

BAB V

PENUTUP

Bab ini berisi kesimpulan dari hasil penelitian yang telah dilakukan, dirumuskan berdasarkan hasil analisis dan pembahasan pada bab sebelumnya. Selain itu, dituliskan pula keterbatasan penelitian yang dapat menjadi pertimbangan dalam interpretasi hasil. Penutup juga menyampaikan saran bagi penelitian selanjutnya serta saran praktis yang ditujukan kepada pelaku usaha, khususnya yang memanfaatkan media sosial TikTok untuk pemasaran produk lokal.

5.1 Kesimpulan

Berdasarkan hasil penelitian yang telah dilakukan, dapat disimpulkan bahwa autentisitas postingan TikTok memiliki pengaruh yang signifikan terhadap niat *browsing* dan pembelian impulsif, khususnya pada produk sepatu Compass. Keaslian dalam konten yang dibagikan oleh mikro selebriti terbukti mendorong audiens untuk melakukan pencarian yang lebih berkaitan dengan kebutuhan praktis (*Utilitarian Browsing*), maupun untuk sekadar mencari hiburan dan produk (*Hedonic Browsing*). Kedua jenis niat browsing ini, pada gilirannya, berpengaruh pada pembelian impulsif, baik yang didorong oleh kenangan atau nostalgia (*Reminiscence Impulse Purchase*) maupun yang didorong oleh keinginan emosional atau desain (*Designed Impulse Purchase*).

Dengan demikian, strategi pemasaran berbasis mikro selebriti yang mengedepankan keaslian dapat menjadi pendekatan yang efektif bagi brand sepatu

Compass untuk meningkatkan keterlibatan dan konversi penjualan di *platform* media sosial seperti TikTok.

5.2 Implikasi Manajerial

Penelitian ini memiliki beberapa implikasi manajerial yang penting untuk pengembangan strategi pemasaran produk sepatu Compass:

1. Keaslian dalam Postingan,

Sepatu Compass sebaiknya memperluas kerjasama dengan mikro selebriti yang memiliki keterikatan autentik dengan audiens mereka. Postingan yang autentik, yang menggambarkan pengalaman nyata dan jujur, akan lebih efektif dalam mendorong interaksi dan meningkatkan kepercayaan dari audiens.

2. Segmentasi Berdasarkan *Browsing*,

Berdasarkan temuan bahwa *Utilitarian Browsing* dan *hedonic browsing* memengaruhi niat pembelian impulsif, strategi pemasaran bisa lebih terarah dengan menyesuaikan pesan dan konten yang ditargetkan kepada kedua jenis audiens tersebut. Audiens yang lebih praktis bisa dijangkau dengan informasi fungsional, sementara audiens yang lebih mencari hiburan dan kesenangan dapat diberikan konten yang lebih emosional dan menghibur.

3. Pengoptimalan Konten untuk Pembelian Impulsif:

Konten yang dapat memicu pembelian impulsif, baik berbasis nostalgia maupun desain, sangat penting dalam mendukung konversi di media sosial. Oleh karena itu, brand seperti Compass dapat mengoptimalkan konten yang

berfokus pada estetika produk dan pengalaman yang lebih emosional, terutama untuk audiens yang lebih mengutamakan kesenangan.

5.3 Keterbatasan Penelitian

Meskipun penelitian ini memberikan wawasan yang berharga tentang pengaruh autentisitas mikro-selebriti terhadap niat browsing dan pembelian impulsif, terdapat beberapa keterbatasan penelitian yang perlu dicatat :

1. Sampel Terbatas, Penelitian ini terbatas pada audiens audiens TikTok yang termasuk dalam kriteria Gen Z, sehingga hasilnya mungkin tidak sepenuhnya berlaku untuk audiens yang Gen Alpha atau untuk *platform* media sosial lainnya.
2. Pengukuran Pembelian Impulsif, Pembelian impulsif yang diukur dalam penelitian ini hanya berfokus pada sepatu Compass dan bisa saja bervariasi untuk produk atau kategori lain. Oleh karena itu, generalisasi temuan ini ke produk lain perlu diuji lebih lanjut.
3. Faktor Lain yang Memengaruhi Niat Audiens, Penelitian ini tidak sepenuhnya mengkaji faktor-faktor lain yang bisa memengaruhi niat pembelian impulsif, seperti faktor harga atau promosi. Pengaruh faktor eksternal lainnya perlu dipertimbangkan dalam penelitian selanjutnya.
4. Instrumen Penelitian

Perlunya pertanyaan yang lebih spesifik dalam mencari kriteria responden agar bisa lebih relevan dengan penelitian yang ada.

5. Filtrasi Pertanyaan

Filter Pertanyaan yang masih terbuka luas, belum diarahkan secara spesifik.

5.4 Saran Penelitian Selanjutnya

Berdasarkan keterbatasan yang ada, berikut beberapa saran untuk penelitian selanjutnya:

1. Pengembangan Sampel yang Lebih Luas, Penelitian selanjutnya dapat memperluas sampel dengan mencakup audiens yang lebih beragam, termasuk usia yang lebih tua dan audiens dari *platform* media sosial lainnya, seperti Instagram atau YouTube, untuk membandingkan hasilnya.
2. Eksplorasi Pembelian Impulsif di Kategori Produk Lain, Mengingat hasil yang ditemukan berkaitan dengan sepatu Compass, penelitian lebih lanjut bisa mengkaji apakah temuan ini juga berlaku untuk kategori produk lain, seperti pakaian atau aksesoris, yang sering dipromosikan oleh mikro-selebriti.
3. Penelitian Lanjutan tentang Faktor Lain, Penelitian selanjutnya juga bisa mengkaji pengaruh faktor eksternal lain yang mungkin memengaruhi niat pembelian impulsif, seperti faktor harga, kualitas produk, atau promosi khusus yang ditawarkan oleh merek.

Dengan demikian, meskipun penelitian ini telah memberikan pemahaman yang baik mengenai pengaruh autentisitas mikro selebriti terhadap niat audiens, masih ada ruang untuk menggali lebih dalam tentang faktor-faktor lain yang memengaruhi niat pembelian impulsif.

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LAMPIRAN

Lampiran 1 Kuesioner Google Form

Assalamualaikum, Salam Sejahtera bagi Kita Semua, Shalom, Om Swastiastu ,
Namo Buddhaya, dan Salam Kebajikan.

Saya, Lawrence Wijaya Adrian, mahasiswa Program Studi Manajemen jenjang S1
di Universitas Atma Jaya Yogyakarta, saat ini sedang melaksanakan penelitian
untuk penyusunan skripsi dengan judul :

"Pengaruh Autentisitas Postingan TikTok terhadap Niat Pembelian Impulsif
Sepatu Compass melalui Pendekatan Stimulus–Organism–Response (S-O-R)."

Adapun kriteria responden dalam penelitian ini adalah :

1. Audiens aktif TikTok dan termasuk dalam Gen Z
2. Pernah melihat atau berinteraksi dengan promosi sepatu Compass di TikTok Shop.
3. Pernah melakukan pembelian barang apapun di TikTok Shop setidaknya 1x dalam kurun waktu satu tahun terakhir

Seluruh jawaban yang diberikan akan dijaga kerahasiaannya dan hanya digunakan
untuk kepentingan akademik.

Saya mohon kesediaan Saudara/i untuk mengisi kuesioner ini secara jujur
berdasarkan pengalaman pribadi.

Atas waktu yang diluangkan dan partisipasinya, saya mengucapkan terima kasih
yang sebesar-besarnya.

Hormat saya,
Lawrence Wijaya Adrian (Owen)

Filter Responden 1

Apakah anda termasuk Gen Z dan audiens aktif Tiktok?*

1. Ya
2. Tidak

Filter Responden 2

Apakah anda mengetahui brand sepatu lokal Compass?*

1. Ya
2. Tidak

Filter Responden 3

Pernah melakukan pembelian di TikTok Shop setidaknya 1x dalam kurun waktu satu tahun terakhir*

1. Ya
2. Tidak

Demografi Responden

Jenis Kelamin

1. Perempuan
2. Laki-Laki

Usia

1. 18-21
2. 22-24
3. 25-27

Pendapatan per bulan

1. < Rp.1.000.000,-
2. Rp.1.000.000 - Rp.2.000.000,-
3. Rp.2.000.000 - Rp.3.000.000,-
4. Rp.3.000.000,-

Pekerjaan

1. Pelajar/Mahasiswa
2. Karyawan
3. Wiraswasta
4. Lainnya

Variabel Post Authenticity						
No.	Pernyataan	STS	TS	KS	S	SS
1	Saya menganggap rekomendasi brand dari konten kreator TikTok itu asli/tidak dibuat-buat					
2	Postingan konten kreator TikTok terkait sepatu Compass terlihat meyakinkan					
3	Opini para konten kreator TikTok terkait sepatu Compass dapat dipercaya					

Variabel <i>Utilitarian Browsing</i>						
No.	Pernyataan	STS	TS	KS	S	SS
1	Saya mencari sepatu Compass di TikTok Shop untuk mendapatkan kualitas atau harga yang lebih baik					
2	Saya mencari informasi sepatu Compass di Tiktok Shop secara aktif					
3	Saya menjelajahi Tiktok Shop untuk mendapatkan nilai tambah sebanyak mungkin saat mencari Sepatu Compass					

Variabel <i>Hedonic Browsing</i>						
No.	Pernyataan	STS	TS	KS	S	SS
1	Saya merasa terhibur saat menjelajahi Tiktok Shop untuk melihat sepatu Compass					
2	Saya mencari sepatu Compass di Tiktok Shop hanya untuk hiburan					
3	Saya melihat sepatu Compass di Tiktok Shop, saya merasa sangat antusias					

Variabel <i>Reminiscence Impulse Purchase Intention</i>						
No.	Pernyataan	STS	TS	KS	S	SS
1	Saya terdorong membeli sepatu Compass ketika informasi dari Tiktok Shop mengingatkan saya pada sepatu yang sesuai dengan kebutuhan saya					
2	Saya ingin membeli sepatu Compass saat iklan di Tiktok Shop mengingatkan saya pada sepatu yang saya cari					

3	Saya terdorong membeli sepatu Compass ketika detail informasi dari Tiktok Shop sesuai dengan keinginan saya					
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Variabel <i>Designed Impulse Purchase Intention</i>						
No.	Pernyataan	STS	TS	KS	S	SS
1	Meskipun awalnya saya berniat membeli produk lain, saya terbujuk untuk membeli sepatu Compass karena diskon atau penawaran menarik di Tiktok Shop					
2	Meskipun saya sudah punya tujuan belanja tertentu, saya ingin membeli sepatu Compass saat melihat promosi penjualannya di Tiktok Shop					
3	Saya tergoda membeli sepatu Compass yang banyak disukai(likes) di Tiktok Shop meskipun awalnya tidak ada niatan membeli					

Lampiran 2 Screenshot Kuesioner Google Form

Pengaruh Autentisitas Postingan TikTok terhadap Perilaku Pembelian Impulsif Gen Z pada brand Sepatu Compass

Assalamualaikum, Salam Sejahtera bagi Kita Semua, Shalom, Om Swastiastu, Namô Buddhaya, dan Salam Kebajikan.

Saya, Lawrence Wijaya Adrian, mahasiswa Program Studi Manajemen jenjang S1 di Universitas Atma Jaya Yogyakarta, saat ini sedang melaksanakan penelitian untuk penyusunan skripsi dengan judul :

"Pengaruh Autentisitas Postingan TikTok terhadap Perilaku Pembelian Impulsif Sepatu Lokal Compass melalui Pendekatan Stimulus-Organism-Response (S-O-R)."

Adapun kriteria responden dalam penelitian ini adalah :

1. Pengguna aktif TikTok
2. Pernah melihat atau berinteraksi dengan promosi sepatu Compass di TikTok Shop.
3. Pernah melakukan pembelian di TikTok Shop setidaknya 1x dalam kurun waktu satu tahun terakhir

Seluruh jawaban yang diberikan akan dijaga kerahasiaannya dan hanya digunakan untuk kepentingan akademik.

Saya mohon kesediaan Saudara/i untuk mengisi kuesioner ini secara jujur berdasarkan pengalaman pribadi.

Atas waktu yang diluangkan dan partisipasinya, saya mengucapkan terima kasih yang sebesar-besarnya.

Hormat saya,
Lawrence Wijaya Adrian (Owen)

Filter Responden 1

Pertanyaan ini digunakan untuk mendapatkan responden dengan kriteria yang sesuai.

