



**HOW SOCIAL COMMERCE PLATFORM UTILIZE
IMPULSIVE BUYING. STUDY CASE: TIKTOK
SHOPPING PLATFORM SECTOR IN THE
JABODETABEK AREA**

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ABSTRACT

Purpose: The aim of this study is to analyze the roles of social commerce, electronic word of mouth, rating, and price value in increasing impulsive buying towards TikTok Shop.

Methodology: A quantitative method was applied in this study. The data for this study collected through online questionnaires form. By using purposive sampling and convenience sampling technique, the questionnaire filled up by 311 (valid respondents) people who live in JABODETABEK. In order to fulfill the goal of this study, an analysis was conducted utilizing SEM or Structural Equation Model for hypothesis testing using Smart PLS 3.

Findings: The findings of this study shows that social commerce, electronic word of mouth, rating and price value contributes to the increasing of impulsive buying.

Originality/Value: The originality of this research is that it is the research integrating social commerce, electronic word of mouth, rating and price value toward impulsive buying of TikTok Shop.

Keywords: TikTok Shop, Social Commerce, Rating, Electronic Word of Mouth, Price Value, Impulsive Buying

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