



## The Influence of Hedonic Shopping Value, Sales Promotion and Serendipity Information on Impulse Buying Behavior with Urge to Buy Impulsively as a Mediating Variable among Tiktok Shop Users (A Study on the Purchase of "Top Purchase Categories" Products on Pontianak)

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### ABSTRACT

This study intends to investigate the impact of hedonic shopping value, sales promotion, and serendipity information on impulse buying behavior, with the urge to buy impulsively acting as a mediator, among users of TikTok Shop in Pontianak. We employ a quantitative and associative causal approach. Our study aims to include all individuals who use the TikTok Shop platform as our target population. The research was conducted from September 2023 to March 2024, involving 210 participants who were chosen using purposive sampling techniques. Data analysis was performed using SEM with AMOS. The findings suggest that hedonic shopping value, sales promotion, and serendipity information all have a notable impact on urge to buy impulsively. Additionally, hedonic shopping value, serendipity information, and urge to buy impulsively also significantly influence impulse buying behavior, whereas sales promotion does not. Urge to buy impulsively mediates the relationship between hedonic shopping value and serendipity information with impulse buying behavior, but not between promotional offers and impulsive buying behavior

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## **INTRODUCTION**

The swift advancement of technology has greatly influenced the surge in internet user population. According to the latest report "Digital 2023" by We Are Social and Meltwater, it shows that in Indonesia, the number of social media users with active social media accounts has reached 167 million people, or around 60.4% of the total population as of January 2023. This shows that The spread of the Internet is increasingly widespread and easily accessible to the public. Along with this phenomenon, more and more social media platforms are emerging. This is because many business people see great opportunities from current internet developments.

One of the social media platforms that has become increasingly popular recently is TikTok. Currently, it is recorded that TikTok is ranked first in the world as the social media platform that is used the longest, namely an average of 23 hours and 5 minutes per month. Thanks to its popularity, Indonesia is also inseparable from the impact of this social media platform. It is recorded that TikTok users in Indonesia have reached 70.8% of the total active user population in Indonesia and spend time using this application for an average of 3 hours and 18 minutes per month. To maintain good growth, the TikTok company launched the TikTok Shop feature. TikTok Shop is a social commerce feature presented for users and content creators to promote and sell their products via TikTok. Based on a survey by Populix in 2022, approximately 52% of Indonesians are familiar with the trend of conducting online transactions through social media platforms, and a significant 86% of the population have engaged in social commerce, with TikTok Shop emerging as the preferred platform for many.

Currently, consumers prefer to buy goods online because of convenience. The simplicity of the browsing and buying process, combined with the lack of social pressure, has the potential to boost consumers' inclination towards impulsive behaviour (Ek Styvén et al., 2017). Moreover, it is believed that online shopping has generated fresh possibilities for enhancing the propensity for impulse purchasing (Sun et al., 2012; Wu et al., 2020). Baumeister (2002) characterizes impulse buying as an instance where the purchaser lacks prior intent to purchase a product before experiencing the urge to do so, constituting a spontaneous act. Impulse buying behavior should be of concern to marketers because it has important implications for the marketing activities of a business being run. Understanding the factors that influence impulse buying can provide valuable insight into how consumers make purchasing decisions.

The focus of the object of this research is consumers' unplanned purchasing behavior towards products included in the "Top Purchase Categories" on the TikTok Shop. "Top Purchase Categories" refers to the categories of products or goods that are most purchased by consumers in a period. The results of a survey conducted by Populix on 880 respondents showed that the products included in the "Top Purchase Categories" when shopping on social commerce include Clothing as the most purchased product, followed by Beauty Products, Food and Drinks, Cell Phones and Accessories, Home Appliances Ladders, Women's Bags, Electronic Equipment and Hobbies.

In this research, the research focus is on the city of Pontianak as an interesting research location. Based on a study conducted by Juniwati (2018), it was found that the profile of online shoppers in Pontianak considers practicality and convenience factors when shopping online, with the ability to shop at any time during their free time. Based on these findings, researchers are interested in conducting a study on impulse buying behavior. This phenomenon is in line with the availability of online shopping platforms that are always active 24/7, which creates convenience and practicality for consumers to make purchases anytime and anywhere, thus making researchers aware that shopping at the TikTok Shop also provides convenience, because just using the application on a cellphone, a consumer can shop directly.

