

THE INFLUENCE OF PRODUCT QUALITY, LIFESTYLE, AND INFLUENCER MARKETING ON IMPULSE BUYING OF SKINTIFIC PRODUCTS AT THE TIKTOK SHOP AMONG GENERATION Z

PENGARUH KUALITAS PRODUK, GAYA HIDUP, DAN PEMASARAN INFLUENCER TERHADAP PEMBELIAN IMPULSIF PRODUK SKINTIFIC DI TIKTOK SHOP PADA GENERASI Z

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Abstract: With the evolution of social media into shopping platform for more intense, convenient, and innovative business-customer interactions, the phenomenon of impulse buying has become widespread. This study focused on TikTok Shop, a flourishing social platform, particularly popular among Generation Z who are closely connected to smartphones and social media. The beauty brand, Skintific, widely acclaimed on various platforms, has achieved significant sales on TikTok Shop. This study used the statistical method SPSS 29 to analyze the influence of product quality, lifestyle, and influencer marketing on impulse buying of Skintific products at the TikTok Shop among Generation Z. The research method applied is quantitative, using an online questionnaire targeted at Generation Z TikTok Shop users across Indonesia. Purposive sampling with certain criteria was used to select a sample of 104 respondents. The analysis results indicate that product quality has no influence on impulse buying, meanwhile lifestyle and influencer marketing have a positive influence on impulse buying. Simultaneously, product quality, lifestyle, and influencer marketing have a positive influence on impulse buying.

Keywords: Product Quality, Lifestyle, Influencer Marketing, Impulse Buying

Abstrak: Dengan evolusi media sosial menjadi platform belanja untuk interaksi bisnis-pelanggan yang lebih intens, nyaman, dan inovatif, fenomena pembelian impulsif telah meluas. Studi ini berfokus pada TikTok Shop, sebuah platform sosial yang berkembang pesat, khususnya populer di kalangan Generasi Z yang terhubung erat dengan ponsel pintar dan media sosial. Merek kecantikan Skintific yang terkenal luas di berbagai platform telah meraih penjualan signifikan di TikTok Shop. Penelitian ini menggunakan metode statistik SPSS 29 untuk menganalisis pengaruh kualitas produk, gaya hidup, dan pemasaran influencer terhadap pembelian impulsif produk Skintific di TikTok Shop di kalangan Generasi Z. Metode penelitian yang diterapkan adalah kuantitatif, menggunakan kuesioner online, yang ditargetkan pada Generasi Z Pengguna TikTok Shop di Indonesia. Purposive sampling dengan kriteria tertentu digunakan untuk memilih sampel sebanyak 104 responden. Hasil analisis menunjukkan bahwa kualitas produk tidak mempunyai pengaruh terhadap pembelian impulsif, sedangkan gaya hidup dan influencer marketing mempunyai pengaruh positif terhadap pembelian impulsif. Secara simultan, kualitas produk, gaya hidup, dan influencer marketing mempunyai pengaruh positif terhadap pembelian impulsif.

Kata Kunci: Kualitas Produk, Gaya Hidup, Pemasaran Influencer, Pembelian Impulsif

INTRODUCTION

Research Background

Social media serves as a platform for people to digitally connect with both known (family and friends) and unknown individuals who share common interests and accessing or creating digital content such as news, gossip, and user-generated product reviews (Appel et al., 2019). Social media users can engage in shopping activities without leaving the social media platform where they discovered brand content (Ryu and Park, 2020). Effectively using social media is a smart strategy for businesses. It helps them connect with their desired audience, make their brand stronger, build a loyal customer base, and increase revenue through carefully planned marketing

efforts.

TikTok emerges as a powerful platform for social platform, offering creative features that facilitate the creation of short, entertaining videos, including advertising, dance-coreography, jokes, and more. TikTok's short videos hooked users by triggering dopamine in the brain's pleasure system, leading to addiction through the release of this "feel-good" chemical that made users return after trying it once (Mutiara, Yuliaty and Putri, 2023). TikTok went global in 2017 through an acquisition when the Chinese company ByteDance bought Musical.ly for \$1 billion. TikTok's growth came from sharing product unboxing, reviews, and creating curiosity, which led to the launch of the TikTok Shop feature (Nuryani, Pattiwael, and Iqbal, 2022). This is reinforced by the fact that the TikTok Shop is a popular choice for shopping, with beauty products being the second most frequently purchased category.