Sebelum mengisi kuesioner ini, responden diharapkan memenuhi kriteria yang sudah ada



Apakah anda termasuk Gen Z dan pengguna aktif Tiktok? *

- ☐ Ya
- ☐ Tidak

Filter Responden 2

Pertanyaan ini digunakan untuk mendapatkan responden dengan kriteria yang sesuai.



Apakah anda mengetahui brand sepatu lokal Compass? *

- ☐ Ya
- ☐ Tidak

Filter Responden 3

Pertanyaan ini digunakan untuk mendapatkan responden dengan kriteria yang sesuai.



Pernah melakukan pembelian di TikTok Shop setidaknya 1x dalam kurun waktu satu tahun terakhir *

- ☐ Ya
- ☐ Tidak

Pertanyaan Demografi Responden

Pertanyaan ini bertujuan untuk mengumpulkan informasi dasar mengenai karakteristik individu. Selain itu, data ini digunakan untuk mengelompokkan responden, menganalisis pola dan tren, serta memahami bagaimana faktor demografi memengaruhi jawaban atau perilaku mereka.

Jenis Kelamin *

- ☐ Perempuan
- ☐ Laki-Laki

Usia *

Choose ▼

Pendapatan per bulan *

Choose ▼

Pekerjaan *

- ☐ Pelajar/Mahasiswa
- ☐ Karyawan
- ☐ Wiraswasta
- ☐ Lainnya

Post Authenticity (Asli, bukan tiruan, dan sesuai dengan keadaan sebenarnya atau identitas yang dimiliki)

Harap pilih satu jawaban istilah pertanyaan atau pernyataan di bawah ini dengan skala *Likert*. Mohon mengisi kuesioner ini sesuai dengan sungguh-sungguhnya, keterangan sebagai berikut:

Saya menganggap rekomendasi brand dari konten kreator TikTok itu asli/tidak dibuat-buat *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Postingan konten kreator TikTok terkait sepatu Compass terlihat meyakinkan *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Opini para konten kreator TikTok terkait sepatu Compass dapat dipercaya *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Utilitarian Browsing (menjelajahi informasi atau produk dengan tujuan yang spesifik dan fungsional)

Harap pilih satu jawaban istilah pertanyaan atau pernyataan di bawah ini dengan skala *Likert*. Mohon mengisi kuesioner ini sesuai dengan sungguh-sungguhnya, keterangan sebagai berikut:

Saya mencari sepatu Compass di TikTok Shop untuk mendapatkan kualitas atau harga yang lebih baik *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya mencari informasi sepatu Compass di TikTok Shop secara aktif *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya menjelajahi TikTok Shop untuk mendapatkan nilai tambah sebanyak mungkin saat mencari Sepatu Compass *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Hedonic Browsing (menjelajahi atau melihat-lihat produk secara online dengan tujuan untuk bersenang-senang, hiburan, atau sekadar menikmati pengalaman berbelanja, bukan untuk mencari atau membeli sesuatu)

Harap pilih satu jawaban istilah pertanyaan atau pernyataan di bawah ini dengan skala *Likert*. Mohon mengisi kuesioner ini sesuai dengan sungguh-sungguhnya, keterangan sebagai berikut:

Saya merasa terhibur saat menjelajahi Tiktok Shop untuk melihat sepatu Compass *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya mencari sepatu Compass di Tiktok Shop hanya untuk hiburan *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Saya melihat sepatu Compass di Tiktok Shop, saya merasa sangat antusias *

	1	2	3	4	5	
Sangat Tidak Setuju	☐	☐	☐	☐	☐	Sangat Setuju

Reminiscence Impulse Purchase Intention (keinginan untuk membeli produk secara impulsif karena terpengaruh oleh kenangan atau pengalaman masa lalu yang terkait dengan produk tersebut)

Harap pilih satu jawaban istilah pertanyaan atau pernyataan di bawah ini dengan skala *Likert*. Mohon mengisi kuesioner ini sesuai dengan sungguh-sungguhnya, keterangan sebagai berikut:

Saya terdorong membeli sepatu Compass ketika informasi dari Tiktok Shop mengingatkan saya pada sepatu yang sesuai dengan kebutuhan saya *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya ingin membeli sepatu Compass saat iklan di Tiktok Shop mengingatkan saya pada sepatu yang saya cari *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya terdorong membeli sepatu Compass ketika detail informasi dari Tiktok Shop sesuai dengan keinginan saya *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Designed Impulse Purchase Intention (keinginan konsumen untuk melakukan pembelian secara spontan, yang mana niat ini telah dipengaruhi atau dirancang oleh beberapa faktor, seperti promosi, tampilan produk di toko, atau faktor eksternal lainnya)

Harap pilih satu jawaban istilah pertanyaan atau pernyataan di bawah ini dengan skala *Likert*. Mohon mengisi kuesioner ini sesuai dengan sungguh-sungguhnya, keterangan sebagai berikut:

Meskipun awalnya saya berniat membeli produk lain, saya terbujuk untuk membeli sepatu Compass karena diskon atau penawaran menarik di Tiktok Shop *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Meskipun saya sudah punya tujuan belanja tertentu, saya ingin membeli sepatu Compass saat melihat promosi penjualannya di Tiktok Shop *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya tergoda membeli sepatu Compass yang banyak disukai(likes) di Tiktok Shop meskipun awalnya tidak ada niatan membeli *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Lampiran 3 Tabel dan Data Kuesioner

Timesta mp	Apakah anda termasuk Gen Z dan audiens aktif Tiktok?	Apakah anda mengetahui brand sepatu lokal Compass?	Pernah melakukan pembelian di TikTok Shop setidaknya 1x dalam kurun waktu satu tahun terakhir
2025- 05-03 10:04:2 5	Ya	Ya	Ya
2025- 05-03 15:18:4 2	Ya	Ya	Ya
2025- 05-03 16:29:4 7	Ya	Ya	Ya
2025- 05-04 10:16:0 8	Ya	Ya	Ya
2025- 05-04 13:04:2 6	Ya	Ya	Ya
2025- 05-04 14:51:3 4	Ya	Ya	Ya
2025- 05-04 15:51:1 9	Ya	Ya	Ya
2025- 05-05 10:40:5 1	Ya	Ya	Ya
2025- 05-05 10:59:1 5	Ya	Ya	Ya
2025- 05-05	Ya	Ya	Ya

12:20:18			
2025-05-05 16:03:06	Ya	Ya	Ya
2025-05-05 16:12:09	Ya	Ya	Ya
2025-05-05 16:13:15	Ya	Ya	Ya
2025-05-05 16:32:28	Ya	Ya	Ya
2025-05-06 09:14:55	Ya	Ya	Ya
2025-05-06 11:43:39	Ya	Ya	Ya
2025-05-06 11:56:40	Ya	Ya	Ya
2025-05-06 12:59:10	Ya	Ya	Ya
2025-05-06 14:40:47	Ya	Ya	Ya
2025-05-06 16:01:01	Ya	Ya	Ya
2025-05-07 09:36:30	Ya	Ya	Ya

2025-05-07 12:39:16	Ya	Ya	Ya
2025-05-07 12:40:50	Ya	Ya	Ya
2025-05-07 13:36:16	Ya	Ya	Ya
2025-05-07 13:49:48	Ya	Ya	Ya
2025-05-07 14:48:17	Ya	Ya	Ya
2025-05-08 09:07:45	Ya	Ya	Ya
2025-05-08 11:39:30	Ya	Ya	Ya
2025-05-08 12:52:07	Ya	Ya	Ya
2025-05-08 15:46:45	Ya	Ya	Ya
2025-05-09 10:29:40	Ya	Ya	Ya
2025-05-09 10:48:35	Ya	Ya	Ya
2025-05-09	Ya	Ya	Ya

15:07:43			
2025-05-09 15:55:46	Ya	Ya	Ya
2025-05-09 16:21:20	Ya	Ya	Ya
2025-05-09 16:26:40	Ya	Ya	Ya
2025-05-09 16:39:07	Ya	Ya	Ya
2025-05-10 09:27:49	Ya	Ya	Ya
2025-05-10 09:32:13	Ya	Ya	Ya
2025-05-10 09:44:24	Ya	Ya	Ya
2025-05-10 09:50:17	Ya	Ya	Ya
2025-05-10 10:08:40	Ya	Ya	Ya
2025-05-10 15:02:03	Ya	Ya	Ya
2025-05-11 10:06:36	Ya	Ya	Ya

2025-05-11 10:06:47	Ya	Ya	Ya
2025-05-11 13:38:37	Ya	Ya	Ya
2025-05-11 13:59:22	Ya	Ya	Ya
2025-05-11 16:29:29	Ya	Ya	Ya
2025-05-11 16:33:37	Ya	Ya	Ya
2025-05-12 11:54:19	Ya	Ya	Ya
2025-05-12 12:16:15	Ya	Ya	Ya
2025-05-12 13:33:25	Ya	Ya	Ya
2025-05-12 15:36:08	Ya	Ya	Ya
2025-05-12 15:53:21	Ya	Ya	Ya
2025-05-12 16:37:25	Ya	Ya	Ya
2025-05-13	Ya	Ya	Ya

09:27:45			
2025-05-13 09:35:35	Ya	Ya	Ya
2025-05-13 10:42:24	Ya	Ya	Ya
2025-05-13 13:50:27	Ya	Ya	Ya
2025-05-13 14:27:37	Ya	Ya	Ya
2025-05-13 15:41:49	Ya	Ya	Ya
2025-05-14 10:00:57	Ya	Ya	Ya
2025-05-14 10:59:32	Ya	Ya	Ya
2025-05-14 11:38:29	Ya	Ya	Ya
2025-05-14 12:44:23	Ya	Ya	Ya
2025-05-14 13:06:55	Ya	Ya	Ya
2025-05-14 13:48:30	Ya	Ya	Ya

2025-05-14 14:55:55	Ya	Ya	Ya
2025-05-14 15:33:36	Ya	Ya	Ya
2025-05-15 10:37:04	Ya	Ya	Ya
2025-05-15 11:59:38	Ya	Ya	Ya
2025-05-15 12:09:32	Ya	Ya	Ya
2025-05-15 12:49:53	Ya	Ya	Ya
2025-05-15 12:52:45	Ya	Ya	Ya
2025-05-15 13:56:01	Ya	Ya	Ya
2025-05-16 09:05:51	Ya	Ya	Ya
2025-05-16 10:29:39	Ya	Ya	Ya
2025-05-16 10:35:10	Ya	Ya	Ya
2025-05-16	Ya	Ya	Ya

10:44:38			
2025-05-16 11:33:36	Ya	Ya	Ya
2025-05-16 12:23:40	Ya	Ya	Ya
2025-05-16 12:24:02	Ya	Ya	Ya
2025-05-16 13:56:51	Ya	Ya	Ya
2025-05-16 14:28:23	Ya	Ya	Ya
2025-05-16 15:12:45	Ya	Ya	Ya
2025-05-16 16:39:42	Ya	Ya	Ya
2025-05-16 16:56:17	Ya	Ya	Ya
2025-05-17 09:14:34	Ya	Ya	Ya
2025-05-17 09:54:11	Ya	Ya	Ya
2025-05-17 11:09:24	Ya	Ya	Ya

2025-05-17 13:05:18	Ya	Ya	Ya
2025-05-18 10:30:47	Ya	Ya	Ya
2025-05-18 15:24:30	Ya	Ya	Ya
2025-05-18 15:24:56	Ya	Ya	Ya
2025-05-18 16:20:58	Ya	Ya	Ya
2025-05-19 09:15:01	Ya	Ya	Ya
2025-05-19 10:15:06	Ya	Ya	Ya
2025-05-19 11:28:37	Ya	Ya	Ya
2025-05-19 12:45:26	Ya	Ya	Ya
2025-05-19 14:08:10	Ya	Ya	Ya
2025-05-19 14:15:02	Ya	Ya	Ya
2025-05-20	Ya	Ya	Ya

09:47:00			
2025-05-20 11:31:02	Ya	Ya	Ya
2025-05-20 12:09:23	Ya	Ya	Ya
2025-05-20 13:20:14	Ya	Ya	Ya
2025-05-20 14:23:24	Ya	Ya	Ya
2025-05-20 16:01:32	Ya	Ya	Ya
2025-05-21 09:39:57	Ya	Ya	Ya
2025-05-21 10:07:31	Ya	Ya	Ya
2025-05-21 13:43:44	Ya	Ya	Ya
2025-05-21 14:23:52	Ya	Ya	Ya
2025-05-22 10:43:00	Ya	Ya	Ya
2025-05-22 11:13:32	Ya	Ya	Ya

