

THE INFLUENCE OF PRODUCT QUALITY, FREQUENCY OF VISIT, AND CONTENT MARKETING ON TIKTOK APPLICATION TOWARDS IMPULSIVE BUYING ON GENERATION Z IN NORTH MINAHASA REGENCY

PENGARUH KUALITAS PRODUK, FREKUENSI KUNJUNGAN, DAN PEMASARAN KONTEN PADA APLIKASI TIKTOK TERHADAP PEMBELIAN IMPULSIF PADA GENERASI Z DI KABUPATEN MINAHASA UTARA

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Abstract: This study aims to analyze the simultaneous and partial influence of Product Quality, Frequency of Visit, and Content Marketing on the TikTok application toward Impulsive Buying among Generation Z in North Minahasa Regency. Utilizing a descriptive quantitative research approach, empirical data was gathered from 100 Generation Z TikTok Shop users aged 14–29 years residing in North Minahasa Regency. Analytical techniques included instrument testing (validity and reliability), classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear regression analysis, F-test, t-test, and the coefficient of determination (R^2). The empirical findings indicate that: 1) Product Quality partially has a positive and significant effect on impulsive buying; 2) Frequency of Visit partially has a positive and significant effect on impulsive buying; 3) Content Marketing partially has a positive and significant effect on impulsive buying; and 4) Product Quality, Frequency of Visit, and Content Marketing simultaneously have a positive and significant effect on impulsive buying. Business practitioners are encouraged to optimize creative visual storytelling and maintain product excellence, while young consumers should foster mindful purchasing behavior.

Keywords: Product Quality, Frequency of Visit, Content Marketing, Impulsive Buying, TikTok Shop, Generation Z.

Abstrak: Penelitian ini bertujuan untuk menganalisis pengaruh parsial dan simultan dari Kualitas Produk (Product Quality), Frekuensi Kunjungan (Frequency of Visit), dan Pemasaran Konten (Content Marketing) pada aplikasi TikTok terhadap Pembelian Impulsif (Impulsive Buying) pada Generasi Z di Kabupaten Minahasa Utara. Dengan menggunakan pendekatan penelitian kuantitatif deskriptif, data empiris dikumpulkan dari 100 responden Generasi Z pengguna aplikasi TikTok berusia 14–29 tahun di Kabupaten Minahasa Utara yang dipilih melalui teknik purposive sampling. Metode analisis data meliputi uji instrumen (validitas dan reliabilitas), uji asumsi klasik (normalitas, multikolinearitas, heteroskedastisitas), analisis regresi linear berganda, uji simultan (uji F), uji parsial (uji t), dan koefisien determinasi (R^2). Hasil penelitian menunjukkan bahwa: 1) Kualitas Produk secara parsial berpengaruh positif dan signifikan terhadap pembelian impulsif; 2) Frekuensi Kunjungan secara parsial berpengaruh positif dan signifikan terhadap pembelian impulsif; 3) Pemasaran Konten secara parsial berpengaruh positif dan signifikan terhadap pembelian impulsif; dan 4) Kualitas Produk, Frekuensi Kunjungan, dan Pemasaran Konten secara simultan berpengaruh positif dan signifikan terhadap pembelian impulsif. Pelaku usaha disarankan untuk mengoptimalkan kreativitas konten video dan konsistensi mutu produk, sementara generasi muda diharapkan lebih bijak dalam bertransaksi.

Kata Kunci: Kualitas Produk, Frekuensi Kunjungan, Pemasaran Konten, Pembelian Impulsif, TikTok Shop, Generasi Z.

INTRODUCTION

Research Background

Modern enterprises increasingly harness social media to introduce novel offerings, build intimate relationships with targeted audiences, and facilitate rapid, frictionless digital transactions. Among the various

contemporary platforms, TikTok has emerged as one of the fastest-growing and most influential global digital channels. TikTok Shop offers a versatile suite of interactive commercial tools, including live shopping broadcasts, shoppable video tags, creator affiliate programs, flash sales, and comprehensive rating and review systems. The live shopping feature empowers merchants to demonstrate products in real time, answer consumer inquiries instantaneously, and present authentic product usage scenarios, thereby elevating consumer trust. Simultaneously, shoppable video tags allow viewers to purchase featured items directly with a single tap, eliminating friction in the transaction funnel.