The aim of this study is to contribute to academic research in the field of marketing management, particularly focusing on the factors influencing impulsive purchasing behavior in the context of social commerce. Apart from that, it is hoped that it can also provide information to marketers at TikTok Shop in developing more effective sales strategies. Therefore, this study aims to investigate how hedonic shopping value, sales promotion, and serendipity information impact impulse buying behavior among TikTok Shop users, with urge to buy impulsively as a mediating factor (study on the purchasing behavior of "Top Purchase Categories" products in Pontianak).

## **LITERATURE REVIEW**

### *Hedonic Shopping Value*

Hedonic shopping value reflects instruments that directly convey the benefits of the shopping experience, such as pleasure and novelty (Semuel, 2005). As per Babin et al. (1994), hedonic shopping value refers to the degree of happiness experienced and emotional satisfaction derived from the shopping experience. This includes factors such as the enjoyment and emotional value gained from shopping, the connection of the shopping experience to freedom, fantasy fulfillment, and escapism, as well as the heightened desire to shop.

### *Sales Promotion*

Kotler & Armstrong (2016) elucidate that sales promotion encompasses temporary incentives employed to stimulate interest and persuade consumers to experiment with or purchase particular products or services. According to Altsiel (2006), sales promotion is an activity that adds short-term value to a product or service to stimulate purchases.

### *Serendipity Information*

Serendipity Information is a form of information that is related to customer interests and is discovered accidentally (Toms, 1999). Meanwhile, according to Chung et al., (2017) serendipity information is information that is revealed by chance and is linked to consumer interests. Serendipity involves surprise or unusual recommendations (Zhang et al., 2012) or discovering something unexpected (Foster & Ford, 2003).

### *Urge to Buy Impulsively*

According to Nawaz (2018), the impulse to make impulsive purchases is described as a spontaneous desire or emotion experienced by customers prior to making an actual purchase. Meanwhile, Beatty & Ferrell (1998) define the urge to buy impulsively as a strong desire to buy that arises when encountering an object in the environment, and this is a condition that occurs before the actual impulsive action occurs.

### *Impulse Buying Behavior*

Baumeister (2002) characterizes impulse buying as an instance where the purchaser lacks prior intent to purchase a product before experiencing the urge to do so, constituting a spontaneous act. Conversely, as per Zhang et al. (2019), impulse buying involves purchases that are spontaneous, hurried, and unintentional, prompted by exposure to stimuli and impulses that drive consumers to make purchases.

### *Hedonic Shopping Value and Urge to Buy Impulsively*

Hedonic shopping value is the level of excitement felt and obtained through the shopping process (Babin et al., 1994). According to previous research by Sun et al., (2024), it was found that there was a significant positive relationship between hedonic value and the urge to buy impulsively. Shopping experiences that provide high hedonic value consistently increase consumers' desire to buy impulsively (Rahanatha et al., 2022). Consumers with increased hedonic shopping value tend to have the urge to buy impulsively (Astuti & Nindiyaswari, 2022; Chung et al., 2017; Setyani et al., 2019).

H1: Hedonic shopping value influence urge to buy impulsively

### *Sales Promotion and Urge to Buy Impulsively*

According to Etzel et al. (2001), sales promotions are crafted to increase consumer demand and encourage immediate purchases of a particular brand. Additionally, in alignment with this perspective, besides directly impacting actual purchases, well-executed promotions also stimulate purchase intentions (Palazon & Ballester, 2011). Several research outcomes support the notion that consumers exhibit increased impulsiveness in the presence of product sales or discounts (Laroche et al., 2003; Liao et al., 2009; Virvilaite et al., 2009).

H2: Sales promotion influence urge to buy impulsively

### *Serendipity Information and Urge to Buy Impulsively*

Previous research has emphasized that individuals experience happiness and engagement when they come across new items and information while browsing online (Foster & Ford, 2003; Yi et al., 2017). Therefore, when consumers suddenly encounter information that is considered interesting or profitable, this can trigger an impulsive urge to make an immediate purchase. In line with this, information that is discovered unexpectedly tends to increase the desire to buy impulsively (Bao & Yang, 2022; Iftikhar & Iqbal, 2020).