2025-05-22 12:01:33	Ya	Ya	Ya
2025-05-22 13:29:58	Ya	Ya	Ya
2025-05-22 15:38:28	Ya	Ya	Ya
2025-05-22 15:41:12	Ya	Ya	Ya
2025-05-22 16:06:46	Ya	Ya	Ya
2025-05-23 10:50:53	Ya	Ya	Ya
2025-05-23 11:16:56	Ya	Ya	Ya
2025-05-23 12:15:40	Ya	Ya	Ya
2025-05-23 12:25:21	Ya	Ya	Ya
2025-05-23 15:16:15	Ya	Ya	Ya
2025-05-24 09:50:01	Ya	Ya	Ya
2025-05-24	Ya	Ya	Ya

16:58:56			
2025-05-25 10:39:23	Ya	Ya	Ya
2025-05-25 14:23:43	Ya	Ya	Ya
2025-05-25 15:40:40	Ya	Ya	Ya
2025-05-25 15:43:06	Ya	Ya	Ya
2025-05-26 09:32:57	Ya	Ya	Ya
2025-05-26 10:21:41	Ya	Ya	Ya
2025-05-26 12:00:09	Ya	Ya	Ya
2025-05-26 12:04:42	Ya	Ya	Ya
2025-05-26 14:43:45	Ya	Ya	Ya
2025-05-26 15:01:23	Ya	Ya	Ya
2025-05-26 15:26:21	Ya	Ya	Ya

2025-05-27 09:46:15	Ya	Ya	Ya
2025-05-27 11:27:16	Ya	Ya	Ya
2025-05-28 09:19:01	Ya	Ya	Ya
2025-05-28 09:25:51	Ya	Ya	Ya
2025-05-28 10:13:18	Ya	Ya	Ya
2025-05-28 10:55:23	Ya	Ya	Ya
2025-05-28 14:44:54	Ya	Ya	Ya
2025-05-28 15:24:23	Ya	Ya	Ya
2025-05-28 16:19:01	Ya	Ya	Ya
2025-05-28 16:23:36	Ya	Ya	Ya
2025-05-28 16:29:41	Ya	Ya	Ya
2025-05-29	Ya	Ya	Ya

10:58:1 3			
2025- 05-29 11:45:5 6	Ya	Ya	Ya
2025- 05-29 12:17:3 4	Ya	Ya	Ya
2025- 05-29 13:25:3 1	Ya	Ya	Ya
2025- 05-29 13:33:1 2	Ya	Ya	Ya
2025- 05-29 16:53:2 1	Ya	Ya	Ya
2025- 05-30 13:41:4 7	Ya	Ya	Ya
2025- 05-30 14:03:0 8	Ya	Ya	Ya
2025- 05-30 15:35:0 2	Ya	Ya	Ya
2025- 05-30 15:52:4 9	Ya	Ya	Ya
2025- 05-30 16:11:0 4	Ya	Ya	Ya
2025- 05-31 09:26:2 6	Ya	Ya	Ya

2025-05-31 10:25:42	Ya	Ya	Ya
2025-05-31 15:10:48	Ya	Ya	Ya
2025-05-31 15:11:59	Ya	Ya	Ya
2025-06-02 09:23:05	Ya	Ya	Ya
2025-06-02 09:41:27	Ya	Ya	Ya
2025-06-02 11:34:41	Ya	Ya	Ya
2025-06-02 13:00:02	Ya	Ya	Ya
2025-06-02 13:37:46	Ya	Ya	Ya
2025-06-02 14:57:31	Ya	Ya	Ya

Demografi Responden

Jenis Kelamin	Usia	Pendapatan per bulan	Pekerjaan
Perempuan	18-21	< Rp.1.000.000,-	Pelajar/Mahasiswa

Perempuan	25-27	> Rp.3.000.000,-	Wiraswasta
Perempuan	18-21	< Rp.1.000.000,-	Karyawan
Perempuan	22-24	Rp.2.000.000 - Rp.3.000.000,-	Karyawan
Perempuan	18-21	< Rp.1.000.000,-	Pelajar/Mahasiswa
Perempuan	25-27	> Rp.3.000.000,-	Lainnya
Perempuan	22-24	Rp.2.000.000 - Rp.3.000.000,-	Karyawan
Perempuan	25-27	Rp.2.000.000 - Rp.3.000.000,-	Karyawan
Perempuan	18-21	Rp.1.000.000 - Rp.2.000.000,-	Pelajar/Mahasiswa
Laki-Laki	25-27	> Rp.3.000.000,-	Wiraswasta
Perempuan	18-21	< Rp.1.000.000,-	Pelajar/Mahasiswa
Perempuan	25-27	Rp.2.000.000 - Rp.3.000.000,-	Karyawan
Laki-Laki	18-21	Rp.2.000.000 - Rp.3.000.000,-	Pelajar/Mahasiswa
Laki-Laki	18-21	< Rp.1.000.000,-	Pelajar/Mahasiswa
Laki-Laki	25-27	> Rp.3.000.000,-	Wiraswasta
Laki-Laki	22-24	Rp.2.000.000 - Rp.3.000.000,-	Karyawan
Laki-Laki	25-27	Rp.2.000.000 - Rp.3.000.000,-	Wiraswasta
Laki-Laki	25-27	Rp.1.000.000 - Rp.2.000.000,-	Karyawan
Laki-Laki	22-24	Rp.2.000.000 - Rp.3.000.000,-	Karyawan
Laki-Laki	25-27	> Rp.3.000.000,-	Karyawan
Perempuan	22-24	> Rp.3.000.000,-	Karyawan
Laki-Laki	18-21	Rp.2.000.000 - Rp.3.000.000,-	Pelajar/Mahasiswa
Laki-Laki	25-27	> Rp.3.000.000,-	Wiraswasta

Laki-Laki	22-24	Rp.1.000.000 - Rp.2.000.000,-	Pelajar/Mahasiswa
Perempuan	18-21	Rp.1.000.000 - Rp.2.000.000,-	Pelajar/Mahasiswa
Perempuan	22-24	> Rp.3.000.000,-	Karyawan
Perempuan	22-24	Rp.1.000.000 - Rp.2.000.000,-	Karyawan
Laki-Laki	18-21	< Rp.1.000.000,-	Pelajar/Mahasiswa
Laki-Laki	22-24	Rp.1.000.000 - Rp.2.000.000,-	Karyawan
Perempuan	22-24	Rp.2.000.000 - Rp.3.000.000,-	Pelajar/Mahasiswa
Perempuan	22-24	Rp.1.000.000 - Rp.2.000.000,-	Karyawan
Laki-Laki	18-21	Rp.2.000.000 - Rp.3.000.000,-	Pelajar/Mahasiswa
Perempuan	22-24	Rp.2.000.000 - Rp.3.000.000,-	Karyawan
Perempuan	25-27	Rp.2.000.000 - Rp.3.000.000,-	Lainnya
Perempuan	22-24	> Rp.3.000.000,-	Karyawan
Laki-Laki	22-24	> Rp.3.000.000,-	Pelajar/Mahasiswa
Laki-Laki	22-24	> Rp.3.000.000,-	Karyawan
Perempuan	18-21	< Rp.1.000.000,-	Pelajar/Mahasiswa
Laki-Laki	22-24	Rp.1.000.000 - Rp.2.000.000,-	Pelajar/Mahasiswa
Perempuan	18-21	< Rp.1.000.000,-	Pelajar/Mahasiswa
Laki-Laki	25-27	> Rp.3.000.000,-	Karyawan
Laki-Laki	18-21	Rp.1.000.000 - Rp.2.000.000,-	Pelajar/Mahasiswa
Perempuan	18-21	< Rp.1.000.000,-	Pelajar/Mahasiswa
Perempuan	18-21	< Rp.1.000.000,-	Pelajar/Mahasiswa
Laki-Laki	25-27	Rp.2.000.000 - Rp.3.000.000,-	Wiraswasta

Laki-Laki	18-21	< Rp.1.000.000,-	Pelajar/Mahasiswa
Laki-Laki	25-27	> Rp.3.000.000,-	Wiraswasta
Laki-Laki	18-21	< Rp.1.000.000,-	Pelajar/Mahasiswa
Laki-Laki	25-27	> Rp.3.000.000,-	Lainnya
Laki-Laki	25-27	Rp.1.000.000 - Rp.2.000.000,-	Wiraswasta
Perempuan	22-24	Rp.1.000.000 - Rp.2.000.000,-	Karyawan
Laki-Laki	22-24	Rp.2.000.000 - Rp.3.000.000,-	Karyawan
Laki-Laki	18-21	< Rp.1.000.000,-	Pelajar/Mahasiswa
Perempuan	22-24	Rp.2.000.000 - Rp.3.000.000,-	Wiraswasta
Perempuan	18-21	< Rp.1.000.000,-	Pelajar/Mahasiswa
Laki-Laki	25-27	> Rp.3.000.000,-	Karyawan
Perempuan	22-24	< Rp.1.000.000,-	Pelajar/Mahasiswa
Laki-Laki	25-27	> Rp.3.000.000,-	Wiraswasta
Laki-Laki	18-21	< Rp.1.000.000,-	Pelajar/Mahasiswa
Laki-Laki	22-24	Rp.1.000.000 - Rp.2.000.000,-	Pelajar/Mahasiswa
Perempuan	25-27	Rp.2.000.000 - Rp.3.000.000,-	Karyawan
Perempuan	22-24	Rp.1.000.000 - Rp.2.000.000,-	Karyawan
Perempuan	18-21	< Rp.1.000.000,-	Pelajar/Mahasiswa
Laki-Laki	18-21	< Rp.1.000.000,-	Pelajar/Mahasiswa
Laki-Laki	22-24	Rp.1.000.000 - Rp.2.000.000,-	Pelajar/Mahasiswa
Laki-Laki	22-24	Rp.2.000.000 - Rp.3.000.000,-	Pelajar/Mahasiswa
Laki-Laki	18-21	< Rp.1.000.000,-	Pelajar/Mahasiswa

Perempuan	22-24	Rp.1.000.000 - Rp.2.000.000,-	Pelajar/Mahasiswa
Perempuan	22-24	< Rp.1.000.000,-	Pelajar/Mahasiswa
Laki-Laki	22-24	Rp.2.000.000 - Rp.3.000.000,-	Karyawan
Perempuan	18-21	< Rp.1.000.000,-	Pelajar/Mahasiswa
Perempuan	25-27	> Rp.3.000.000,-	Karyawan
Perempuan	25-27	> Rp.3.000.000,-	Wiraswasta
Laki-Laki	22-24	Rp.1.000.000 - Rp.2.000.000,-	Pelajar/Mahasiswa
Perempuan	22-24	> Rp.3.000.000,-	Karyawan
Perempuan	22-24	> Rp.3.000.000,-	Wiraswasta
Laki-Laki	22-24	> Rp.3.000.000,-	Karyawan
Laki-Laki	18-21	Rp.1.000.000 - Rp.2.000.000,-	Pelajar/Mahasiswa
Laki-Laki	18-21	< Rp.1.000.000,-	Pelajar/Mahasiswa
Perempuan	18-21	< Rp.1.000.000,-	Pelajar/Mahasiswa
Perempuan	25-27	> Rp.3.000.000,-	Wiraswasta
Laki-Laki	22-24	> Rp.3.000.000,-	Pelajar/Mahasiswa
Perempuan	18-21	< Rp.1.000.000,-	Pelajar/Mahasiswa
Laki-Laki	22-24	> Rp.3.000.000,-	Karyawan
Laki-Laki	25-27	> Rp.3.000.000,-	Karyawan
Perempuan	22-24	Rp.1.000.000 - Rp.2.000.000,-	Karyawan
Perempuan	22-24	Rp.1.000.000 - Rp.2.000.000,-	Pelajar/Mahasiswa
Laki-Laki	18-21	< Rp.1.000.000,-	Pelajar/Mahasiswa
Laki-Laki	22-24	Rp.2.000.000 - Rp.3.000.000,-	Karyawan