TikTok's detailed algorithm personalizes content for users, making it a hotspot for impulse shoppers (Tee, Teo, and Liew, 2023). TikTok attracts people seeking connection, fame, and creative expression, thereby establishing a psychological influence on Generation Z awareness (Genoveva, 2022). This demographic is easily influenced by online stores, often making purchases based on their desires (Ramadhan and Simanjuntak, 2018). Moreover, excessive promotion can disrupt consumer behavior, causing fast and careless purchases known as consumerism which is characterized by a tendency to buy impulsively (Vida, 2022). Impulse buying happens when consumers suddenly buy something without planning (Ardiyanti, 2023). These unplanned purchases can be caused by a stimulus (Lina and Ahluwalia, 2021). Enhanced by the convenience of influencer videos' yellow cart and TikTok's broad reach, live seller broadcasts, "For You" page ads, and influencer reviews often result impulsive purchases (Edwy et al., 2023). Influencer-marketed skincare reviews from brand partnerships boost sales and profits (Damayanti, 2022). When influencers communicate effectively with their audience, it drives purchases. The effectiveness of marketing through influencer marketing is immense.

In the pursuit of healthy skin, adolescence introduces challenges such as oily skin, acne, sun damage which accelerate aging. As they imitate the appearances of their peers (Purnomo, Yanti, and Widyassari 2021), skincare routines foster confidence within their social circles. Skincare brands are challenged to produce exceptional products. Consumer product choices depend on how consumers perceive the product's quality in meeting their needs (Lins, Marques, and Aquino, 2020). As a result, selecting good quality skincare products is very important for optimal skin-health and appearance. Beauty trends prevalent on social media platforms greatly impact individuals' perceptions and preferences concerning skincare routines. Lifestyle involves activities to obtain and spend goods and services using one's time and money. Currently, the use of cosmetic products has become a lifestyle trend and a way for individuals to express their identity through their appearance (Wiharsari, 2019). Reporting from a survey by The Populix, the use of skincare products in Indonesia is increasing and has become a necessity for 45% of the population who buy skincare products at least once a month. This growing trend signifies that the demand for skincare has transformed into an indispensable aspect of modern lifestyle. As online retail grows, it's vital to study how consumers react to e-commerce cues, like impulsive buying behavior, due to increased competition among online businesses (Wiranata and Hananto, 2020). Based on description above, this study aims to analyze the influence product quality, lifestyle, and influencer marketing influence on impulse buying of Skintific products at the TikTok Shop among Gen Z.

Research Objectives

The research objectives formulated based on research problems are as follows:

1. To analyze the influence of product quality on impulse buying.
2. To analyze the influence lifestyle on impulse buying.
3. To analyze the influence of influencer marketing on impulse buying.
4. To analyze the influence of product quality, lifestyle, and influencer marketing on impulse buying.

THEORETICAL FRAMEWORK

Marketing

According to Mullins, Walker, and Boyd (2006), marketing is a social process that involves obtaining needs and wants through exchanges while building ongoing relationships. Aripin (2021) stated that the marketing objective involves attracting new customers through the creation of valuable products that meet consumer needs, setting attractive prices, ensuring smooth product distribution, and enhancing and retaining existing customers' products—all guided by the principle of customer satisfaction to attract new clientele.

Impulse Buying

When it comes to the pleasure of shopping, consumers skip the evaluation phase in their decision-making, leading to impulse buying (Rani, Rofiq, and Juwita, 2023). According to Abdelsalam et al., (2020), impulse buying is described as unplanned, unintended, thoughtless, rapid and on-the-spot decisions. It involves a strong urge to buy immediately, unreflective and is often triggered by stimuli.

Product Quality

Product quality is the ability of a good to deliver results or performance that meets or exceeds customer wants (Kotler and Keller, 2016). Adding value and differentiation from competitors to attract consumer interest is crucial because product quality serves as a product's advantage, with promotion acting as a means to inform consumers about the product (Bunyamin, HM, and Hadidu, 2021).