H3: Serendipity information influence urge to buy impulsively

#### *Hedonic Shopping Value and Impulse Buying Behavior*

Kukar-Kinney et al., (2016) demonstrated that the shopping environment for impulse purchasers is driven by hedonic and social motivations. Additionally, Kempa et al., (2020) elucidated that during shopping, individuals experience positive emotions stemming from the hedonic value of the activity, prompting unplanned purchases. Furthermore, additional research has shown a noteworthy positive relationship between hedonic shopping value and impulse buying behavior (Rahadhini et al., 2020; Sari & Pidada, 2019; Yulianto et al., 2021; Zou, 2018).

H4: *Hedonic shopping value influence impulse buying behavior*

#### *Sales Promotion and Impulse Buying Behavior*

As per Leba (2015), retail establishments capable of executing sales promotion strategies adeptly are more likely to stimulate impulsive purchasing tendencies among their clientele. Additionally, Hasim et al., (2018) uncovered a favorable correlation between sales promotions and impulsive buying behavior in the online sphere. Apart from that, the findings from this study are also strengthened by research results where increasing promotions can have a positive effect on increasing impulse purchases (Al Mutanafisa & Retnaningsih, 2021; Duong & Khuong, 2019; Prasetio & Muchnita, 2022).

H5: *Sales promotion influence impulse buying behavior*

#### *Serendipity Information and Impulse Buying Behavior*

Considering that information discovered accidentally is an unexpected/surprise situation, it can be said that this results in unprepared and spontaneous consumers who define the value of shopping differently from rational consumers and leads to impulsive purchases. In line with Nasebullah et al., (2023) due to the unexpected nature of serendipitous information, consumers are more likely to make impulse purchases rather than deliberate searches. Numerous additional research endeavors have substantiated a notable correlation between serendipitous information and impulsive purchasing behavior (Akram et al., 2018; Prawira & Sihombing, 2021; Sarker et al., 2020; Thuong, 2020).

H6: *Serendipity information influence impulse buying behaviour*

#### *Urge to Buy Impulsively and Impulse Buying Behavior*

Zhang et al., (2022) found a positive link between impulsive buying urges and the display of impulsive purchasing actions. This suggests that consumers tend to buy products impulsively due to their heightened desire to acquire those items. Similarly, Parboteeah et al., (2009) observed a favorable connection between impulsive buying urges and the actual occurrence of impulsive purchasing behavior. Moreover, previous studies suggest that the tendency to engage in impulsive purchases is positively associated with impulsive buying behavior (Badgaiyan & Verma, 2015; Foroughi et al., 2012; Mohan et al., 2013; Moses et al., 2021).

H7: *Urge to buy impulsively influence impulse buying behavior*

*The Mediating Role of Urge to Buy Impulsively in the Influence of Hedonic Shopping Value on Impulse Buying Behavior*

This hypothesis speculates that when consumers experience high hedonic shopping value, they may feel a strong urge to buy impulsively as an emotional response to such a satisfying shopping experience. Research carried out by Chung et al., (2017) and Sun et al., (2024) demonstrated a significant and positive relationship between the level of hedonic shopping value and the propensity for impulsive shopping. Previous investigations by Xu et al., (2020) and Astuti & Nindyaswari (2022) demonstrated that consumers exhibiting a strong inclination for impulsive purchases consistently displayed elevated levels of impulsive buying urges. Yi & Jai (2020) research elucidated that impulsive buying behavior exerts a noteworthy indirect influence through the mediating mechanism of impulsive buying urges. Hence, this hypothesis proposes that the inclination towards making impulsive purchases can act as a bridge or pathway that clarifies how hedonic shopping value influences impulsive buying behavior.