This behavioral transformation is most pronounced among Generation Z, defined as individuals born between 1997 and 2012. A salient consumption pattern prevalent among Generation Z users is impulsive buying. Impulsive buying refers to sudden, unplanned purchases driven by intense emotional arousal and immediate stimulus responses, occurring without extensive prior deliberation or cognitive cost-benefit evaluation. In digital environments, the propensity for impulsive buying is magnified by pervasive content exposure, frictionless payment gateways, and algorithmic recommendation engines. On TikTok Shop, the seamless proximity between viewing an appealing video and executing an instant checkout virtually eliminates the deliberative cognitive gap, prompting immediate conversion.

Within this behavioral dynamic, product quality remains an essential cornerstone. Product quality represents the capacity of an item to perform its designated functions, achieve specified standards, and fulfill customer expectations. In TikTok Shop, perceptions of product quality are established not only through technical specifications but through visual demonstrations, unboxing videos, and authentic user reviews. Empirical studies (Erwin et al., 2023; Hidayatullah et al., 2025) confirm that perceived product quality positively reinforces digital marketing efficacy and stimulates consumer buying tendencies by validating the rational and emotional dimensions of purchase decisions.

Furthermore, frequency of visit serves as a pivotal behavioral driver of impulsive buying. Frequency of visit reflects the intensity and regularity with which consumers open, navigate, and engage with the TikTok application. Due to continuous push notifications, dynamic personalized feeds, and live stream alerts, users are drawn into recurrent browsing sessions. The greater the frequency and duration of exposure to marketing content, the higher the statistical probability of encountering tempting offers, thereby amplifying impulsive buying tendencies (Waworuntu et al., 2022; Jain, 2024).

Equally vital is content marketing. In the context of TikTok, content marketing entails the creation and dissemination of engaging, creative, informative, and persuasive short-form videos, interactive storytelling, and influencer collaborations. Persuasive content marketing evokes powerful emotional states—such as curiosity, aesthetic appreciation, and urgent desire—which directly stimulate unplanned purchasing behavior among young demographics (Wang, 2024; Chauhan, 2024; Mutiarasari et al., 2024). In North Minahasa Regency, where TikTok adoption among Generation Z is flourishing, there is a clear empirical imperative to examine how product quality, frequency of visit, and content marketing concurrently and individually drive impulsive buying behavior.

Research Objectives

Based on the problem formulation and contextual background, the specific objectives of this study are:

1. To determine whether Product Quality, Frequency of Visit, and Content Marketing on the TikTok application simultaneously and significantly influence Impulsive Buying among Generation Z in North Minahasa Regency.
2. To determine whether Product Quality on the TikTok application significantly influences Impulsive Buying among Generation Z in North Minahasa Regency.
3. To determine whether Frequency of Visit to the TikTok application significantly influences Impulsive Buying among Generation Z in North Minahasa Regency.
4. To determine whether Content Marketing on the TikTok application significantly influences Impulsive Buying among Generation Z in North Minahasa Regency.

LITERATURE REVIEW

Marketing

Kotler and Keller (2022) define marketing as a social and managerial activity through which individuals and groups fulfill their needs and desires by creating, delivering, and exchanging value with others. Bala and Verma (2022) describe marketing as a strategic process that focuses on creating customer value through an understanding of market conditions and customer needs, thereby enabling organizations to gain a competitive advantage.

Impulsive Buying

Impulsive buying is conceptualized as a spontaneous, immediate, and unplanned purchase decision executed without prior planning or thorough cognitive evaluation, primarily triggered by sudden emotional urges and external commercial stimuli (Rook, 1987; Schiffman and Wisenblit, 2022). Solomon (2022) characterizes impulsive buying as a sudden affective response where consumer desire overpowers rational restraint. Muruganatham and Bhakat (2021) classify impulsive buying into four distinct typologies: pure impulse buying (novelty-seeking escape purchases), reminder impulse buying (purchases prompted by encountering a forgotten need), suggestion impulse buying (purchases triggered upon visualizing a product's utility without previous exposure), and planned impulse buying (purchases made in response to unexpected promotions or discounts).