Lifestyle

Mullins, Walker, and Boyd (2006) defined lifestyle as the combination of activity patterns, interests, opinions, and resulting behaviors. Zahra and Anoraga (2021), mentioned that consumption behavior is influenced by several internal factors, with lifestyle being one of them.

Influencer Marketing

Influencer marketing refers to the utilization of individuals as marketing messengers with the capacity to induce attitudinal or behavioral changes in others (Mero, Vanninen, and Keränen, 2023).

Previous Research

Venia, Marzuki, and Yulinia (2021) determined the effect of lifestyle, sales promotion and hedonic shopping motivation on impulse buying. This research is quantitative research. The data in this study were obtained through a questionnaire and measured through a Likert scale using the Partial Least Square (PLS) method which was processed using SmartPLS 3.3.2 software. The sample used in this study were 96 people. The sampling technique used was purposive sampling method. The results of this study indicate that the lifestyle variable has a positive and significant effect on impulse buying of 0.179. Sales promotion has a positive and significant effect on impulse buying and hedonic shopping motivation has a positive and significant effect on impulse buying.

Azwari and Lina (2020) investigated the impact of price discounts and product quality on impulse buying behavior within the context of the e-commerce platform Shopee Indonesia. The population in this study is consumers who never do the shopping site online shopping shopee Indonesia. The research method used is quantitative research methods. The sampling technique using Nonprobability Sampling with a type of Purposive Sampling with the number of samples taken 100 respondents. This study uses multiple linear regression analysis. This analysis is used to test the relationship between independent variables with the dependent variable. The results showed that the Price Discount has positive and significant effect on Impulse Buying in online shopping websites shopee Indonesia, with evidenced from the results of questionnaires which states that the consumer will make a purchase discount products impulsively when they see it, and the Quality of the Product also has positive and significant effect on Impulse Buying with evidenced from the results of questionnaires which states that consumers have felt the quality of the products sold in shopee Indonesia so that the consumer will make a purchase with impulsive on products that have good quality.

Koay, Teoh, and Soh (2021) examined the impact of social media marketing activities — restricted only to Instagram influencers — on online impulse buying through the mediating effect of source credibility (attractiveness, expertise, and trustworthiness), predicated on Stimulus-Organism-Response (S-O-R) theory. The hypothesized relationships were examined using cross-sectional data obtained from 273 Instagram users. Partial least squares structural equation modelling (PLS-SEM) using the SMART-PLS software was employed as the primary data analysis method. The results revealed that the perceived social media marketing activities of Instagram influencers have a significant positive influence on the perceptions of followers pertaining to all three dimensions of source credibility (attractiveness, expertise, and trustworthiness). In turn, only attractiveness and trustworthiness were found to have a significant positive influence on online impulse buying. Moreover, this study revealed that it was the perceived attractiveness and trustworthiness of Instagram influencers that were the influential mediating factors in the relationship between perceived social media marketing activities and online impulse buying.

Conceptual Framework

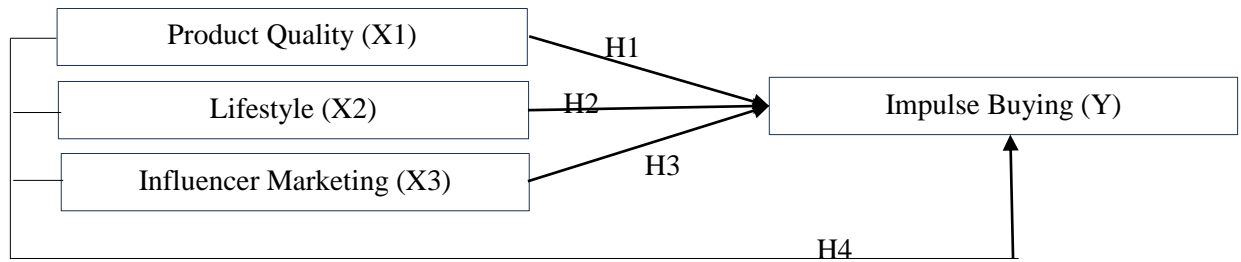


Figure 1. Conceptual Framework

Source: Data Processed (2023)

Research Hypothesis

H1: Product Quality (X1) has a positive influence on Impulse Buying (Y)

H2: Lifestyle (X2) has a positive influence on Impulse Buying (Y)

H3: Influencer Marketing (X3) has a positive influence Impulse Buying (Y).