*H8: Urge to buy impulsively mediates the influence of hedonic shopping value on impulse buying behavior*

*The Mediating Role of Urge to Buy Impulsively in the Influence of Sales Promotion on Impulse Buying Behavior*

According to a study conducted by Kazempour & Lotfizadeh (2017), it shows that with the increasing influence of store factors (sales promotion), the urge to carry out impulsive buying behavior will increase. In earlier studies conducted by Beatty & Ferrell (1998), Shen & Khalifa (2012), and Zheng et al., (2020), it was discovered that a positive and significant association exists between the inclination to engage in impulsive buying and actual impulsive purchasing behavior. This implies that the stronger the urge to make impulsive purchases, the higher the likelihood of engaging in impulsive buying behavior. The study conducted by Alshammari (2021) indicates that the urge to engage in impulsive purchases acts as a full mediator for impulsive buying, suggesting a concept where the urge to buy impulsively serves as an intermediary in the relationship between sales promotions and impulsive buying behavior.

*H9: Urge to buy impulsively mediates the influence of sales promotion on impulse buying behavior*

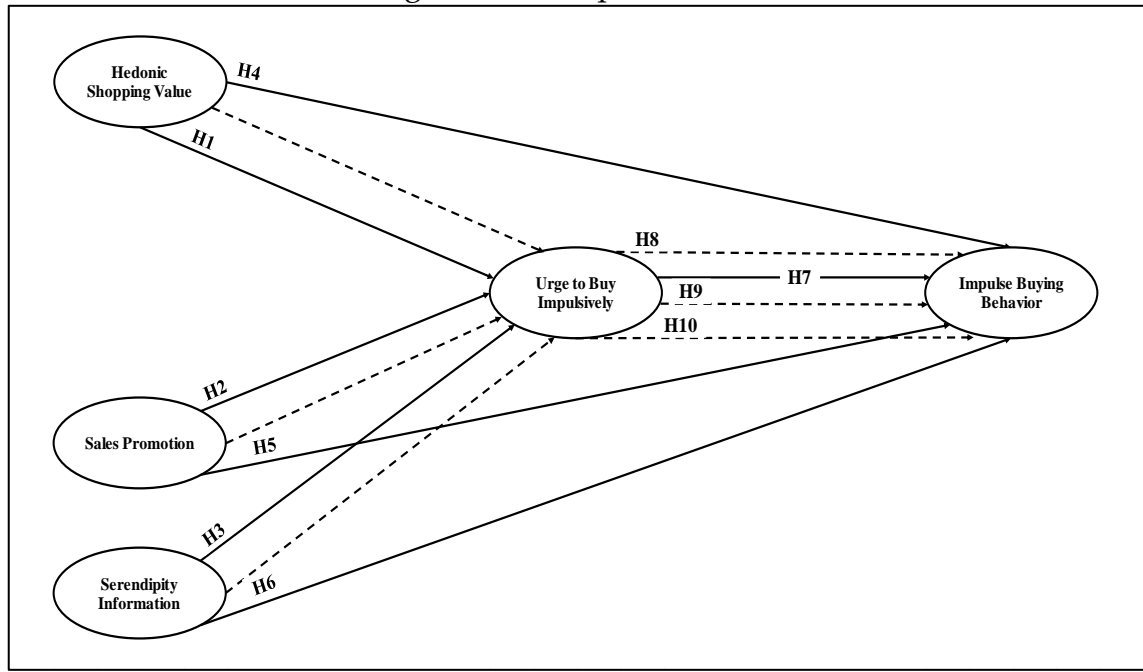
*The Mediating Role of Urge to Buy Impulsively in the Influence of Serendipity Information on Impulse Buying Behavior*

According to research conducted by Iftikhar & Iqbal (2020), the impulse to participate in impulsive purchases serves as a link between serendipitous information and impulsive buying behavior. Furthermore, studies by Bao & Yang (2022) and Lu & Cheng (2020) suggest a robust correlation between spontaneously discovered information and the inclination to make impulsive purchases. Additionally, findings by Cavazos-Arroyo & Máynez-Guaderrama (2022), Chen et al., (2017), and Feng et al., (2023) elucidate that the desire to engage in impulsive buying positively influences impulsive buying behavior. As a result, the impulse to make impulsive purchases functions as an

intermediary in the connection between stimuli affecting purchasing decisions and the physical act of making purchases (Li et al., 2015).