Perempuan	22-24	Rp.2.000.000 - Rp.3.000.000,-	Karyawan
Perempuan	22-24	Rp.1.000.000 - Rp.2.000.000,-	Pelajar/Mahasiswa
Laki-Laki	22-24	< Rp.1.000.000,-	Pelajar/Mahasiswa
Laki-Laki	25-27	Rp.2.000.000 - Rp.3.000.000,-	Wiraswasta
Perempuan	18-21	< Rp.1.000.000,-	Pelajar/Mahasiswa
Laki-Laki	22-24	< Rp.1.000.000,-	Pelajar/Mahasiswa
Laki-Laki	18-21	< Rp.1.000.000,-	Pelajar/Mahasiswa
Laki-Laki	25-27	> Rp.3.000.000,-	Karyawan
Laki-Laki	25-27	Rp.2.000.000 - Rp.3.000.000,-	Karyawan
Laki-Laki	22-24	Rp.1.000.000 - Rp.2.000.000,-	Pelajar/Mahasiswa
Laki-Laki	18-21	Rp.1.000.000 - Rp.2.000.000,-	Pelajar/Mahasiswa
Perempuan	22-24	> Rp.3.000.000,-	Pelajar/Mahasiswa
Laki-Laki	22-24	> Rp.3.000.000,-	Wiraswasta
Perempuan	22-24	Rp.1.000.000 - Rp.2.000.000,-	Pelajar/Mahasiswa
Perempuan	22-24	Rp.1.000.000 - Rp.2.000.000,-	Karyawan
Laki-Laki	25-27	> Rp.3.000.000,-	Karyawan
Perempuan	18-21	< Rp.1.000.000,-	Pelajar/Mahasiswa
Laki-Laki	22-24	Rp.1.000.000 - Rp.2.000.000,-	Pelajar/Mahasiswa
Perempuan	18-21	Rp.1.000.000 - Rp.2.000.000,-	Pelajar/Mahasiswa
Laki-Laki	22-24	Rp.1.000.000 - Rp.2.000.000,-	Pelajar/Mahasiswa
Perempuan	25-27	> Rp.3.000.000,-	Wiraswasta
Perempuan	25-27	> Rp.3.000.000,-	Karyawan

Perempuan	18-21	< Rp.1.000.000,-	Pelajar/Mahasiswa
Perempuan	22-24	Rp.1.000.000 - Rp.2.000.000,-	Pelajar/Mahasiswa
Laki-Laki	25-27	Rp.2.000.000 - Rp.3.000.000,-	Karyawan
Laki-Laki	22-24	Rp.2.000.000 - Rp.3.000.000,-	Karyawan
Perempuan	22-24	> Rp.3.000.000,-	Karyawan
Laki-Laki	18-21	< Rp.1.000.000,-	Pelajar/Mahasiswa
Perempuan	18-21	Rp.1.000.000 - Rp.2.000.000,-	Pelajar/Mahasiswa
Perempuan	22-24	> Rp.3.000.000,-	Karyawan
Laki-Laki	22-24	Rp.2.000.000 - Rp.3.000.000,-	Wiraswasta
Perempuan	22-24	Rp.1.000.000 - Rp.2.000.000,-	Pelajar/Mahasiswa
Laki-Laki	22-24	Rp.1.000.000 - Rp.2.000.000,-	Pelajar/Mahasiswa
Perempuan	22-24	Rp.2.000.000 - Rp.3.000.000,-	Karyawan
Perempuan	25-27	Rp.2.000.000 - Rp.3.000.000,-	Karyawan
Laki-Laki	25-27	> Rp.3.000.000,-	Wiraswasta
Laki-Laki	18-21	Rp.1.000.000 - Rp.2.000.000,-	Pelajar/Mahasiswa
Laki-Laki	25-27	Rp.2.000.000 - Rp.3.000.000,-	Wiraswasta
Laki-Laki	22-24	Rp.1.000.000 - Rp.2.000.000,-	Pelajar/Mahasiswa
Perempuan	18-21	Rp.1.000.000 - Rp.2.000.000,-	Pelajar/Mahasiswa
Laki-Laki	25-27	> Rp.3.000.000,-	Karyawan
Laki-Laki	22-24	Rp.2.000.000 - Rp.3.000.000,-	Karyawan
Laki-Laki	18-21	Rp.1.000.000 - Rp.2.000.000,-	Pelajar/Mahasiswa
Laki-Laki	22-24	> Rp.3.000.000,-	Karyawan

Perempuan	22-24	Rp.2.000.000 - Rp.3.000.000,-	Karyawan
Laki-Laki	18-21	< Rp.1.000.000,-	Pelajar/Mahasiswa
Perempuan	18-21	Rp.1.000.000 - Rp.2.000.000,-	Pelajar/Mahasiswa
Perempuan	22-24	Rp.2.000.000 - Rp.3.000.000,-	Karyawan
Laki-Laki	22-24	Rp.1.000.000 - Rp.2.000.000,-	Pelajar/Mahasiswa
Perempuan	22-24	Rp.2.000.000 - Rp.3.000.000,-	Lainnya
Laki-Laki	25-27	Rp.2.000.000 - Rp.3.000.000,-	Karyawan
Perempuan	25-27	> Rp.3.000.000,-	Karyawan
Laki-Laki	22-24	> Rp.3.000.000,-	Karyawan
Laki-Laki	22-24	Rp.1.000.000 - Rp.2.000.000,-	Pelajar/Mahasiswa
Perempuan	22-24	Rp.1.000.000 - Rp.2.000.000,-	Wiraswasta
Laki-Laki	25-27	Rp.2.000.000 - Rp.3.000.000,-	Karyawan
Laki-Laki	25-27	> Rp.3.000.000,-	Karyawan
Laki-Laki	18-21	< Rp.1.000.000,-	Pelajar/Mahasiswa
Perempuan	22-24	Rp.1.000.000 - Rp.2.000.000,-	Pelajar/Mahasiswa
Perempuan	22-24	Rp.1.000.000 - Rp.2.000.000,-	Pelajar/Mahasiswa
Perempuan	18-21	< Rp.1.000.000,-	Pelajar/Mahasiswa
Laki-Laki	25-27	Rp.2.000.000 - Rp.3.000.000,-	Wiraswasta
Perempuan	22-24	> Rp.3.000.000,-	Karyawan
Perempuan	18-21	< Rp.1.000.000,-	Pelajar/Mahasiswa
Perempuan	22-24	Rp.2.000.000 - Rp.3.000.000,-	Pelajar/Mahasiswa
Laki-Laki	22-24	Rp.1.000.000 - Rp.2.000.000,-	Karyawan

Laki-Laki	22-24	Rp.1.000.000 - Rp.2.000.000,-	Pelajar/Mahasiswa
Perempuan	18-21	< Rp.1.000.000,-	Pelajar/Mahasiswa
Perempuan	18-21	> Rp.3.000.000,-	Pelajar/Mahasiswa
Laki-Laki	18-21	Rp.1.000.000 - Rp.2.000.000,-	Pelajar/Mahasiswa
Laki-Laki	22-24	Rp.1.000.000 - Rp.2.000.000,-	Pelajar/Mahasiswa
Laki-Laki	18-21	< Rp.1.000.000,-	Pelajar/Mahasiswa
Laki-Laki	18-21	< Rp.1.000.000,-	Pelajar/Mahasiswa
Laki-Laki	22-24	> Rp.3.000.000,-	Karyawan
Laki-Laki	18-21	Rp.2.000.000 - Rp.3.000.000,-	Pelajar/Mahasiswa
Laki-Laki	18-21	Rp.2.000.000 - Rp.3.000.000,-	Pelajar/Mahasiswa
Laki-Laki	22-24	Rp.1.000.000 - Rp.2.000.000,-	Karyawan
Perempuan	25-27	> Rp.3.000.000,-	Karyawan
Perempuan	25-27	> Rp.3.000.000,-	Karyawan

Lampiran 4 Data Mentah Kuesioner

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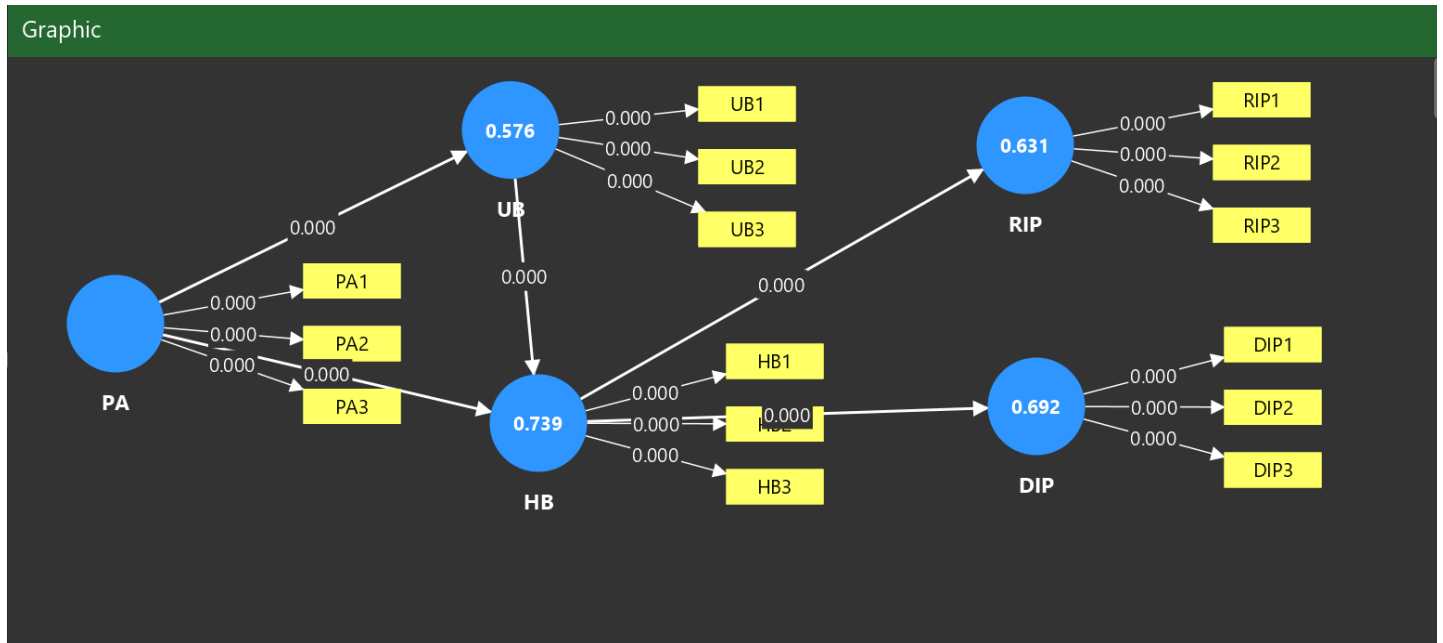
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4	5	4	5	4	5	5	5	4	4	5	5	4	4	4

Lampiran 5 Screenshot Hasil Olah Data



Outer loadings - Matrix Copy to Excel/Word Copy to R

	DIP	HB	PA	RIP	UB
DIP1	0.787				
DIP2	0.755				
DIP3	0.845				
HB1		0.845			
HB2		0.811			
HB3		0.787			
PA1			0.789		
PA2			0.843		
PA3			0.826		
RIP1				0.760	
RIP2				0.877	
RIP3				0.833	
UB1					0.831
UB2					0.832
UB3					0.851

Construct reliability and validity - Overview

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	Cronbach's alpha	Composite reliability (r...	Composite reliability (r...	Average variance extrac...
DIP	0.711	0.717	0.838	0.634
HB	0.746	0.748	0.855	0.664
PA	0.756	0.760	0.860	0.672
RIP	0.763	0.775	0.864	0.680
UB	0.788	0.790	0.876	0.702

Discriminant validity - Cross loadings

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	DIP	HB	PA	RIP	UB
DIP1	0.787	0.690	0.568	0.644	0.587
DIP2	0.755	0.596	0.530	0.533	0.511
DIP3	0.845	0.695	0.610	0.630	0.655
HB1	0.693	0.845	0.637	0.684	0.689
HB2	0.692	0.811	0.675	0.647	0.651
HB3	0.648	0.787	0.682	0.608	0.605
PA1	0.568	0.694	0.789	0.677	0.631
PA2	0.690	0.713	0.843	0.628	0.665
PA3	0.486	0.585	0.826	0.594	0.560
RIP1	0.584	0.603	0.693	0.760	0.593
RIP2	0.651	0.728	0.605	0.877	0.552
RIP3	0.644	0.625	0.631	0.833	0.604
UB1	0.586	0.645	0.581	0.578	0.831
UB2	0.649	0.690	0.659	0.660	0.832
UB3	0.616	0.665	0.663	0.527	0.851

Path coefficients - Mean, STDEV, T values, p values

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	Original sample (O)	Sample mean (M)	Standard deviation (ST...	T statistics (O/STDEV)	P values
HB -> DIP	0.832	0.835	0.032	25.920	0.000
HB -> RIP	0.794	0.798	0.034	23.653	0.000
PA -> HB	0.497	0.501	0.078	6.347	0.000
PA -> UB	0.759	0.764	0.033	22.735	0.000
UB -> HB	0.419	0.416	0.081	5.162	0.000

R-square - Overview

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	R-square	R-square adjusted
DIP	0.692	0.690
HB	0.739	0.736
RIP	0.631	0.629
UB	0.576	0.574

f-square - Matrix

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	DIP	HB	PA	RIP	UB
DIP					
HB	2.249			1.710	
PA		0.402			1.360
RIP					
UB		0.286			

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Impulsive purchase behaviour of Z generation of Muslim women on TikTok shop: the application of S-O-R framework

Impulsive
purchase
behaviour of Z
generation

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Abstract

Purpose – The purpose of this study is to investigate the impulsive purchase of Generation Z of Muslim women on TikTok Shop. The primary attention in this stimulation investigation drives the impulsive buying between the Generation Z of Muslim women customers in Indonesia. This study provides valuable concept to help a company or cosmetic brand grow the marketing strategy for stimulating impulsive behaviour of Generation Z customers on TikTok Shop.