H4: Product Quality (X1, Lifestyle (X2), and Influencer Marketing (X3) have a positive influence on Impulse Buying (Y).

RESEARCH METHOD

Research Approach

This research employs the quantitative approach. Kothari (2004) defines quantitative research as a type of research methodology that focuses on collecting and analyzing numerical data, and is suitable for studying phenomena that can be measured and quantified. For measurements, phenomena are divided into components (variable indicators), and variables are measured using distinct numerical symbols based on relevant information categories, enabling quantitative analysis and general conclusions within a parameter (Sumanto, 2014).

Population, Sample and Sampling Technique

Population is the entire set of data that is the focus of a researcher within a predetermined scope and timeframe. Understanding the population well is crucial in research, as the conclusions drawn from the study can be generalized to the entire population, not just the sample that was examined. The population comprises Individuals who have made purchases of Skintific products at the TikTok Shop. The sample must be representative to ensure accurate results (Sodik and Siyoto 2015). The sample size was set at 100 respondents.

Data Collection Method

This study is using primary data. Primary data refers to new data that is collected directly by the researcher and has the characteristic of being current or up to date (Sodik and Siyoto (2015). For the purpose of this research, the primary data was collected by distributing a questionnaire containing a set of questions aimed at gathering information from the participants that is pertinent to the research topic.

Operational Definition of Research Variable

Table 1. Definition of Research Variables

Variable	Definition	Indicators
Product Quality (X1)	Product quality is the ability of a good to deliver results or performance that meets or exceeds customer wants.	1. Product design, 2. Conformance to specifications, 3. Performance 4. Perceived quality 5. Feature (Mullins et al., 2005)
Lifestyle (X2)	Lifestyle is the combination of activity patterns, interests, opinions, and resulting behaviors.	1. Activities 2. Interest, 3. Opinion (Mullins, Walker, and Boyd, 2006)

Influencer Marketing (X3)	Influencer marketing refers to the utilization of individuals as marketing messengers with the capacity to induce attitudinal or behavioral changes in others.	1. Trustworthiness, 2. Attractiveness 3. Expertise (Hovland, Janis, and Kelly, 1953)
Impulse Buying (Y)	Impulse buying is described as unplanned, unintended, thoughtless, rapid and on-the-spot decisions. It involves a strong urge to buy immediately, unreflective and is often triggered by stimuli.	1. Spontaneity 2. Power and compulsion; 3. Excitement and stimulation; 4. Disregard for consequences (Rook, 1987)

Source: Data Processed (2023)

Validity and Reliability Tests

Validity is a measure of how well a measuring instrument can measure what it is intended to measure. Reliability test provides consistent and reliable measurement results (Fauzi et al. 2022).

Multiple Linear Regression Analysis

According to Sunyoto (2012:83), multiple linear regression is a regression analysis that involves several independent variables and a dependent variable. Sunyoto proposed a formulation for the equation model of multiple linear regression, which is presented below.

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

Where:

- Y : Impulse Buying
- a : Constant, the value of a indicates the value of Y when X is 0.
- X1 : Product Quality
- X2 : Lifestyle
- X3 : Influencer Marketing
- b1, b2 : Regression coefficients for the independent variables
- bnXn : The regression coefficient (b) for the nth independent variable (Xn)

RESULT AND DISCUSSION

Result

Validity and Reliability

The questionnaire items are deemed valid if the r-count exceeds the r-table value with a significance level less than 0.05. According to Sunyoto (2012:149), a questionnaire is considered reliable if the Cronbach's alpha (α) is > 0.60 . Validity and reliability testing were conducted using the IBM SPSS Version 29 program. The results indicated that all items are considered valid, with the r-count exceeding the r-table value of 0.1927 and reliable because Cronbach's alpha > 0.60 .