H10: *Urge to buy impulsively mediates the influence of serendipity information on impulse buying behavior*

Figure 1. Conceptual Framework



This study employs a causal associative approach utilizing quantitative methods. The study includes administering a survey to participants who meet predetermined criteria. The questionnaire employs a Likert scale ranging from 1 to 5, where "Strongly Agree" corresponds to 5, "Agree" to 4, "Neutral" to 3, "Disagree" to 2, and "Strongly Disagree" to 1. Statistical analysis and Structural Equation Modeling (SEM) are conducted using the AMOS software. The target population comprises all users of the TikTok Shop platform, with a sample size of 210 respondents selected for this study. The sampling technique utilized is purposive sampling, wherein respondents are selected based on specific criteria:

- 1) Respondents are residents of Pontianak City and are aged 17 years or older.
- 2) Respondents know the TikTok Shop platform
- 3) Respondents have shopped on the TikTok Shop platform in the period November 2023 – January 2024.
- 4) Respondents have purchased products included in the "Top Purchase Categories" on the TikTok Shop. Products included in the "Top Purchase Categories" include:

- Fashion
- Beauty product
- Food and Drink
- Cell Phones and Accessories
- Household appliances
- Woman's bag
- Electronic Equipment
- Hobby

Using the theoretical framework described earlier, the research idea is illustrated in Figure 1. The five measures assessing Hedonic Shopping Value in this study are based on earlier investigations conducted by (Yu & Bastin, 2010; Yulianto et al., 2021; Zou, 2018). The four Sales Promotion items refer to (Hawkins & Mothersbaugh, 2016; Prasetyo & Muchnita, 2022). Serendipity Information, the four items refer to (Akram et al., 2018; Chung et al., 2017; McCay-Peet & Toms, 2011; Prawira & Sihombing, 2021). The four indicators gauging the Urge to Buy Impulsively are modified from prior studies by (Beatty & Ferrell, 1998; Verhagen & Dolen, 2011). Meanwhile, the four impulse-buying behavior items refer to (Prasetyo & Muchnita, 2022; Verhagen & Dolen, 2011).

## RESEARCH RESULT

### *Respondent Characteristics*

The analysis of participants' profiles in this questionnaire depends on the following demographic aspects:

Table 1. Respondents' Characteristics

Category	Item	f	%
Gender	Male	51	24,3
	Female	159	75,7
Total		210	100
Age	17-25 years old	193	91,9
	26-35 years old	13	6,2
	36-45 years old	4	1,9
	46-55 years old	0	0
	>55 years old	0	0
Total		210	100
Last education	SD/SMP	2	1
	SMA/Sederajat	164	78,1
	D3	9	4,3
	S1	54	16,7
	S2 dan S3	0	0
Total		210	100
Fund Allocation for Online Shopping per Month	Dibawah Rp50.000	18	8,6
	Diatas Rp50.000 - Rp100.000	77	36,7
	Diatas Rp100.000 - Rp300.000	78	37,1
	Diatas Rp300.000 - Rp500.000	24	11,4
	Diatas Rp500.000	13	6,2
Total		210	100
"Top Purchase Categories" Products that Have Been Purchased on the TikTok Shop	Fashion	174	82,9
	Beauty product	132	62,9
	Food and Drink	67	31,9
	Cell Phones and Accessories	90	42,9



	Household appliances	42	20
	Woman's bag	66	31,4
	Electronic Equipment	51	24,3
	Hobby	62	29,5

*Measurement Models*

The outcomes of the conformity, validity, and reliability examinations are presented below.

Table 2. The significance of Standardized Loading Factors (SLF), Construct Reliability (CR), and Average Variance Extracted (AVE) in determining the overall model fit.