Product Quality

Product quality constitutes the composite of features and characteristics of a product that bear upon its ability to satisfy stated or implied customer needs (Kotler and Keller, 2022). According to Garvin (2022), product quality encompasses critical dimensions including performance, features, reliability, conformance to specifications, durability, serviceability, aesthetics, and perceived quality. Tjiptono and Diana (2022) emphasize that perceived quality is a dynamic evaluation of excellence relative to customer expectations.

Frequency of Visit

Frequency of visit designates the intensity, regularity, and duration of consumer visits or interactions with a commercial establishment, digital platform, or virtual store over a designated time interval (Kotler and Keller, 2022; Schiffman and Wisenblit, 2022). In digital environments, frequency of visit reflects consumer platform engagement and exposure levels. Elevated browsing frequency increases consumer touchpoints with dynamic marketing campaigns, algorithmic product recommendations, and real-time live sales, thereby increasing the statistical probability of sensory stimulation and spontaneous purchasing actions (Solomon, 2022).

Content Marketing

Content marketing is a strategic marketing approach focused on creating, curating, and distributing valuable, relevant, consistent, and appealing content to attract, engage, and retain a clearly defined target audience, ultimately driving profitable customer actions (Pulizzi, 2022; Chaffey and Ellis-Chadwick, 2022). Rather than overtly pitching products, content marketing delivers authentic storytelling, educational tutorials, product demonstrations, and entertaining media that resonate emotionally with consumers. In TikTok's video-first architecture, content marketing leverages visual creativity, humor, influencer testimonials, and trend integration to create viral engagement and elicit immediate affective buying responses (Ryan, 2022).

Empirical Studies

Lailiawati (2022) determined if the variables of content marketing, frequency of ad serving, and service quality have a significant impact on impulse purchases at the Qomeshop Fashion Store in Kediri City. Using questionnaires as study data, a quantitative method is employed. The study employed the technique of accidental sampling, and the sample consists of forty consumers who entered the qomeshop fashion store in Kediri. It used multiple linear regression, the coefficient of determination (R^2), the t-test, and the F-test for data analysis. The results of study revealed that content marketing, ad serving frequency, and service quality have a substantial impact on impulse purchases. At the Qomeshop Fashion Store in Kediri, content marketing, ad serving frequency, and service quality all have a substantial influence on impulse purchases.

Nurlaela and Mulyadi (2024) determined the extent to which product quality and discounts influence impulse buying at PT Indomarco Prismatama. A survey method was employed, utilizing random sampling for data collection. Analysis was conducted using multiple linear regression. The results indicate that product quality and discounts have a significant influence on impulse buying.

Oktaviana and Astuti (2024) explained the factors that encourage online impulse purchases on the TikTok Shop application. The study population consists of all Indonesian people who have made online purchases through the TikTok Shop. In this study, researchers used convenience sampling with a total sample of 138 respondents obtained through an online Google Forms survey. The results of this study indicate that 1) there is a positive effect of the hedonic browsing variable on urge to buy impulsively, 2) there is an indirect effect between utilitarian browsing and the urge to buy impulsively through the influence of hedonic browsing, 3) the interpersonal influence variable has a negative effect on both hedonic and utilitarian browsing, 4) there is a positive effect of the visual appeal variable on hedonic browsing, but it has a negative effect on utilitarian browsing, 5) the portability variable

does not have a positive effect on hedonic browsing, but it has a positive effect on utilitarian browsing, 6) the quality of information variable has a negative effect on the hedonic browsing experience in the TikTok Shop, but it has a positive effect on the utilitarian browsing experience in the TikTok Shop

