences	Absolute	.054
	Positive	.054
	Negative	-.049
Test Statistic		.054
Asymp. Sig. (2-tailed) ^c		.200
Monte Carlo Sig. (2-tailed) ^e	Sig.	.562
Lower Bound	99% Confidence	.549
Upper Bound	Interval	.574

Source: Data Processed (2023)

Table 2 shows the One Sample Kolmogorov Smirnov test, which is provided that if the significance value is above 5% or 0.05, the data has a normal distribution. This is indicating that the line and the scatter plot are appearing around the linear line which is meaning that the model is in normal model distribution.

Heteroscedascity Test

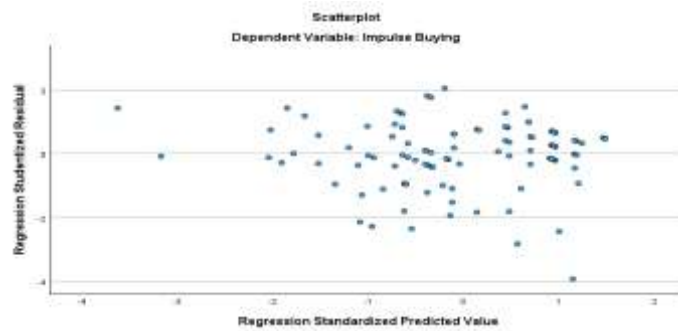


Figure 2. Heteroscedascity Test
 Source: Data Processed (2023)

Figure 2 shows the result of heteroscedasticity test using scatterplot the dots in the scatterplot the points spread randomly and are spread both above and below the number 0 on the Y axis, so it can be concluded that in this regression model there is no heteroscedasticity.

Multicollinearity Test

Table 3. Multicollinearity Test

Model	Coefficients ^a		Collinearity Statistics	
		Tolerance		VIF
1 (Constant)				
Hedonic Shopping Value		.542		1.847
Beauty Influencer		.542		1.847

a. Dependent Variable: Impulse Buying
 Source: SPSS Data Processed (2023)

Based on the table 3, it is shown that the Hedonic Shopping Value variable has a tolerance level of 0.542 and a VIF value of 1.847. This shows that the tolerance value of the Hedonic Shopping Value variable is > 0.100 and the the VIF value is < 10.00, so that multicollinearity does not occur. The Beauty Influencer variable has a tolerance level of 0.542 and a VIF value of 1.847. This shows that the tolerance value of the Beauty Influencer Value variable is > 0.100 and the VIF value is < 10.00, so that multicollinearity does not occur.

Multiple Linear Regression Analysis

Based on the table 4, it can be concluded that among the variables in this research have the strongest effect is Hedonic Shopping Value with the score of 0.443 or equal to 44.3%.

Table 4. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.274	.817		.335	.738
Hedonic Shopping Value	.443	.051	.498	8.646	<.001
Beauty Influencer	.244	.030	.476	8.268	<.001

Source: SPSS Data Processed (2023)

Based on the table above, the Multiple Linear Regression are as follow:

$$Y = .274 + 0.443X_1 + 0.244X_2$$

1. The constant value is 0.274 which states that if the variable Hedonic Shopping Value (X1), Beauty Influencer (X2), is equal to 0, then the Impulse Buying (Y) is 0.274
2. The regression coefficient value for the Hedonic Shopping Value (X1) variables is 0.443. This value shows a positive effect between the Hedonic Shopping Value and Impulse Buying variable.

3. The regression coefficient value for Beauty Influencer (X2) variable is 0.244. This value shows a positive effect between the Beauty Influencer and Impulse Buying variable.

Correlation and Determination (R2)

Table 5. Coefficient of Correlation and Determination (R2) Result

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.893 ^a	.797	.793	.859

a. Predictors: (Constant), Hedonic Shopping Value, Beauty Influencer

b. Dependent Variable: Impulse Buying

Source: SPSS Output Data (2023)

Table 5 shows the correlation coefficient or R of 0,893 this reveal that the connection of Hedonic Shopping Value and Beauty Influencer towards Impulse Buying Among Tiktok Users in Manado 89,3% and can be included as a strong relationship. The result of the Coefficient of Determination or R square (r2) is 0,797 equal to 79,7%. The result shows that the Hedonic Shopping Value and Beauty Influencer do have an effect towards Impulse Buying among Tiktok Users in Manado.

