

ABSTRAK

PENGARUH *DISCOUNT*, *SHOPPING LIFESTYLE*, DAN *CUSTOMER RATING* TERHADAP *IMPULSE BUYING*

(Studi pada Konsumen Gen Z Pengguna Tiktok Shop di Bandar Lampung)

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Perkembangan teknologi digital telah mendorong perubahan perilaku konsumen, terutama di kalangan generasi Z yang akrab dengan platform media sosial seperti TikTok. TikTok Shop sebagai fitur *e-commerce* yang terintegrasi dalam aplikasi TikTok, kini menjadi salah satu tempat favorit bagi Gen Z dalam melakukan pembelian secara spontan (*impulse buying*). Penelitian ini bertujuan untuk mengetahui pengaruh *discount*, *shopping lifestyle*, dan *customer rating* terhadap *impulse buying* pada pengguna TikTok Shop di kalangan Gen Z di Kota Bandar Lampung. Metode penelitian yang digunakan adalah *explanatory research* dengan pendekatan kuantitatif. Sampel penelitian ini sebanyak 100 responden yang dipilih menggunakan teknik *purposive sampling* dengan kriteria pengguna TikTok Shop kelahiran tahun 1997–2012, berdomisili di Bandar Lampung, dan pernah berbelanja menggunakan diskon dalam satu tahun terakhir. Pengumpulan data dilakukan melalui penyebaran kuesioner *online* menggunakan skala Likert. Hasil penelitian menunjukkan bahwa secara parsial maupun simultan, ketiga variabel independen yaitu *discount*, *shopping lifestyle*, dan *customer rating* berpengaruh positif dan signifikan terhadap *impulse buying*. *Discount* yang besar, gaya hidup belanja yang dinamis, serta *rating* pelanggan yang tinggi terbukti menjadi faktor utama yang mendorong keputusan pembelian secara impulsif. Temuan ini memberikan implikasi bagi TikTok Shop untuk meningkatkan strategi pemasaran berbasis visual, diskon menarik, dan ulasan pelanggan yang informatif guna mendorong peningkatan *impulse buying*, khususnya di kalangan Gen Z.

Kata Kunci: *Discount, Shopping Lifestyle, Customer Rating, Impulse Buying.*

ABSTRACT

THE EFFECT OF DISCOUNT, SHOPPING LIFESTYLE, AND CUSTOMER RATING ON IMPULSE BUYING

(Study on Gen Z Consumers Using Tiktok Shop in Bandar Lampung)

By

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The development of digital technology has driven changes in consumer behavior, especially among Generation Z who are familiar with social media platforms such as TikTok. TikTok Shop, an e-commerce feature integrated into the TikTok application, has now become one of the favorite places for Gen Z to make spontaneous purchases (impulse buying). This study aims to determine the effect of discounts, shopping lifestyle, and customer ratings on impulse buying among TikTok Shop users among Gen Z in Bandar Lampung City. The research method used is explanatory research with a quantitative approach. The sample of this study was 100 respondents selected using a purposive sampling technique with the criteria of TikTok Shop users born between 1997 and 2012, domiciled in Bandar Lampung, and have shopped using discounts in the past year. Data collection was carried out through the distribution of online questionnaires using a Likert scale. The results of the study indicate that partially and simultaneously, the three independent variables: discounts, shopping lifestyle, and customer ratings have a positive and significant effect on impulse buying. Large discounts, a dynamic shopping lifestyle, and high customer ratings are proven to be the main factors driving impulsive purchasing decisions. These findings provide implications for TikTok Shop to enhance its visual-based marketing strategy, attractive discounts, and informative customer reviews to encourage increased impulse buying, especially among Gen Z..

Keywords: Discount, Shopping Lifestyle, Customer Rating, Impulse Buying.