Conceptual Framework

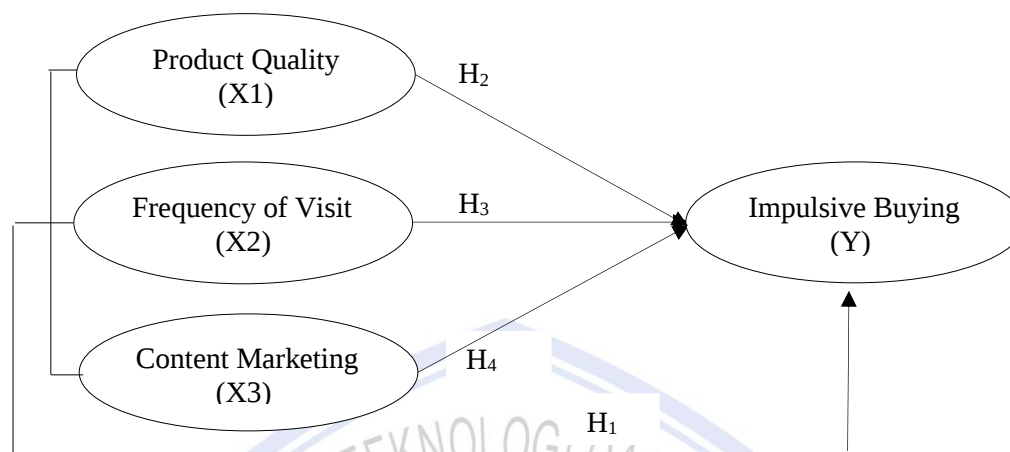


Figure 1. Research Model

Source: *Processed Data, 2026.*

Research Hypotheses

- H1: Product Quality, Frequency of Visit, and Content Marketing simultaneously have a significant positive influence on Impulsive Buying among Generation Z in North Minahasa Regency.
- H2: Product Quality partially has a significant positive effect on Impulsive Buying among Generation Z in North Minahasa Regency.
- H3: Frequency of Visit partially has a significant positive effect on Impulsive Buying among Generation Z in North Minahasa Regency.
- H4: Content Marketing partially has a significant positive effect on Impulsive Buying among Generation Z in North Minahasa Regency.

RESEARCH METHOD

Research Approach

This study adopts a descriptive quantitative research design (Sugiyono, 2024). A quantitative approach is utilized to statistically analyze empirical numerical data, test pre-formulated hypotheses, and ascertain the mathematical magnitude of relationships between independent variables (Product Quality, Frequency of Visit, and Content Marketing) and the dependent variable (Impulsive Buying).

Population, Sample Size, and Sampling Techniques

The target population for this research comprises all Generation Z individuals aged between 14 and 29 years residing in North Minahasa Regency who actively utilize the TikTok application and have browsed or purchased products via TikTok Shop. Demographic data from the Central Statistics Agency (BPS) of North Minahasa indicates a total Generation Z population of approximately 71,700 individuals with the Slovin formula was applied with a 10% (0.10) margin of error (e) is 100 respondents. The sampling technique employed was non-probability sampling utilizing purposive sampling (Sugiyono, 2024) with criteria required respondents to: (1) belong to Generation Z (aged 14–29 years), (2) reside in North Minahasa Regency, and (3) be active users of the TikTok application who have accessed TikTok Shop features.

Data Type and Data Sources

This study utilizes both primary and secondary data sources. Primary data was gathered directly from respondents through structured online questionnaire administration. Secondary data was obtained from official

Method of Collecting Data

Data collection was conducted using an online questionnaire hosted on Google Forms and distributed across digital social communication channels. Measurement of all questionnaire items utilized a standardized 5-point Likert scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree), which provides robust intervals for capturing respondents' behavioral perceptions and attitudes.

Operational Definition and Indicators of Research Variables

Table 1. Operational Definition and Indicators of Research Variables

Variable	Definition	Indicators
Product Quality (X ₁)	The expected level of excellence and control over that excellence in meeting consumer desires and functional specifications (Tjiptono and Diana, 2022).	1. Products match descriptions provided (X1.1) 2. High product quality and performance (X1.2) 3. Attractive visual appearance (X1.3) 4. Price-to-quality appropriateness (X1.4)
Frequency of Visit (X ₂)	The intensity, regularity, and duration of consumer visits and interactions with the TikTok platform within a given timeframe (Kotler and Keller, 2022).	1. Frequency of opening TikTok daily (X2.1) 2. Duration of time spent browsing (X2.2) 3. TikTok Shop / Live viewing intensity (X2.3) 4. Product information searching activity (X2.4)
Content Marketing (X ₃)	A strategic marketing approach focused on creating and distributing valuable, relevant, and engaging video content to attract and persuade target audiences (Chaffey and Chadwick, 2022).	1. Attractive promotional content (X3.1) 2. Clear and understandable product info (X3.2) 3. Creative and engaging presentation (X3.3) 4. Content stimulating purchase interest (X3.4)
Impulsive Buying (Y)	Spontaneous, sudden, and unplanned purchasing decisions made without prior reflection, driven by emotional urges (Schiffman and Wisenblit, 2022).	1. Spontaneous, unplanned purchases (Y1.1) 2. Attraction to flash sales / discounts (Y1.2) 3. Fast purchasing decisions (Y1.3) 4. Strong urge to buy immediately (Y1.4)