Design/methodology/approach – An online survey of 256 Muslim women consumers of the Generation Z was used to collect the data. Covariance-based structural equation modelling was applied to assess the five hypotheses.

Findings – The results of this study indicate that micro-celebrities post authenticity has a positive and significant relationship with utilitarian browsing. However, micro-celebrities post authenticity did not have a positive and significant relationship with hedonic browsing. This study also concludes that utilitarian browsing was found to have a positive and significant relationship with hedonic browsing. Finally, hedonic browsing was found to have a positive and significant effect on reminiscence impulse purchase intention and designed impulse purchase intention.

Research limitations/implications – The primary limitation is the research sample that only consists of Indonesian TikTok Shop customers. Next, the researchers could examine the research model in several countries to expand its generalisation. The second one, this research does not consider the origin country of a cosmetic product. The future study must investigate the local and foreign cosmetics to see the preference and the differences in the impulsive purchase, especially for Z women generation customer. Third, this study quantifies the intention to buy impulsively so that the following research must investigate the ownership of



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the cosmetics product that has been bought before. Finally, the research only involves a quantitative research method. The future study must investigate with another approach, such as a qualitative method or mixed-method, in the impulsive purchase intention context.

Practical implications – A cosmetic company or marketer could maximise the authenticity, relevancy and attractive information that is posted by micro media social celebrities or media social influencers. Cosmetic companies or marketers must provide comprehensive information to satisfy customers' browsing actions. Finally, besides the information related to the limited cosmetics product stock, discount and promotion as the effective strategy to stimulate the impulsive buying, the cosmetics marketing can use gamification, increasing the picture quality and equipping product descriptions, and making educational content.

Social implications – The existence of TikTok Shop is increasing the number of cosmetics products and competitors because of product's excessive availability in the market. In the social benefit context, the Generation Z Muslim women can purchase and use various cosmetics product available on TikTok Shop, but customers must be on guard by knowing the cosmetics material to prevent the healthiness. In addition, the existence of TikTok Shop and the impulsive purchases by the Generation Z Muslim women are also increasing the retailer or local cosmetics producer income.

Originality/value – This study is a contribution to consumer behaviour literature by raising the Stimulus–Organism–Response framework used in determining the factors influencing browsing and impulsive consumption of cosmetic products on TikTok Shop.

Keywords Designed impulse purchase intention, Hedonic browsing, Micro-celebrities post authenticity, Reminiscence impulse purchase intention, Utilitarian browsing

Paper type Research paper

Introduction

Compared to traditional shopping, online shopping might cause more impulsive purchases. Social media is the new marketing approach that primarily influences consumers' impulsive purchasing decisions (Dwivedi *et al.*, 2015; Alalwan *et al.*, 2017; Kapoor *et al.*, 2018; Wu *et al.*, 2020). Usually, the customer decides to buy some product out of their plan when they get provocative stimulation by the joyful fervent desire (Parboteeah *et al.*, 2009; Ayub and Zafar, 2018; Zhang *et al.*, 2018). More than 50% of all purchases in online shopping contexts are impulsively (Wu *et al.*, 2016; Zheng *et al.*, 2019), and its process is caused by external and internal stimulation (Lim and Yazdanifard, 2015). According to Optimmonster (2020), 77% of online customers make impulse purchases, with 70% of customers completing the transaction from their gadget in the first hour after they see the product. Besides, quarantine policy during a pandemic is increasing the online shopping prevalent (Grashuis *et al.*, 2020; Watanabe and Omori, 2020; Chang and Meyerhoefer, 2021).

Based on the *generation cohort theory*, the previous research found differences in consumer habits from different generations (Gilal *et al.*, 2020). The Generation Z is the newest generation born in 1995 till the beginning of 2010 (Priporas *et al.*, 2020). The Generation Z, known as a *digital native*, is the first generation that grows in digital communications (Smith, 2019; Adeola *et al.*, 2020; Reinikainen *et al.*, 2020). The Generation Z consumes more content than previous generations. They spend more than 11 h a day reading, liking and sharing the material on their gadget (Adobe, 2018).

Next, Generation Z is enormous, including 32% of the global population (Miller and Lu, 2018). Generation Z significantly impacts global selling as a primary segment because of their purchasing capacity (Palan *et al.*, 2010). They also have the power to pursue their friend when they complete the transaction (Coray, 2020), and 41% of Generation Z consumers are impulsive buyers, followed by 34% of Millennials and 32% of Generation X. Considering that impulsive buying is necessary for a teenager's phase, it is crucial to research the potential of this generation (Wolf, 2020), especially in the TikTok Shop platform context.

In a row of the Generation Z's development on the internet, complicity on media social platforms has become ordinary for them to find inspiration (Brewis, 2020). More than

176,000,000 downloaded on the third quartal of 2019 (Business of Apps, 2020), TikTok is the second most downloaded Android applications globally (Prior Data, 2020a) and the fifth most downloaded on the *Apple store* in the world (Prior Data, 2020b). On other social media competition, TikTok has become popular because its capability to share a short video easily, included music, animation and visual effect (Wang, 2020).

TikTok expands its topic to many daily aspects such as beauty and make-up, education, cooking, health and technology (Wright, 2017; Wang, 2020). There are 10,000,000 active TikTok users in Indonesia, and to continue, TikTok Indonesia has launched a digital business training program with the hashtag #MajuBarengTiktok. The Cooperation Ministry also supports Small and Medium Enterprise and The Ministry of Industry (Smesco, 2021). Additionally, 47% of TikTok users say they are interested in buying some product after watching TikTok, and 62% of users said that TikTok inspired them to buy something they had never planned before (Phonearena, 2021). On the third quartal 2021, Shopify acquainted shopping on the newest TikTok feature known as TikTok Shop (Shopify, 2021).

Aspirational groups such as celebrities primarily predict the behaviour (Fraser and Brown, 2002). Thus, Zafar *et al.* (2021) said there needed to be more research on celebrities on social media. Some research finds that social media influences impulsive purchases (Al-Zyoud, 2018; Chen, 2018). However, limited research has been conducted on impulse purchasing on social media (Djafarova and Bowes, 2021). Several types of previous research only focused on Instagram, (Shahpasandi *et al.*, 2020; Djafarova and Bowes, 2021; Kimiagari and Malafe, 2021), Facebook (Zafar *et al.*, 2021) and Taobao (Zheng *et al.*, 2019). So following the researcher's opinion, no previous study researched the impulsive purchase on TikTok Shop. Therefore, the researcher wants to investigate the factors that influence impulsive cosmetic purchases of Generation Z in the TikTok Shop.

Based on Stimulus–Organism–Response (S-O-R) framework (Mehrabian and Russell, 1974), the research investigates the impulsive purchase behaviour on TikTok Shop, with the primary focus on investigating the stimulation that drives impulsive buying among the Generation Z of Indonesian Muslim women consumers. First, the study gives valuable knowledge to help the brand or cosmetic company develop a marketing strategy for stimulating the impulsive consumer behaviour of the Generation Z on TikTok Shop. Next, this study contributes to the literature on consumer behaviour by implementing the S-O-R framework on impulsive online purchases.

Literature review

Stimulus–Organism–Response framework

Previous research emphasises the importance of S-O-R framework implementation for consumer behaviour research because the framework can help understand the stimulus of surroundings that affect the consumer's behaviour. For example, impulsive purchase happens when the consumer experiences the impulsive want persistently to buy something (Dawson and Kim, 2009; Karbasivar and Yarahmadi, 2011; Xu and Huang, 2014; Ortiz Alvarado *et al.*, 2020). Therefore, considering the importance of stimulus as motivation in the impulsive purchases process (Xiang *et al.*, 2016), the *S-O-R framework* is often used for impulsive purchase in the online shop (Leong *et al.*, 2018; Zheng *et al.*, 2019) or directly in the store (Badgaiyan and Verma, 2015; Barros *et al.*, 2019).

S-O-R model refers to the psychological environment and has been used as the basis of many consumer behaviour studies for years (Russell and Pratt, 1980). In a consumer's decision context, the stimulus is an external factor that drives the consumer to make an impulsive purchase (Chan *et al.*, 2017). Besides, the organism is a term that refers to a consumer's emotional condition, pervading perception, physiological, feelings and thinking process (Sherman *et al.*, 1997). The latest response refers to the consumers' behaviour resulting from their mood and environment. Several previous types of research have

confirmed the role of environmental signs in stimulating consumers' impulsive purchase behaviour (Chang *et al.*, 2011; Floh and Madlberger, 2013).

The study implements the S-O-R framework because the framework provides a way to establish how the stimulation of the environment in this research context is micro-celebrities post authenticity, affecting the internal evaluation of individual formation (organism), and utilitarian browsing and hedonic browsing, in the end, aim at behaviour (response) like reminiscing and designed impulsive purchase intention. Moreover, the S-O-R model is the most precise for investigating impulsive purchases because it is reputedly reactive (Parboteeah *et al.*, 2016; Leong *et al.*, 2018; Zheng *et al.*, 2019).

The latest research found the situational promoter of impulsive purchases in the store, but research about the stimulation of impulsive online purchases still needs to be done (Chan *et al.*, 2017). Based on the S-O-R framework (Mehrabian and Russell, 1974), this study would like to examine the linking of environmental stimulation, cognitive organisms and affective consumers on TikTok Shop. The research primarily examines the connection between micro-celebrities' post authenticity, utilitarian browsing, hedonic browsing, reminiscence impulse purchase intention and designed impulse purchase intention.

Micro-celebrities post authenticity

Micro-celebrities are the self-presentation process for forming a particular image of ourselves using several strategies (Marwick, 2018). The previous research has discussed the role of micro-celebrities as social media influencers (Khamis *et al.*, 2017) and the connection between credibility source, self-presentation and consumer's behaviour towards micro-celebrities' support (Djafarova and Trofimenko, 2019). However, the primary aspect of the micro-celebrities concept is online complicity because the popularity of micro-celebrities is generally defined by online complicity in their post (Emma and Matilde, 2017).

In a marketing context, a social media influencer can create a buzz that is proven more effective and cost less than another marketing activity (Harrison, 2017). So many companies have invited a social media influencer to be their brand ambassador (Tapinfluence, 2017) and expect that the social media influencer will be the industry worth \$10m by the end of 2022 (Adweek, 2018). Celebrities are separated by traditional and non-traditional categories. Traditional celebrities are actors, musicians and athletes. On the other hand, non-traditional celebrities are social media influencers, bloggers, YouTubers and other public figures (Kowalczyk and Pounders, 2016).

Micro-celebrities use technology such as video, blogs and other social media websites to mix up with publicity, self-image and emotional energy (Senft, 2008). Differing from conventional celebrities, that is their popularity depends on the media, micro-celebrities reach visibility and status on social media through independent broadcasting about a particular topic for the small community of followers. Micro-celebrities are primarily famous in the teenage realm. The micro-celebrities' role is of a trusted adviser who share their lifestyle with their followers, starting with make-up tips and recommendations, shopping lists and favourite food, travel plans or staycation plans (Chen, 2016). Product persuasive support and services by micro-celebrities enable online retailers to get consumer's trust and attention (Geng *et al.*, 2020).

