

**THE EFFECT OF SOCIAL MEDIA COMMUNITY AND ADVERTISING
ON IMPULSE BUYING INTENTION AND IMPULSE BUYING
BEHAVIOR AT THIS IS APRIL FASHION BRAND**

THESIS

Presented as Partial Fulfilment of Requirements for the Degree of Sarjana
Manajemen (S1) in International Business Management Program Faculty of
Business and Economics Universitas Atma Jaya Yogyakarta



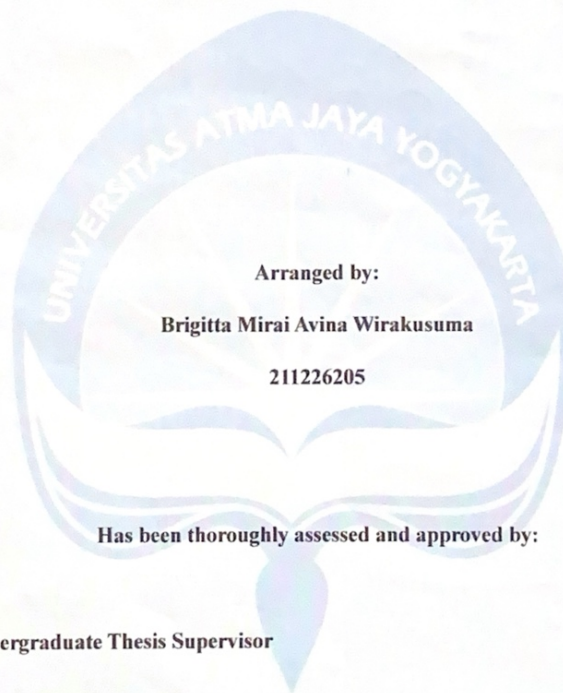
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2025**

APPROVAL PAGE

**THE EFFECT OF SOCIAL MEDIA COMMUNITY AND ADVERTISING
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Undergraduate Thesis



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As a result of this, I hereby declare that this thesis is entirely the result of my own original work and does not include the work of others, except in portions where proper citation has been provided in accordance with established academic standards. All sources referenced in this thesis are duly acknowledged in the bibliography section.

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PREFACE

Praise and Gratitude to Jesus Christ, the God Almighty, for His grace, permission, and accompaniment, the author can complete this research until the end. With all gratitude, this research is collected to fulfill the graduation requirements for the Bachelor's degree in the International Business Management Program, Faculty of Business and Economics, Universitas Atma Jaya Yogyakarta with the title:

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Throughout the writing process, the author has been fortunate to receive invaluable support, guidance, and encouragement from many individuals. Therefore, with all humility, the author would like to express a deepest gratitude to:

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ABSTRACT

This study explores “The Effect of Social Media Community and Advertising on Impulse Buying Intention and Impulse Buying Behavior at This Is April Fashion Brand” researched by Brigitta Mirai Avina Wirakusuma as the author. The rise of TikTok has reshaped digital marketing strategies and consumer behavior, especially in driving impulse purchases among Gen Z consumers. This study investigates the impact of social media communities, social media advertising, on impulse buying in this case including impulse buying intention which will be related to impulse buying behaviour using This Is April as a case study. A quantitative approach with 124 respondents was used, and the data were analysed using PLS-SEM. The results showed that This Is April's TikTok social media community significantly influenced impulse buying intention, as well as This Is April's TikTok social media advertisements influenced impulse buying intention,

and impulse buying intention significantly influenced This Is April consumers' impulse buying behaviour. These findings underscore the important role of engaging content and active online community interaction in shaping consumer purchase decisions on TikTok. For practitioners, this highlights the need to create a dynamic and community-based marketing approach while also providing engaging and informative advertisement content. Future research should explore additional variables and some of the cross-platform effects.

Keywords: TikTok advertisements, social media community, impulse buying intention, impulse buying behaviour, Gen Z, This Is April.