Research Instrument Testing

Validity and Reliability Tests

Validity test, according to Sugiyono (2024), is used to determine whether a research instrument is valid or not. A questionnaire is considered valid if the statements in the questionnaire are able to measure what should be measured. The validity test is conducted using the Pearson Product Moment correlation method by comparing the calculated correlation value (r-count) with the r-table value at a significance level of 5% (0.05). The decision criteria are as follows: if $r\text{-count} > r\text{-table}$, the statement item is declared valid and if $r\text{-count} \leq r\text{-table}$, the statement item is declared invalid.

Reliability testing, according to Sugiyono (2024), is used to determine the level of consistency of a research instrument, namely the extent to which the instrument can produce the same results when used repeatedly under the same conditions. The reliability test is conducted using the Cronbach's Alpha method. A variable is considered reliable if the Cronbach's Alpha value is greater than 0.60. The decision criteria are as follows: if the Cronbach's Alpha value > 0.60 , the research instrument is considered reliable and if the Cronbach's Alpha value ≤ 0.60 , the research instrument is considered not reliable.

Data Analysis Method

Classical Assumption Tests

1. Normality test is used to determine whether the residual values of a regression model are normally distributed. A good regression model is one with normally distributed residuals. The normality test was conducted using the Kolmogorov-Smirnov (KS) test. The basis for making this decision is as follows: significance value > 0.05 residual data is normally distributed, and significance value < 0.05 , residual data is not normally distributed.

2. Heteroscedasticity test according is used to determine whether there is an inequality of variance of residuals across observations in the regression model. A good regression model should not have heteroscedasticity (homoscedasticity). The heteroscedasticity test is conducted using the Glejser test. The decision criteria are as follows: if the significance value > 0.05 , then heteroscedasticity does not occur and if the significance value is < 0.05 , then heteroscedasticity occurs.
3. Multicollinearity test is used to determine whether there is a high correlation among independent variables in the regression model. A good regression model should not exhibit multicollinearity. In this study, multicollinearity is tested by examining the Tolerance and Variance Inflation Factor (VIF) values. The decision criteria are as follows: if the Tolerance value > 0.10 , there is no multicollinearity, and if the Tolerance value ≤ 0.10 , multicollinearity exists, and if the VIF value ≥ 10 , multicollinearity exists, and if the VIF value < 10 , there is no multicollinearity.

Multiple Linear Regression Analysis

Multiple linear regression analysis, according to Sugiyono (2024) is used to determine the effect of two or more independent variables on one dependent variable, either partially or simultaneously. The multiple linear regression model used in this study is as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$$

Informations:

- Y = Impulsive Buying
 a = Constant
 b_1, b_2, b_3 = Regression coefficients
 X_1 = Product Quality
 X_2 = Frequency of Visit
 X_3 = Content Marketing

Coefficient of Determination (R^2)

The coefficient of determination, according to Sugiyono (2024), is used to measure how far the independent variables can explain the dependent variable. The coefficient of determination (R^2) value ranges from 0 to 1. The closer the value is to 1, the greater the ability of the independent variables to explain the dependent variable. Conversely, if the value approaches 0, the explanatory power of the independent variables is lower.

Hypothesis Testing

Partial Test (T-Test) and F-Test (Simultaneous)

The t-test according to Sugiyono (2024:214) is used to determine the effect of each independent variable partially on the dependent variable. The decision criteria are as follows: if the significance value < 0.05 or t-count $>$ t-table, then H_0 is rejected and H_a is accepted; and if the significance value > 0.05 or t-count $<$ t-table, then H_0 is accepted and H_a is rejected.