Utilitarian and hedonic browsing

Browsing is sustainable search without purchasing plans (Bloch *et al.*, 1986). Browsing is an undirected searching process, focused less and driven by the stimulus (Moe, 2003). Searching at a store (primarily on social media websites) is the main factor in impulsive purchases (Beatty and Ferrell, 1998) because spending time browsing is longer than

spending time for shopping (Huang, 2016). The researchers have separated the aim into two categories, the first one is browsing to find information (utilitarian browsing) and the second one is browsing for self-satisfaction and entertainment (hedonic browsing) (Bloch *et al.*, 1989). The consumer mixed up in utilitarian browsing on social media is browsing whatever they want wisely and cognitively (Faqih and Jaradat, 2015). On the other hand, impulsive purchases depict behaviour as more complex, unexpected and hedonistic, that counts out thoughtful consideration (Beatty and Ferrell, 1998). However, Novak *et al.* (2003) believe that hedonic and utilitarian browsing impact the impulsive purchase depending on online shoppers' motivation.

Online impulse purchase

The impulsive purchase process is comforting because it differs from the general purchase process. The general purchasing process involves five steps:

- (1) the introduction of needs;
- (2) information browser;
- (3) alternative evaluation;
- (4) purchase decisions; and
- (5) post-purchase evaluation (Satyavani and Chalam, 2018).

In the context of the impulsive buying process, Kim (2003) modified Churchill and Peter's (1998) model and omitted several steps such as identifying needs, pursuing information and alternatively reclassifying multifarious factors that influence the impulsive purchase behaviour process (Raju *et al.*, 2015).

Rook and Fisher (1995) define impulsive purchase as a complex, unexpected, unreflective, direct and kinetic (Chan *et al.*, 2017) process that perceives attention and engagement (Sharma *et al.*, 2010). It exhibits two attributes, affective, which reflects the urge to buy and the desire for immediate gratification, and a cognitive predisposition related to a lack of planning (Lucas and Koff, 2017). Impulsive purchase of shared attributes in a place where the role of the stimulus defines the purchase as an unplanned bold purchase that results from exposure to a product experience stimulus enhanced by interactivity (Vonkeman *et al.*, 2017). The actual buying behaviour is then an act of spontaneously satisfying a desire or urge (Huang, 2016).

In literature, there are four types of impulse purchase:

- (1) pure;
- (2) reminiscence;
- (3) proposition; and
- (4) designed (Stern, 1962).

Pure impulsive purchase occurs when customers violate their standard buying patterns because of emotional triggers (e.g. when they see a specific product). Reminiscence impulse purchase occurs when customers are warned about limited stock or reminded of past promotional advertisements and purchase intentions. Furthermore, the impulse purchase proposition is when the customer knows a product and feels the need for it. Finally, designed impulse purchase is when the customer has a separate list of purchases, but other than that intends to make other purchases according to available promotions and discounts (Aleke *et al.*, 2011; Chan *et al.*, 2017; Ahmad *et al.*, 2019; Zheng *et al.*, 2019).

Previous studies on online impulse purchases are fruitful in showing the path of prior research and how this study is linked to it. Moreover, previous studies on online impulse purchases helped summarise what is known as an online impulse purchase and stimulating novelty and main contribution of this study. *Amos et al. (2014)* found four impulse purchase predictors; dispositional, situational, interaction between dispositional and situational variables and sociodemographic. Furthermore, previous studies on impulse purchase focus on bored (*Sundström et al., 2019*), mood (*Parsad et al., 2021*), time scarcity and travel experience (*Li et al., 2021*), hedonic and utilitarian browsing (*Zheng et al., 2019*), perceived risk, expectation-confirmation model and flow theory (*Wu et al., 2020*), pre-shop preparation and personality (*Bellini et al., 2017*), advertisement, micro-celebrities, user generated content and gender differences (*Djafarova and Bowes, 2021*), consumer anxiety and escapism (*Darrat et al., 2016*), mood and satisfaction (*Ozer and Gultekin, 2015*), social media celebrities' posts and parasocial interaction (*Zafar et al., 2021*), customer information, responses and feedback and enthusiasm (*Liang et al., 2021*), consumer sales promotions (*Bandyopadhyay et al., 2021*), navigation, price attributes, trust tendencies, self-confidence and utilitarian browsing hedonic browsing (*Kimiagari and Malafe, 2021*).

In the context of mobile augmented reality apps on impulse buying behaviour, *Do et al. (2020)* investigate utility, ease of use, interactivity, enjoyment and satisfaction on impulsive purchase behaviour. Furthermore, the role of price for teenagers (*Muratore, 2016*), local versus global brands on impulsive purchases (*De Vries and Fennis, 2019*) and the role of browsing on consumers' desire to buy impulsively have been discussed. Based on the previous findings and the researcher's opinion, no previous research investigates the influence of micro-celebrities' post authenticity, utilitarian browsing and hedonic browsing on reminiscence and designed impulse purchase in the TikTok Shop. Using the S-O-R framework in online impulse purchase is crucial to determine the factors influencing decision-making and impulsive consumption of cosmetic products on TikTok Shop.

The conceptual framework developed for the current study, as shown in *Figure 1*, shows the S-O-R framework (*Mehrabian and Russell, 1974*) to examine the impulsive purchase behaviour among Generation Z of Indonesian Muslim women consumers on TikTok Shop. The framework shows that post authenticity activates utilitarian browsing and hedonic browsing by having a direct impact on it. In addition, utilitarian browsing directly influences hedonic browsing. Hence, hedonic browsing will directly influence reminiscence impulse purchase and designed impulse purchase.

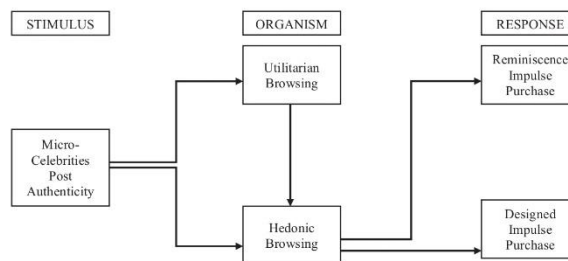


Figure 1.
Conceptual
framework developed
by researchers

Source: Authors' own work

Hypotheses development

Micro-celebrities post authenticity, utilitarian browsing and hedonic browsing

Micro-celebrities are trusted to be authentic and credible because they have branded themselves as experts in a particular area of interest (Schouten *et al.*, 2020). Users like to follow these celebrities for their authenticity and have received more attention in marketing (Moulard *et al.*, 2014). Furthermore, Djafarova and Rushworth (2017) highlight that digital celebrities are more credible and influential than traditional celebrities. According to Wiley (2014), the information provided by online celebrities is considered more authentic and influential.

Companies are trying to integrate digital influencers for effective social media marketing campaigns (Hennig-Thurau *et al.*, 2013; Kumar and Mirchandani, 2013). People tend to respond to perceptions of celebrity authenticity by making public commitments, engaging in positive feelings and buying intentions (Loroz and Braig, 2015; Moulard *et al.*, 2015). Moreover, Generation Z is considering valuing brand references on social media (Vişelaru, 2019) primarily through micro-celebrities, because they perceive it as more authentic (Wolf, 2020).

Furthermore, the influence of celebrities in predicting green clothing involvement and consumer buying behaviour is well documented in the previous literature (Khare *et al.*, 2021). Of respondents, 18% receive information related to corporate social responsibility activities of cosmetic companies from celebrities, television and radio advertisements (Shabib and Ganguli, 2017). On TikTok, many micro-celebrities post videos of the pros and cons of certain products, which will prompt users to find out more about the cosmetic products they want to buy. Thus, micro-celebrity post authenticity can stimulate users' desire to do utilitarian browsing to find more information related to cosmetic products and hedonic searches to seek pleasure and entertainment, ultimately influencing them to buy impulsively. Thus, the researcher formulates the hypothesis:

- H1. Micro-celebrities post authenticity has a positive and significant influence on utilitarian browsing.
- H2. Micro-celebrities post authenticity has a positive and significant influence on hedonic browsing.

Utilitarian and hedonic browsing

Some researchers said that the utilitarian value and hedonic value are complementary, not contradictory, and there is a positive relationship between the both (Babin *et al.*, 2004; Zheng *et al.*, 2019). However, the previous research indicates a significant relationship between utilitarian browsing and hedonic browsing and impulsive online purchase (Kim and Eastin, 2011; Verhagen and Van Dolen, 2011; Zheng *et al.*, 2019).

The researchers believe that low cognitive control causes an impulsive purchase, so utilitarian browsing does not directly influence the impulsive purchase (Sharma *et al.*, 2010). Cognitive control is the primary factor in impulsive online purchases (Ramanathan and Menon, 2006; Verhagen and Van Dolen, 2011), so hedonic browsing directly affects impulsive purchase (Chan *et al.*, 2017; Zheng *et al.*, 2019).

Utilitarian and hedonic urging is a significant predictor of individual browsing behaviour (To *et al.*, 2007; Pöyry *et al.*, 2013). Pöyry *et al.* (2013) noted that consumers tend to browse when it is convenient for them. Some researchers have investigated and evaluated the user's motivation under different stimulations and found that hedonic and utilitarian motivations influence someone to mix up in certain behaviours such as shopping (Alhabash *et al.*, 2012;

Zheng *et al.*, 2019). The previous literature showed that utilitarian browsing significantly affects hedonic browsing (Babin *et al.*, 2004; Zheng *et al.*, 2019; Kimiagari and Malafe, 2021). In other words, when Generation Z of Muslim women consumers do utilitarian browsing, they would be interested in hedonic browsing. So the hypothesis is formed as follows:

H3. Utilitarian browsing has a positive and significant effect on hedonic browsing.

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Hedonic browsing, reminiscence impulse purchase intention and designed impulse purchase intention

Affective reactions are related to the individual's emotional response when stimulated by the environment (Sun and Zhang, 2006). For example, in the online context, if online consumers enjoy their shopping experience, then they may engage in more exploratory Web browsing, which results in more unplanned purchases (Beatty and Ferrell, 1998). Affective reactions are related to the individual's emotional response when stimulated by the environment (Sun and Zhang, 2006). The enjoyment is linked to positive feelings and it can influence impulse buying (Beatty and Ferrell, 1998; Mohan *et al.*, 2013).

Adelaar *et al.* (2003) found the relationship between positive and negative feelings between individual emotional responses and impulsive purchase behaviour. The emotional response is related to impulsive purchase because it stimulates the sensory (e.g. video, picture and text or caption on TikTok), decreasing self-control (Adelaar *et al.*, 2003). Therefore, impulsive online purchase behaviour and effective control can be the main factor (Ramanathan and Menon, 2006; Verhagen and Van Dolen, 2011).

Furthermore, hedonic browsing directly influences impulsive purchases (Chan *et al.*, 2017; Zheng *et al.*, 2019). Previous researchers found that hedonic browsing can predict impulsive online purchases (Kim and Eastin, 2011; Verhagen and Van Dolen, 2011; Zheng *et al.*, 2019; Kimiagari and Malafe, 2021). In this research context, hedonic browsing of Generation Z Muslim women in TikTok Shop brings out the bliss, positive feelings, desire satisfaction and spontaneous pressure that influence their response in intention forming of impulsive purchase reminiscence and designed. So the hypothesis proposed is:

H4. Hedonic browsing has a positive and significant effect on reminiscence impulse purchase intentions.

H5. Hedonic browsing has a positive and significant effect on designed impulse purchase intention.

Research method

Study design

Empirical research uses cross-sectional data because it is taken from a respondent at once (Malhotra, 2014). The data is selected from respondents using a self-administered questionnaire by purposive sampling. There are four criteria of selection which are: the respondent should be a Muslim woman consumers aged 15–26 years (Priporas *et al.*, 2020), should be TikTok user and should browse cosmetics in TikTok Shop. If the respondent does not fulfil one of these categories, then they will be excluded from the research. Data were collected from an online survey for accuracy, speed, low cost and simplicity (Evans and Mathur, 2005; Dutot *et al.*, 2019).

A cosmetic product is chosen because of the young generation's lifestyle. Besides, the cosmetics market is very competitive, and retailers' online presence significantly increases

the competitive cosmetics market. As a result, the Central Bureau of Statistics Indonesia noted that the growth of the pharmacy industry, pharmacy chemistry products and traditional medicine (including cosmetics) grew by 18.58% in quarterly IV-2019 (bps.go.id, 2020).