Classical Assumptions Tests

Normality Test

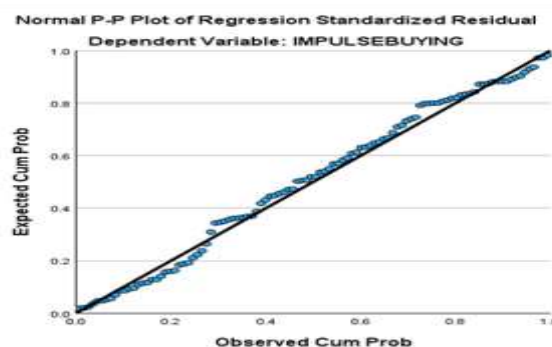


Figure 2. Normality Test

Source: Data Processed (2023)

Figure 2 shows normal probability plots that display a normal distribution pattern, as indicated by the alignment of the line (points) with the diagonal.

Heteroscedascity Test

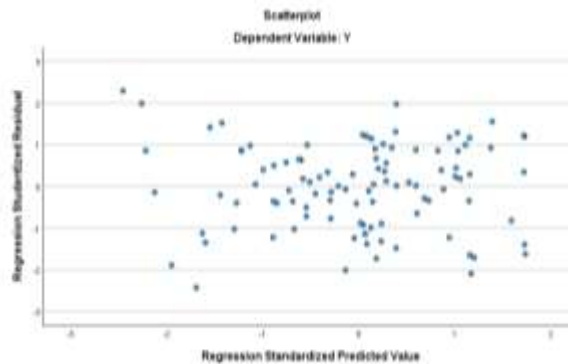


Figure 3. Heteroscedascity Test
 Source: Data Processed (2023)

Figure 3 shows the figure above indicates that the data points are distributed both above and below the Y-axis without forming a regular pattern. This implies that there is no evidence of heteroscedasticity among the independent variables: Product Quality, Lifestyle, and Influencer Marketing. This indicates that residuals variability is relatively consistent at various levels of these variables or homoscedasticity.

Multicollinearity Test

Table 1. Multicollinearity Test

Model		Coefficients ^a				Collinearity Statistics	
		Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Tolerance	VIF
1	(Constant)	-1.337	.3263	-.410	.638		
	Product Quality	-.035	.103	-.342	.733	.412	2.428
	Lifestyle	.633	.142	4.457	<.001	.428	2.335
	Influencer Marketing	.416	.114	3.648	<.001	.489	2.047

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

In Table 1, Product Quality (X1) displays a tolerance value of 0.412 and a VIF of 2.428, Lifestyle (X2) has a tolerance value of 0.428 and a VIF of 2.335, and Influencer Marketing (X3) has a tolerance of 0.489 and a VIF of 2.0477. The tolerance values for all independent variables are > 10%, and VIF values are < 10, indicating the absence of multicollinearity.

Multiple Linear Regression Analysis

Table 2. Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.337	.3263		-.410	.638
	Product Quality	-.035	.103	.037	-.342	.733
	Lifestyle	.633	.142	.468	4.457	<.001
	Influencer Marketing	.416	.114	.359	3.648	<.001

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

The test is carried out using the equation model proposed by Sunyoto.

$$Y = -1.337 + -0.035X_1 + 0.633X_2 + 0.416X_3$$

Drawing from the information in the table above, we can summarize the regression equation as follows:

1. The negative constant value of -1.337 implies that when there is no influence from the predictor variables (Product Quality, Lifestyle, and Influencer Marketing), and all their values remain unchanged, the Impulse Buying value is expected to decrease by -1.337 units.
2. The regression coefficient of Product Quality (X1) is -0.035 and is negative if Product Quality (X1) decreases by one unit, Impulse Buying will decrease by -0.035 units, and vice versa.
3. In contrast, the positive regression coefficient for Lifestyle (X2) indicates that when the Lifestyle variable (X2) increases by one unit, the Impulse Buying is expected to increase by 0.633 units.
4. Similarly, the positive regression coefficient for Influencer Marketing (X3) suggests that an increase in the Influencer Marketing variable (X3) by one unit is expected to result in a corresponding increase of 0.416 units in Impulse Buying.

Correlation and Determination (R2)

Table 3. Coefficient of Correlation and Determination (R2) Result

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.726 ^a	.527	.513	4.701

a. Predictors: (Constant), Influencer Marketing, Lifestyle, Product Quality

b. Dependent Variable: Impulse Buying

Source: SPSS Output Data (2023)

Based on the table presented, it is known that the relationship between product Quality (X1), Lifestyle (X2), and Influencer Marketing (X3) which is shown through the correlation coefficient (R) is 0.726 or 72.6%. This shows a strong influence. Meanwhile, the simultaneous contribution of the correlation determination (R2) of the Product Quality (X1), Lifestyle (X2), and Influencer Marketing (X3) variables to Impulse Buying (Y) is 0.527 or 52.7%. The remaining portion, 47.3%, is influenced by other factors or variables not covered in this study.