The F-test (Simultaneous) according to Sugiyono (2024:215), is used to determine the simultaneous effect of independent variables on the dependent variable. The decision criteria are as follows: if the significance value < 0.05 or F-count $>$ F-table, the independent variables simultaneously have a significant effect on the dependent variable; and if the significance value > 0.05 or F-count $\leq$ F-table, the independent variables simultaneously do not have a significant effect on the dependent variable.

RESULTS AND DISCUSSION

Research Results

Validity and Reliability Tests

Table 2. Validity Test Results

Variable	Indicator	r-count	Condition	r-table	Result
Product Quality (X_1)	X1.1	0.792	$>$	0.197	Valid
	X1.2	0.739	$>$	0.197	Valid
	X1.3	0.795	$>$	0.197	Valid
	X1.4	0.778	$>$	0.197	Valid
Frequency of Visit (X_2)	X2.1	0.862	$>$	0.197	Valid

	X2.2	0.885	>	0.197	Valid
	X2.3	0.872	>	0.197	Valid
	X2.4	0.856	>	0.197	Valid
Content Marketing (X ₃)	X3.1	0.830	>	0.197	Valid
	X3.2	0.776	>	0.197	Valid
	X3.3	0.812	>	0.197	Valid
	X3.4	0.817	>	0.197	Valid
Impulsive Buying (Y)	Y1.1	0.679	>	0.197	Valid
	Y1.2	0.730	>	0.197	Valid
	Y1.3	0.786	>	0.197	Valid
	Y1.4	0.621	>	0.197	Valid

Source: Data Processed by SPSS, 2026

As reported in Table 2, all 16 statement indicators across Product Quality (X₁), Frequency of Visit (X₂), Content Marketing (X₃), and Impulsive Buying (Y) exhibit *r*_count values ranging from 0.621 to 0.885, substantially exceeding the critical *r*_table threshold of 0.197 with significance levels $p < 0.05$. Hence, every research instrument item is statistically valid for empirical analysis.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Condition	Decision
Product Quality (X ₁)	0.779	> 0.60	Reliable
Frequency of Visit (X ₂)	0.890	> 0.60	Reliable
Content Marketing (X ₃)	0.821	> 0.60	Reliable
Impulsive Buying (Y)	0.642	> 0.60	Reliable

Source: Data Processed by SPSS, 2026

Table 3 confirms that all constructs possess Cronbach's Alpha coefficients exceeding the required 0.60 threshold (ranging from 0.642 to 0.890), demonstrating that the measurement scales maintain strong internal consistency and operational reliability.

Classical Assumption Tests

Normality Test

Table 4. One-Sample Kolmogorov-Smirnov Normality Test Result

Parameter	Unstandardized Residual
N	100
Mean	0.0000000
Std. Deviation	1.45999529
Test Statistic (Absolute)	0.084
Asymp. Sig. (2-tailed)	0.076

Source: Data Processed by SPSS, 2026

The Kolmogorov-Smirnov test yielded an Asymptotic Significance (2-tailed) value of 0.076. Since $0.076 > 0.05$, the assumption of normality is satisfied, confirming that the regression residuals are normally distributed.

Multicollinearity Test

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF	Collinearity Status
Product Quality (X ₁)	0.655	1.528	No Multicollinearity
Frequency of Visit (X ₂)	0.821	1.219	No Multicollinearity
Content Marketing (X ₃)	0.641	1.561	No Multicollinearity

Source: Data Processed by SPSS, 2026

Table 5 indicates that all independent variables have Tolerance values exceeding 0.10 (0.641 to 0.821) and VIF values well below 10.0 (1.219 to 1.561). Consequently, there is no multicollinearity among the independent variables in the model.

Heteroscedasticity Test**Table 6. Heteroscedasticity Test Results (Glejser Test)**

Model	Unstandardized B	Std. Error	t-count	Sig.
(Constant)	1.649	0.770	2.141	0.035
Product Quality (X ₁)	0.015	0.051	0.297	0.767
Frequency of Visit (X ₂)	-0.026	0.035	-0.747	0.457
Content Marketing (X ₃)	-0.024	0.053	-0.458	0.648

Source: Data Processed by SPSS, 2026

As displayed in Table 6, the significance values for Product Quality (0.767), Frequency of Visit (0.457), and Content Marketing (0.648) are all substantially above 0.05. This demonstrates that the regression model is free from heteroscedasticity and satisfies the assumption of homoscedasticity.