According to social role theories, women focus more on economic advantage than men (Eagly *et al.*, 2000). The latest researchers confirmed that women are more sensitive towards preference and rate price and rewards in online shopping activities as a consumer (Venkatesh *et al.*, 2012; Huang *et al.*, 2019). Women are more likely to take advantage of promotions and sales when shopping on online platforms (Venkatesh *et al.*, 2012). Furthermore, teenage girls are more likely to be impulsive than teenage boys (Muratore, 2016). So the researchers only use two typologies in classifying impulsive purchases: reminiscence and designed impulse purchase intention. The research of impulsive buying is stimulated by limited product stock, advertisements, discounts and promotions (designed).

The questionnaire includes 15 items that are adjusted with the influencing factors of impulsive online purchases and modified for measuring TikTok Shop users (Table 1). First, the micro-celebrities post authenticity construct is measured by three items (Moulard *et al.*, 2015; Zafar *et al.*, 2021). Three items measure utilitarian and hedonic browsing constructs (Park *et al.*, 2012; Kimiagari and Malafe, 2021). Next, reminiscence and designed impulsive purchase intention are measured by five points on the Likert scale (Zhang *et al.*, 2021). The Likert scale is one of the best ways to measure personality traits (Joshi *et al.*, 2015; Kavota *et al.*, 2020).

Construct	Items
Micro-celebrities post authenticity	I consider TikTok's micro-celebrities' cosmetic recommendations are genuine The post of micro-celebrities on TikTok about various cosmetic products seems obvious The opinions of digital cosmetic celebrities are reliable
Utilitarian browsing	I browsed the TikTok Shop to buy cosmetic products that were better in terms of quality or price I searched the TikTok Shop to gather information about cosmetic products
Hedonic browsing	I searched the TikTok Shop for as much added value as possible I get enough pleasure from browsing TikTok Shop to get some time off I am looking for items on TikTok Shop just for entertainment While browsing on TikTok Shop, I was super excited
Reminiscence impulse purchase intention	I am urged to purchase an item of a cosmetic product when information from the TikTok Shop reminds me of a cosmetic product that meets my requirements I had the urge to buy cosmetic products when a commercial on TikTok Shop reminded me of a cosmetic product that satisfies my needs I am urged to buy cosmetic products when the detailed information from TikTok Shop reminds me of the cosmetic products that suit me
Designed impulse purchase intention	Even though I entered the TikTok Shop with specific purchases, I tend to buy other cosmetic product items that provide better discounts or deals Even though I entered the TikTok Shop with some purchases of certain cosmetic products, I have the urge to buy other cosmetic product items that have sales promotions Even though I entered the TikTok shop with some purchases, I desired to buy other cosmetics products with many likes

Source: Authors' own work

Table 1.
Construct
measurements

Some data analysis steps are used in this study. Cronbach's coefficient is used for assessing internal consistency. First, we analyse the measurement model, then the structural model, using a two-step analytic technique. Furthermore, IBM SPSS is used for descriptive statistics and reliability analysis. $H1-H5$ are tested using confirmatory factors analysis and path analysis using IBM AMOS. AMOS-SEM is a covariance-based approach instead of a component-based approach to analyse multilevel structural equations using maximum likelihood estimation (Qureshi and Compeau, 2009). AMOS-SEM can complete some statistics assumptions better, such as sample size, multivariate normality and multicollinearity.

Reliability and validity

Reliability and validity were observed in the measurement model. Both Cronbach's alpha and composite reliability were used to assess reliability. The accepted values are 0.80 or higher (Chin, 1998). Three criteria assessed convergent validity:

- (1) item loading λ larger than 0.70 and statistical significance;
- (2) composite construct reliability for a construct should be more significant than 0.80 and can be interpreted like a Cronbach's α coefficient; and
- (3) average variance extracted (AVE) larger than 0.50 (Hair *et al.*, 2010).

Discriminant validity between constructs was assessed using the criterion that the square root of AVE for a construct should be more significant than its correlations with all other constructs (Hair *et al.*, 2010).

In all, 323 respondents filled out the questionnaire; 67 respondents did not fit the criteria, so only 256 could be used in this study. Hair *et al.* (2017) suggest that the minimum sample size for multivariate analysis is ten times over the survey instrument fulfilled. West java respondents are dominant with 53.9%, followed by the Special Capital Region of Jakarta at 19.53%, and Central Java dominated with 18.75%. By age, 19–22-year respondents were recorded at 64.84%. The majority of respondents has a high school education, that is, 76.17%, a bachelor's degree with 17.96% and a private employee with 6.64% (Table 2).

Results

Measurement model

Scale validation considers reliability and validity. Construct reliability uses Cronbach's α , which is more significant than 0.8. Validation envelopes convergent and discriminant validity. Three criteria to measure convergent validity are item loading (λ) greater than 0.6 (Fornell and Larcker, 1981), composite reliability is more significant than 0.8 and the AVE is more extensive than 0.5 (Chin, 1998). Discriminant validity is confirmed when the square root of AVE for every construct is more significant than its correlation with other constructs.

For reliability and validation convergence, Cronbach's α is all bigger than 0.8. Item loadings are in the range of 0.610–0.92; composite reliabilities are in the range of 0.81–0.90; and AVEs are in the range of 0.66–0.899, as indicated in Table 3.

Moreover, Table 4 reports matrix correlation for discriminant validation. Every construct has a more significant square root of AVE than its correlation with another construct. The result proved that reliability and validation are in the acceptance phase.

Structural model test

Criteria of a good model-fit envelop chi-square/degrees of freedom (χ^2/df) less than 5, Tucker–Lewis index and comparative fit index bigger than 0.9 and root mean square error

Demography	Frequency	%	Impulsive purchase behaviour of Z generation 503
<i>Province of residence</i>			
Bangka Belitung Islands province	1	0.39	
Banten province	2	0.78	
Special Capital Region of Jakarta	50	19.53	
Gorontalo province	6	2.34	
Jambi province	1	0.39	
West Java province	138	53.9	
Central Java province	48	18.75	
South Kalimantan province	1	0.39	
West Kalimantan province	1	0.39	
Lampung province	1	0.39	
South Sumatra province	3	1.17	
West Sumatra province	4	1.56	
<i>Age</i>			
15–18 years	63	24.6	
19–22 years	166	64.84	
23–25 years	27	10.54	
<i>Education</i>			
Junior high school	7	2.73	
Senior high school	195	76.17	
Undergraduate student	2	0.78	
Associate's degree	4	1.56	
Bachelor	46	17.96	
Magister	2	0.78	
<i>Occupation</i>			
Student	28	10.93	
Labour	1	0.39	
Freelancer	1	0.39	
Honorary employee	1	0.39	
Lecture	1	0.39	
SOE employee	2	0.78	
State civil apparatus	1	0.39	
Private employee	17	6.64	
Contract employee	1	0.39	
College student	194	75.78	
Homemaker	3	1.17	
Medical staff	1	0.39	
Entrepreneur	5	1.95	
Source: Authors' own work			Table 2. Respondent profiles

approximation less than 0.10 (Hair *et al.*, 2010). Structural model test results prove the better model fit for index χ^2/df (2.143), Tucker–Lewis index (0.938), comparative fit index (0.950) and root mean square error approximation (0.067). The results of the confirmatory factors analysis model are presented in Figure 2.

Hypotheses testing

After doing the measurement model and structural model analysis, the next stage is path testing (Table 5). Next stage, micro-celebrities post authenticity positively and significantly

Table 3.
Convergent validity
and reliability

Construct	Items	Factor loading	Composite reliability	AVE
Micro-celebrities post authenticity	PA1	0.729	0.8	0.506
	PA2	0.732		
	PA3	0.671		
Utilitarian browsing	UTL1	0.770	0.8	0.574
	UTL2	0.826		
	UTL3	0.669		
Hedonic browsing	HDN1	0.839	0.8	0.595
	HDN2	0.610		
	HDN3	0.842		
Reminiscence impulse purchase intention	RMS1	0.849	0.9	0.721
	RMS2	0.886		
	RMS3	0.899		
Designed impulse purchase intention	DSN1	0.695	0.8	0.551
	DSN2	0.829		
	DSN3	0.695		

Source: Authors' own work**Table 4.**

Discriminant validity

Variable	PA	UTL	HDN	RMS	DSN
Post authenticity	0.71122102				
Utilitarian browsing	0.601	0.758			
Hedonic browsing	0.461	0.751	0.771		
Reminiscence impulse purchase intention	0.486	0.731	0.654	0.849	
Designed impulse purchase intention	0.536	0.515	0.635	0.633	0

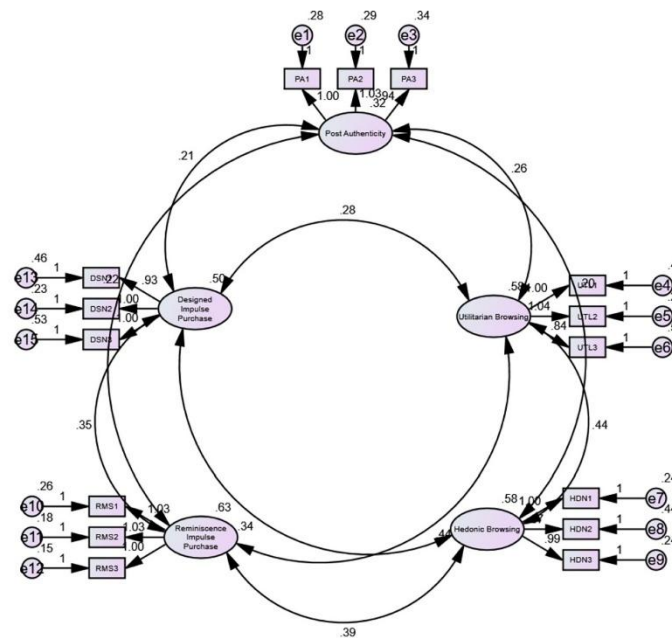
Source: Authors' own work

influences utilitarian browsing. Specifically, the result proves that the critical ratio is more than 2.58 (6.499), and the p -value is less than 0.01 (0.000) on the significant phase 0.01. The estimated value is positive (0.862), so $H1$ is supported. Contrary to what we predicted, $H2$ which states that micro-celebrities post authenticity has a positive and significant effect on hedonic pursuits is not supported. Results proved that the critical ratio is less than 1.96 (1.015), and the p -value is more extensive than 0.01 (0.310) on significant phase 0.01.

Meanwhile, the research proves that utilitarian browsing indicates a necessary determinant for hedonic browsing ($CR = 8.022$ at p -value < 0.01), so $H3$ is supported. On the other hand, the research result clarifies that hedonic browsing positively and significantly influences designed impulse purchase intention ($CR = 8.134$, p -value < 0.01 on the significant phase 0.01), so that $H5$ is supported. Full model can be seen in Figure 3.

Discussion

The result proves that micro-celebrities post authenticity has a positive and significant effect on utilitarian browsing. Thus, $H1$ is supported. In other words, micro-celebrities' cosmetic recommendations are trusted and used by Generation Z Muslim women to find information on cosmetics product quality, price and value on TikTok Shop. In the broader context, the studies by Loroz and Braig (2015) and Moulard *et al.* (2015) discovered that someone is inclined to perceive celebrities' perception of authenticity by making a public



Source: Authors' own work

Figure 2.
Confirmatory factors
analysis model

Hypotheses	Path	Standardised estimate	CR	p-value	Result
H1	Utilitarian browsing ← Micro-celebrities post authenticity	0.862	6.499	***	Supported
H2	Hedonic browsing ← Micro-celebrities post authenticity	0.117	1.015	0.310	Not Supported
H3	Hedonic browsing ← Utilitarian browsing	0.730	8.022	***	Supported
H4	Reminiscence impulse purchase intention ← Hedonic browsing	0.827	10.390	***	Supported
H5	Designed impulse purchase intention ← Hedonic browsing	0.680	8.134	***	Supported

Source: Authors' own work

Table 5.
Path testing

commitment and intending to purchase. Therefore, in this research context, micro-celebrities post authenticity is statistically capable of influencing Generation Z Muslim women's cognitive aspect of the consumer to search more information about cosmetic products on TikTok Shop.