Hypothesis Testing

T- Test (Partial Test)

Referring to table 2 and considering the t-value, t-table, and significance level (sig.), the explanation is as follows:

1. Product Quality (X1) and Impulse Buying (Y), the table above shows sig. value = 0.733 > 0.05 and t-value = -0.342 < 1.98397 which is less than the t-table. This indicates that Ha is rejected and H0 is accepted. This means that Product Quality does not have a significant influence on Impulse Buying partially. Then, the first hypothesis (H1) is rejected.
2. Lifestyle (X2) and Impulse Buying (Y), the table above shows sig. value = 0.000 < 0.05 and t-value = 4.457 > 1.98397 which is greater than the t-table. This indicates that Ha is accepted and H0 is rejected. This means that Lifestyle has a significant influence on Impulse Buying. Then, the second hypothesis (H2) is accepted.
3. Influencer Marketing (X3) and Impulse Buying, the table above shows sig. value = 0.000 < 0.05 and t-value = 3.648 > 1.98397 which is greater than the t-table. This indicates that Ha is accepted and H0 is rejected. This means that Influencer Marketing has a significant influence on Impulse Buying. Then, the third hypothesis (H3) is accepted.

F – Test

Table 4. F – Test

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2463.401	3	821.134	37.162	.000 ^b
	Residual	2209.589	100	22.096		
	Total	4672.990	103			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Influencer Marketing, Lifestyle, Product Quality

Source: SPSS Output Data (2023)

Based on the table presented, it is found that f-count = 37.162 and f-table = 2.69. These results indicate that the f-count is greater than the f-table and has a significance value of 0.000 which is smaller than 0.05. It can

be concluded that Product Quality (X1), Lifestyle (X2), and Influencer Marketing (X3) together have a significant influence on Impulse Buying (Y), as suggested by the f-test findings.

Discussion

The Influence of Product Quality on Impulse Buying

This study shows that product quality does not have a significant influence on impulse buying. This observation gains support from the fact that the majority of respondents are university students (49%), with a significant portion of them having a monthly income below Rp. 500,000 (33.7%). Following closely is the income range of Rp. 500,000 - <Rp. 2,000,000 (30.8%). Considering that students who do not yet have a fixed income and rely on financial support from their parents, may find the prices of Skintific products to be quite expensive, the relevance of a good-quality product could be diminished if its price is higher and out of line with their income range. Mohiuddin and Iqbal (2018) found a relationship between demographic factors and impulse buying, noting the tendency of high-income customers to make impulse purchases. Other factors such as promotional activities can influence impulse buying more than the quality of the product. Impulse buying does not involve rational consideration or careful thought. Elida and Raharjo (2019) mentioned that rational consumers prioritize product quality and prices based on financial considerations, whereas irrational consumers are promptly attracted by enticing advertising or promotions. Amarilys, Setyabudi, and Ayun (2022) also suggest the surge in impulsive buying due to the variety of promotional programs aimed at engaging users and spurring product purchases. This implies that product quality does not influence Gen Z's inclination for impulse buying Skintific skincare on the TikTok Shop. The result of this research is similar to previous studies by Veronika (2022), which indicates that product quality does not influence Gen Z's impulse buying on TikTok Shop.

The Influence of Lifestyle on Impulse Buying

In this study, it was found that lifestyle has a significant influence on impulse buying behavior. The research established that a majority of Gen Z individuals participating in impulse buying, as evidenced by the study, are university students. Considering that university students' lives are closely connected with skincare regimens to uphold skin health in their everyday routines, along with convenient access to information and online transactions, their shopping habits have transitioned to the digital realm, such as making purchases through TikTok Shop. The result of this research can be supported by previous studies conducted by Edwy et al. (2023), which indicates that both character and lifestyle play an important role in driving impulse buying on TikTok Shop. While various factors were examined, the study highlighted the influence of lifestyle on impulse buying. Respondents with a more consumer-focused and trend-conscious lifestyle were more likely to make impulsive purchases, reflecting their desire to stay updated with trends and shopping events. Furthermore, previous research by Sihombing and Sukati (2022) also showed that lifestyle influences impulsive buying behavior. The conclusion can be drawn that a higher lifestyle is associated with increased impulse buying behavior.