Multiple Linear Regression Analysis**Table 7. Multiple Linear Regression Analysis Result**

Model	Unstandardized		Standardized	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.061	1.194	-	3.402	0.001
Product Quality (X ₁)	0.277	0.079	0.317	3.503	0.001
Frequency of Visit (X ₂)	0.111	0.054	0.165	2.044	0.044
Content Marketing (X ₃)	0.334	0.082	0.373	4.075	0.000

Source: Data Processed by SPSS, 2026

Based on Table 7, the empirical multiple linear regression equation is specified as:

$$Y = 4.061 + 0.277X_1 + 0.111X_2 + 0.334X_3 + e$$

Interpretation of the regression equation coefficients is as follows:

1. Constant ($a = 4.061$): If Product Quality, Frequency of Visit, and Content Marketing are simultaneously zero, the baseline value of Impulsive Buying among Generation Z in North Minahasa is 4.061.
2. Product Quality ($\beta_1 = 0.277$): The regression coefficient is positive (0.277), indicating that for every 1-unit increase in Product Quality, Impulsive Buying will increase by 0.277 units, ceteris paribus ($p = 0.001 < 0.05$).
3. Frequency of Visit ($\beta_2 = 0.111$): The coefficient is positive (0.111), indicating that every 1-unit increase in Frequency of Visit will increase Impulsive Buying by 0.111 units, ceteris paribus ($p = 0.044 < 0.05$).
4. Content Marketing ($\beta_3 = 0.334$): The coefficient is positive (0.334), indicating that every 1-unit increase in Content Marketing will increase Impulsive Buying by 0.334 units, ceteris paribus ($p = 0.000 < 0.05$).
5. Standardized Beta: Content Marketing exerts the strongest relative influence ($\beta = 0.373$), followed by Product Quality ($\beta = 0.317$) and Frequency of Visit ($\beta = 0.165$).

Table 8. Model Summary (R and R² Test Results)

Model	R (Correlation)	R Square (R ²)	Adjusted R Square	Std. Error of the Estimate
1	0.697	0.486	0.470	1.48263

Source: Data Processed by SPSS, 2026

Table 8 demonstrates a correlation coefficient (R) of 0.697, reflecting a strong positive relationship between the predictors and impulsive buying. The coefficient of determination (R²) is 0.486, with an Adjusted R² of 0.470. This signifies that 47.0% of the variation in impulsive buying among Generation Z in North Minahasa Regency is directly attributable to the combined effects of Product Quality, Frequency of Visit, and Content Marketing, while the remaining 53.0% is governed by extraneous factors outside the scope of this model.

Hypothesis Testing**F-Test**

Table 9 shows an F_count value of 30.239, which substantially exceeds the critical F_table value of 2.70 ($df_1 = 3, df_2 = 96$), with a significance level $p = 0.000 < 0.05$. This confirms that H1 is accepted: Product Quality (X₁), Frequency of Visit (X₂), and Content Marketing (X₃) simultaneously and significantly influence Impulsive Buying (Y) among Generation Z in North Minahasa Regency.

Table 9. Simultaneous Hypothesis Test Result (ANOVA F-Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	199.413	3	66.471	30.239	0.000
Residual	211.027	96	2.198		
Total	410.440	99			

Source: Data Processed by SPSS, 2026

T-Test

Table 10. Partial Hypothesis Test Results (T-Test)

Variable	t-count	t-table	Sig.	Alpha	Decision
Product Quality (X_1)	3.503	1.984	0.001	0.05	H2 Accepted (Significant)
Frequency of Visit (X_2)	2.044	1.984	0.044	0.05	H3 Accepted (Significant)
Content Marketing (X_3)	4.075	1.984	0.000	0.05	H4 Accepted (Significant)

Source: Data Processed by SPSS, 2026

The results of the partial test (t-test) based on Table 10 can be explained as follows:

1. The product quality variable has a significance value of $0.001 < 0.05$, therefore, the hypothesis is accepted. This indicates that product quality has a positive and significant effect on impulsive buying.
2. The visit frequency variable has a significance value of $0.044 < 0.05$, therefore, the hypothesis is accepted. This indicates that visit frequency has a positive and significant effect on impulsive buying.
3. The content marketing variable has a significance value of $0.000 < 0.05$, therefore, the hypothesis is accepted. This indicates that content marketing has a positive and significant effect on impulsive buying.