Hypothesis Testing

T- Test

Table 4 shows Hedonic Shopping Value variable has a value of 8.646 with a significant rate of $0.000 < 0.05$, indicating that Hedonic Shopping Value (X1) has positive and significant effect on Impulse Buying (Y). Beauty Influencer variable has a value of 8.268 with significant rate of $0.000 < 0.05$. This means Beauty Influencer (X2) has positive and significant effect on Impulse Buying (Y).

F – Test

Table 6. F – Test

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	326.920	2	163.460	221.499	<.000 ^b
	Residual	83.391	113	.738		
	Total	410.310	115			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Hedonic Shopping Value and Beauty Influencer

Source: SPSS Output Data (2023)

The test that has been conducted here is one by comparing the number of significant level of calculation results which is the significant level of 0, 05 or 5%. Based on table above, it is shown that the F shows a value of 221.499 with a significant rate of 0,000 then H_0 was accepted and H_a was also accepted. This shows that the Hedonic Shopping Value (X1), Beauty Influencer (X2), has an influence towards Impulse Buying

Discussion

The Effect of Hedonic Shopping Value and Beauty Influencer on Impulse Buying

Based on the tests that have been carried out, the results show that Hedonic Shopping Value and Beauty Influencer simultaneously have an effect on Impulse Buying among tiktok users in Manado. This means that impulse buying can occur by effect of hedonic shopping value, and also the effect of beauty influencers through social media, especially Tiktok. Hedonic shopping value revolves around the emotional gratification derived from the act of shopping. In the beauty industry, this often translates to the promise of self-expression, confidence, and the joy of indulging in aesthetically pleasing products. The immediate pleasure associated with beauty products, from skincare to cosmetics, aligns seamlessly with the concept of instant gratification. Beauty influencers amplify this by showcasing transformative results and elevating the emotional experience tied to each product.

The Effect of Hedonic Shopping Value on Impulse Buying

Based on the tests that have been carried out, the results show that Hedonic Shopping Value has a positive and significant effect on Impulse Buying, this means Hedonic shopping value affect impulse buying among tiktok users in Manado. This findings supported by Park and Kim (2006) that stated hedonic shopping value plays an

important role in impulse buying when it is driven by hedonic desires or other hedonic desires or other reasons beyond economic reasons, such as because of a sense of love for a product, pleasure, social and emotional influences. Kosyu, Hidayat and Abdillah (2014) say the reason a person has a hedonic nature is that there are many needs that cannot be fulfilled before, then after the needs are fulfilled, new needs arise and sometimes these needs are higher than before.

The Effect of Beauty Influencer on Impulse Buying

Based on the tests that have been carried out, the results show that Beauty Influencers has a positive and significant effect on Impulse Buying, this means that beauty influencers affect impulse buying among tiktok users in Manado. Zukhrufani and Zakiy (2019) stated beauty influencers are objective about the various beauty products that they have used so that the information conveyed to audience can be both positive and negative things about the beauty products that they have used. Beauty influencers offer impulse buying behaviour for consumers especially the younger generation because they often see content that feels authentic and relevant to them. They perceive influencers as real individuals who share genuine experiences. This authenticity builds trust, makes the reviewed product recommendation more appealing and tends to trigger impulse purchase decisions. The younger generation is heavily influenced by social media trends. When beauty influencers showcase and popularise certain beauty trends, their followers often want to emulate those trends, leading to an increase in product purchases. Young consumers trust beauty influencers because they find them authentic and relatable.

CONCLUSION AND RECOMMENDATION

Conclusion

1. Based on the partial result of the research, the Hedonic Shopping Value variable has a positive and significant effect, this means hedonic shopping value affects impulse buying among tiktok users in Manado.
2. Based on the partial results of the research, the Beauty Influencer variable has a positive and significant effect, this means beauty influencer affects impulse buying among tiktok users in Manado.
3. Based on the results of the study Hedonic Shopping Value and Beauty Influencer simultaneously have a positive and significant effect, which means both hedonic shopping value and beauty influencer affects impulse buying among tiktok users in Manado.

Recommendation

1. TikTok users must have self-awareness, recognize and control triggers that cause impulse buying; determine priorities by realizing the difference between needs and wants; manage finances by determining expenses, having organized finances can curb impulse buying; controlling social media use against tempting content can help break the cycle of hedonic shopping; and be realistic and aware of the fact that influencers are posting content at their best (wearing makeup, using good lighting and a good camera) and also understand that achieving the exact look portrayed in social media posts may not be realistic.
2. Future researcher may use this research as a reference for writing further research related to the variables in this study, and can also add other variables that are not examined in this study to find out what variables affect impulse buying besides the variables in this study.

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