The Influence of Influencer Marketing on Impulse Buying

This study shows that Influencer marketing has a significant influence on impulse buying. University student income levels have a significant relationship with impulse buying behavior, especially in the context of Skintific skincare products. The highest average score is for question X3.7 ("I am interested in seeing clear and healthy-looking skin from influencer marketing that recommends Skintific skincare products") is 4.14. The lowest average is for X3.1 ("I believe that influencer marketing on TikTok is honest in providing reviews of Skintific products"), at 3.73, both of which indicate "high" category. Based on participants' responses to influencer marketing variable, the average percentage for all answers fell within the "high" category. While respondents' responses to the Impulse Buying variable show the highest average through question Y1.2 ("I purchase Skintific skincare products from TikTok Shop when appealing offers or promotions arise") with a score of 3.84, falling under the "high" category. This finding indicates that the questions related to influencer marketing indicators – trustworthiness, expertise, and attractiveness – as employed in the questionnaire, collectively contribute to influencing impulse buying behavior. Positive aspects such as honesty, product knowledge, influencer popularity, visual appeal, and positive emotions obtained from influencers make students believe that Skintific products represent quality choices and can lead to impulse purchases. When seeing that the majority of respondents are students with incomes of less than 500,000 and around 500,000 to less than 2,000,000, these impulse purchases can be further triggered by attractive offers or promotions. Claesson and Starud (2023) stated that integrating limited-time discounts with influencer marketing can increase the likelihood of impulse purchases. As a result, influencer marketing acts as a driving factor in the impulse buying process of Skintific skincare products from TikTok Shop. The result of this research is similar to previous studies by Koay, Teoh, and Soh (2021), which

highlight that the perceived attractiveness and trustworthiness of Instagram influencers play a vital mediating role in the relationship between observed social media marketing activities and online impulse buying. Additionally, previous research by Putri and Fikriyah (2023) also demonstrated a positive and significant influence of influencers on impulse purchases of Halal Cosmetics in TikTok Shop.

The Influence of Product quality, lifestyle, and influencer marketing on impulse buying simultaneously

In this study, it was found that product quality, lifestyle, and influencer marketing simultaneously influence impulse buying. In other words, changes in these variables are likely to jointly influence the tendency of individual impulsive purchasing behavior. Therefore, when one or more of these variables change, it is highly likely to affect an individual's level of impulse buying behavior.

CONCLUSION AND RECOMMENDATION

Conclusion

1. Product quality with indicators: product design, features, conformance to specification, performance, and perceived quality does not have a positive influence on impulse buying.
2. Lifestyle with indicators: activity, interest and opinion, has a positive influence on impulse buying.
3. Influencer marketing with indicators: trustworthiness, expertise, and attractiveness, has a positive influence on impulse buying.
4. Product quality, lifestyle, and influencer marketing have a positive influence on impulse buying simultaneously.

Recommendation

1. Skintific must continue to strategically collaborate with credible and popular influencers. This can help promote their products effectively and drive impulse buying behavior among Gen Z consumers.
2. The lifestyle of Gen Z is greatly influenced by active use of social media, and platform like TikTok has become significant place for them to interact, seek information, and shop. By deeply understanding the preferences and popular trends among Gen Z, Skintific can design more effective and relevant marketing strategies to reach their target audience.
3. Gen Z must prioritize thoughtful consideration before purchasing skincare products. While the allure of impulse buying may be strong, assess whether such behavior is both wasteful and likely to result in regret.
4. Future researchers might explore the potential long-term impact of lifestyle and influencer marketing on impulse buying regarding brand loyalty, post-purchase behavior, and repeat purchases. Explore whether brands successfully capitalizing on impulse buying can transform these initial transactions into enduring and sustained customer relationships.
5. Future researchers can refer to this study as a reference for developing or adapting their research, considering additional variables beyond those covered in this study.

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