Discussion

The Simultaneous Influence of Product Quality, Frequency of Visit, and Content Marketing on Impulsive Buying

The empirical findings firmly proving that Product Quality, Frequency of Visit, and Content Marketing concurrently exert a statistically significant positive effect on Impulsive Buying. This confirms that impulsive buying among Generation Z is driven by an integrated nexus of high visual/functional product appeal, persistent platform browsing exposure, and compelling digital content. When consumers encounter creative content presenting attractive, well-crafted products during frequent app visits, their cognitive hesitations diminish while emotional purchasing impulses surge.

The Influence of Product Quality on Impulsive Buying

The results of this study indicate that product quality has a positive and significant effect on impulsive buying among Generation Z in North Minahasa Regency. This means that better perceived product quality increases the likelihood of consumers making unplanned purchasing decisions. Impulse buying is inherently emotional, consumers still require fundamental reassurance that the product will deliver tangible utility and match its advertised specifications. High-resolution visual presentations, positive customer ratings, and demonstrations of product durability reduce perceived risk, enabling young consumers to execute spontaneous purchases with confidence. This result is consistent with the findings of Nurlaela and Mulyadi (2024) that product quality has a significant effect on impulsive buying.

The Influence of Frequency of Visit on Impulsive Buying

The results of this study indicate that visit frequency has a positive and significant effect on impulsive buying among Generation Z in North Minahasa Regency. This means that the more frequently consumers interact with or access the TIKTOK application, the higher the likelihood of impulsive purchasing behavior. In TikTok's algorithmic environment, frequent app visits dramatically increase consumer exposure to dynamic live shopping events, algorithmic flash deals, and trending products. Constant digital touchpoints foster heightened familiarity and casual browsing ('just looking'), which frequently transitions into unplanned purchasing actions. This supports earlier conclusions by Oktaviana and Astuti (2024) that browsing activity on TIKTOK can increase impulsive buying tendencies.

The Influence of Content Marketing on Impulsive Buying

The results of this study indicate that content marketing has a positive and significant effect on impulsive buying among Generation Z in North Minahasa Regency. This means that attractive, relevant, and engaging content delivered through the TIKTOK platform is able to stimulate consumers' emotions and encourage unplanned purchasing behavior. TikTok's engaging storytelling, influencer endorsements, humorous demonstrations, and authentic user-generated content evoke intense affective reactions—such as enthusiasm, curiosity, and FOMO. This finding strongly resonates with Wandira, Lusianti, and Sutono (2025) that content marketing has a positive and significant effect on impulsive buying among TIKTOK Live Shop users.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the empirical findings, statistical analyses, and discussion, this study derives the following key conclusions:

1. Product Quality, Frequency of Visit, and Content Marketing on the TikTok application simultaneously exert a statistically significant and positive influence on Impulsive Buying among Generation Z in North Minahasa Regency.
2. Product Quality partially has a significant positive effect on Impulsive Buying
3. Frequency of Visit partially has a significant positive effect on Impulsive Buying
4. Content Marketing partially has a significant positive effect on Impulsive Buying.

Recommendation

Based on the study's conclusions, the following actionable recommendations are proposed:

1. Digital entrepreneurs and TikTok Shop sellers should prioritize creative content marketing by producing authentic, interactive, and aesthetically appealing short-form videos. Sellers should integrate clear product demonstrations and live streaming to highlight genuine product quality, build consumer trust, and maintain seamless checkout processes.
2. Young consumers are encouraged to cultivate digital financial literacy and exercise disciplined purchasing habits. Implementing self-imposed deliberation periods before completing online checkouts can mitigate unintended financial strain resulting from excessive impulse buying.
3. Future researchers is recommended that subsequent investigations incorporate additional mediating or moderating variables and expand the geographical coverage across other administrative regions to enhance empirical generalizability.

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