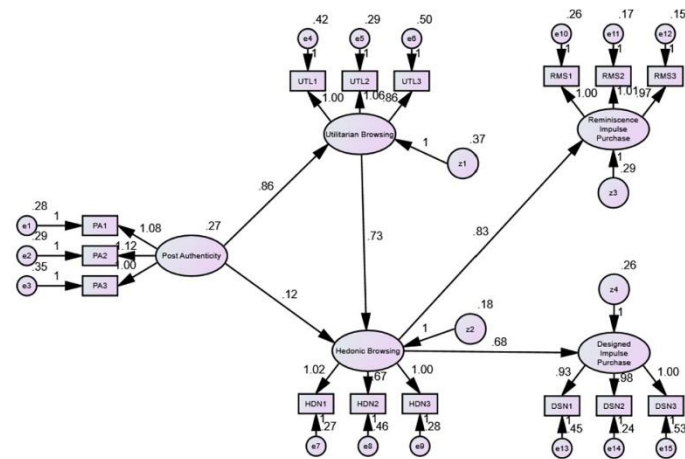


Figure 3.
Full model

Source: Authors' own work

Our research indirectly confirms the previous findings that micro-celebrities credibility (Schouten *et al.*, 2020) and authenticity (Moulard *et al.*, 2014; Wiley, 2014; Pittman and Reich, 2016; Sheldon and Bryant, 2016) influence their followers or fans (Djafarova and Rushworth, 2017). Besides, Djafarova and Bowes (2021) found that women of Generation Z are the highest followers of micro-celebrities to find fashion inspiration. Therefore, hoping that after micro-celebrities share their post about a product, its authenticity can stimulate their followers to do more browsing. Moreover, new literature said that authentic posts stimulate users to purchase impulsively (Zafar *et al.*, 2021).

Interestingly, the authenticity of a post of micro-celebrities found does not have a positive relationship with hedonic browsing. Thus, *H2* is not supported. Analysis results show that micro-celebrities' opinions or posts' authenticity value and trust did not make Generation Z Muslim women feel happy or positive feelings while browsing cosmetics on TikTok Shop. Our finding is different from that of Kowalczyk and Pounders (2016), who clarify that digital celebrities influence user interaction and strongly predict positive attitudes and purchasing plans (Beverland and Farrelly, 2010). However, it could happen because of two matters. First, micro-celebrities post authenticity for Generation Z Muslim women did not interact with them. It only stimulated them for information browsing (price, quality and additional value) related to micro-celebrities' cosmetics posts on TikTok Shop. Second, even the micro-celebrity posts are authentic. However, Generation Z Muslim women consumers think their post is exciting and entertaining, so it does not fill the aspects of satisfaction, contentment and entertainment browsing on TikTok Shop.

In this study, *H3* clarified that utilitarian browsing influences positively and significantly hedonic browsing, which is supported. After Generation Z Muslim women search cosmetics products information in terms of quality aspect, price and additional value, they will continue the cosmetics browsing on TikTok Shop to get positive feelings,

contentment, entertainment and motivation. The finding supports the uses and gratification theory (Katz *et al.*, 1973), where the TikTok Shop audiences are active and endeavour to complete their needs and receive satisfaction (McQuail, 2005). Utilitarian and hedonic browsing becomes one of the primary motifs of TikTok Shop users, which supports two of five motives (information, self-identity, integration, social interaction and entertainment) proposed by McQuail (1987).

Utilitarian browsers try to get product information and optimise the browsing before the following phase in this research context: hedonic browsing on TikTok Shop. The process of information finding helps to search for cosmetic products whose quality, price and additional value are way better. It can be contentment, entertainment or filling free time for Generation Z Muslim women. Considering internet penetration in society because smartphones and e-commerce are constantly growing, consumer's time spent on online shops is increasing along with their visits to online stores (Melis *et al.*, 2015). The finding confirmed that of Zheng *et al.* (2019) that utilitarian browsing indirectly influences impulsive purchase stimulation of hedonic browsing. Kimiagari and Malafe (2021) also found that utilitarian browsing positively affects hedonic browsing. Previous research showed that utilitarian browsing was found to be complementary and has positive relation and significance to hedonic browsing, in line with Babin *et al.* (2004), Kim and Eastin (2011) and Verhagen and Van Dolen (2011).

The study result supports *H4* that hedonic browsing positively and significantly influences reminiscence purchase intention. The analysis shows that Generation Z Muslim women consumers feel contentment, entertainment, spirit or positive feelings in cosmetics browsing on TikTok Shop. However, they tend to have intention of reminiscence purchasing impulsively. The limited product stock, promotions advertised and the last purchase plan drive impulsive purchases. The latest research supports the previous findings. Specifically, browsing is positively related to the urge to purchase impulsively (Zhang *et al.*, 2018; Zheng *et al.*, 2019; Kimiagari and Malafe, 2021). Then, hedonic browsing is found to positively influence the stimulation of impulsive purchases on consumers in the application context of Taobao (Zheng *et al.*, 2019) or Instagram (Kimiagari and Malafe, 2021). Furthermore, browsing needs time, which might cause the consumer to experience the stimulation of impulsive purchases. Previous research said that compared to consumers with plans, consumers are more likely to make arbitrary decisions because they are easier to receive environmental influence (Janiszewski, 1998; Moe, 2003).

Hedonic browsing is found to positively and significantly influence the designed impulsive purchase intention. Thus, *H5* is supported. In this context, while Generation Z Muslim women receive positive feelings, contentment, entertainment and spirit in cosmetic products browsing on TikTok Shop, they are likely to plan other hedonic purchases because it gives satisfaction (Chung *et al.*, 2017). Marketing stimulations such as advertisement or promotion rewards are easily influenced by the high impulsive purchase tendency, which is related to product browsing in the long term and acts more at impulsive desire to purchase (Foroughi *et al.*, 2013). So the research results support several previous studies (Zheng *et al.*, 2019; Kimiagari and Malafe, 2021). In the online context, Verhagen and Van Dolen (2011) found that online store browsing positively relates to consumers' impulsivity. Floh and Madlberger (2013) thought consumers' browsing behaviour contributed to their impulsive purchases.

Theoretical implications

This study offers three primary contributions to theoretical knowledge in this field of research. First, the study makes a key contribution by using the S-O-R framework to model

behavioural response of consumers that is reminiscence and designed impulse purchase intention and is the first empirical study to use the S-O-R paradigm in TikTok Shop. A comprehensive theory like S-O-R can provide future researchers with a wider scope for investigating online impulsive purchase behaviour.

Second, the study contributes to the literature by addressing the influence of micro-celebrities' post authenticity, utilitarian browsing and hedonic browsing on reminiscence and designed impulse purchase intention. This gap has not yet been extensively explained by research in terms of the causes of reminiscence impulse purchase and designed impulse purchase for cosmetic products. We reveal that reminiscence and designed impulse purchase intention is an overt consequence of hedonic browsing.

Third, the study spotlights the behaviour of Generation Z Muslim women consumers in Indonesia in regard to cosmetic products. Findings bridge the gap of deficient theoretical knowledge on unique characteristics and their responses to the cosmetic products on TikTok Shop.

Managerial implications

Cosmetics companies or marketers can cause or influence impulsive purchases among Muslim women consumers and maximise authenticity and attractive information which is posted by micro-celebrities or influencers on social media such as YouTube, bloggers and other famous public figures on social media (Kowalczyk and Pounders, 2016). It is because micro-celebrities are authentic and credible (Schouten *et al.*, 2020) and popular among the teenagers. Besides, company managers, retailers and cosmetic groceries can be focused on marketing on TikTok Shop because of the big chance to get consumers' trust and attention through information browsing because of product persuasive support and micro-celebrities' service.

Considering utilitarian browsing is found to have a positive and significant relationship with hedonic browsing, when Muslim women consumers do utilitarian browsing, they are inclined to engage in hedonic browsing. Therefore, cosmetics companies must prepare complete product information, so consumers can browse to find satisfaction, entertainment and positive feelings. In their turn, they would be inclined to purchase cosmetic products impulsively.

Another necessary implication is that hedonic browsing can be translated into reminiscence and designed for impulsive purchases. They consider that browsing is more extended than time spending for shopping (Huang, 2016). Cosmetics companies or micro-celebrities need to make attractive, engaging and relevant content so that consumers find satisfaction, contentment and entertainment. At the same time, they browse, get positive feedback from consumers and increase the impulsive purchase of cosmetics products.

The information connected to limited cosmetics product stock, discounts and promotions is the best strategy to stimulate the impulsive purchase of Indonesian Muslim women. However, even though it is compelling enough, cosmetics companies and retailers are recommended to implement strategies based on social communities and culture to increase the value and consumer satisfaction and leave the price competitions that offer the escapade and wonderful experience during browsing and shopping. One of the methods is using the gamification concept to stimulate Generation Z Muslim consumers by collecting items to be exchanged by discount and shipping costs. In addition, online cosmetics retailers need to observe the picture quality and product description to facilitate consumers in online shopping. Other strategies to increase consumer browsing time include educating the consumer about using healthy and safe cosmetics for the skin, tips for running a cosmetics business, tips for online cosmetics shopping or entertaining content about cosmetics.

The presence of TikTok Shop is increasing the intensity of cosmetics products competition because the more market supply. Companies and marketers must be careful in implementing their marketing strategies, especially regarding the attitudes of Generation Z consumers. Generation Z consumers are more aware and informed than previous youth generations and accordingly do not trust brand messages (Kelton, 2019). Instead of using brand messages to influence consumer browsing, it would be better for them to use micro-celebrity's post authenticity so that consumer attitudes towards cosmetic brands tend to be positively evaluated. The product display on TikTok Shop provides a pleasant peripheral environment for consumers, and such positive cues will produce a significant positive effect on the formation of consumer product attitudes (Wang *et al.*, 2016). TikTok Shop could also improve consumers' quality of life by providing complete and extensive product choices and information and quality products. In the context of the social benefits, consumers of Muslim women in the Generation Z could afford and use various cosmetics available on TikTok Shop. However, they should be wary about the products' ingredients and their healthiness. On the other hand, the presence of TikTok Shop and impulsive purchases on Generation Z Muslim consumers will increase retailer or small and medium-sized enterprises incomes.

Conclusion

Based on the S-O-R framework (Mehrabian and Russell, 1974), this research reviews the influence of micro-celebrities' post authenticity on utilitarian browsing, hedonic browsing, reminiscence and designed impulse purchase intention for Generation Z Muslim women consumers in Indonesia in the cosmetics context on TikTok Shop. Based on the research result, Muslim women of Generation Z are inclined to consider that the micro-celebrities' posting or suggestion is authentic, trusted, positive and significantly influences the cosmetics utilitarian browsing on TikTok Shop. Furthermore, the research result clarifies the relationship between micro-celebrities' post authenticity and hedonic browsing. Specifically, micro-celebrities' post authenticity has no positive and significant influence on hedonic browsing to find contentment or entertainment on TikTok Shop.

The influence of utilitarian browsing on hedonic browsing constructs has a positive and significant relationship. This study clarified that Generation Z consumers always look for cosmetics product information on TikTok Shop related to quality, pride, contentment and adding value. After that, they are going to have positive feelings, contentment, entertainment and increase their spirit. The influence of utilitarian browsing on hedonic browsing constructs has a positive and significant relationship. This study clarified that Generation Z consumers always look for cosmetics product information on TikTok Shop related to quality, pride, contentment and adding value. After that, they will have positive feelings, contentment, entertainment and an increased spirit. A positive and significant relationship is found in this research between hedonic browsing and reminiscence impulse purchase intention. That is a term which Generation Z Muslim women consumers are inclined to make an impulsive purchase when they find some product that fills their requirements and needs and is compatible with them self which is influenced by hedonic browsing.

Finally, this research discovered the positive and significant relationship between hedonic browsing and designed impulse purchase intention. In other words, hedonic browsing would stimulate impulsive purchases because other cosmetics products give discount or better offers, offer attractive promotions and have so many like even though they already have purchasing plan list of some cosmetics products.

Limitations and future research agenda

The first limitation is research sample only consisted of the Indonesian TikTok Shop, which was selected by a non-random purposive sampling method. Therefore, the following research will recite the research model in several countries to expand the generalisation. Second, this research did not consider cosmetics products' country of origin. Therefore, future studies about consumers' impulsive purchases must investigate local cosmetics and foreign products to see the preference and the difference in consumers' impulsive purchases, especially for Generation Z Muslim women consumers. Third, this study only measures intention and stimulation to purchase impulsively (Xiang *et al.*, 2016; Chung *et al.*, 2017), but it causes a challenge when researching impulsive purchases because the impulsive stimulation needs to be consistently delivered to the actual purchase (Badgaiyan and Verma, 2015). Thus, the following research must investigate the ownership of cosmetics products or the previous purchasing products. Finally, this research only involved quantitative methods; another approach, including qualitative or mixed methods, could deliver another result of impulsive purchase intention context on TikTok Shop.

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