	Items	SLF	CR	AVE
<i>Hedonic Shopping Value</i>	Finding unique things online excites me.	0,823	0,982	0,767
	Compared to others, spending time shopping online is very enjoyable.	0,915		
	Online shopping activities make me happy.	0,930		
	I can forget about problems when shopping online.	0,811		
	Online shopping is a way to take the pressure off yourself	0,893		
<i>Sales Promotion</i>	The coupons given on the TikTok Shop have made me buy products that I would not have bought before.	0,865	0,953	0,756
	The cashback program at TikTok Shop made me buy more than I had planned.	0,882		
	TikTok Shop provides attractive price discount promotions.	0,891		
	The flash sale program at TikTok Shop is very interesting.	0,840		
<i>Serendipity Information</i>	I gained new insights when shopping at TikTok Shop.	0,511	0,915	0,524
	I accidentally found what I wanted to buy before when shopping at TikTok Shop.	0,851		
	I discovered things that surprised me while shopping at TikTok Shop.	0,896		
	I am inspired by new ideas from products in the TikTok Shop.	0,556		
<i>Urge to Buy Impulsively</i>	I suddenly felt a certain amount of urge to buy something after seeing a product on TikTok Shop.	0,726	0,954	0,610
	I saw some products on TikTok Shop and I wanted to buy even though they weren't on my shopping list.	0,853		
	I want to buy a product on the TikTok Shop even though I haven't planned to buy yet.	0,694		
	I want to buy products on the TikTok Shop even though I don't really need them.	0,840		
<i>Impulse Buying Behavior</i>	I bought products on the TikTok Shop because of my own encouragement.	0,783	0,968	0,658
	I ended up spending more money than I	0,801		

	originally planned when shopping at the TikTok Shop.		
	"Buy now, think later" is my description when making a transaction on the TikTok Shop.	0,814	
	Before visiting TikTok Shop, I had no intention of making a purchase.	0,845	

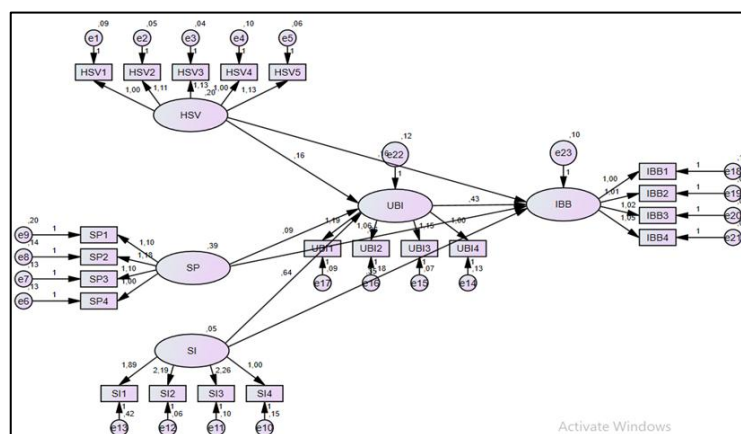
Based on Table 2, from SLF values above 0.50 on all indicator variables, it can be seen that all indicators are considered valid and capable of measuring the complete model construct. The reliability test results indicate the reliability of the research items. The AVE value of indicator instruments is  $\geq 0.50$ , while the CR value is  $\geq 0.70$ .

Table 3. Goodness of Fit Index

Goodness of Fit Index	Cut off Value	Results
$\chi^2$	Expected to be low	368.235
Df		182
$\chi^2$ - Significance Probability	$\geq 0.05$	0.000
CMIN/DF	$\leq 3.00$	<b>2.023</b>
RMSEA	$\leq 0.08$	<b>0.070</b>
RMR	$< 0,05$	<b>0.044</b>
NFI	$\geq 0.90$	0.888
IFI	$\geq 0.90$	<b>0.940</b>
TLI	$\geq 0.90$	<b>0.930</b>
CFI	$\geq 0.90$	<b>0.940</b>

The model fit measurement results show that there are six measurements categorized as "good fit," indicating that this research model meets the research requirements. A research model can be considered "fit" if there are three to four measurements that achieve a good level of fit or exceed the threshold value.

Figure 2. Full Model Testing



*Hypothesis Testing*

The outcomes of examining the direct impacts among variables in this study are presented below.

Table 4. Hypothesis Testing

	<b>Path</b>	<b>Estimate</b>	<b>S.E.</b>	<b>C.R.</b>	<b>P</b>
H <sub>1</sub>	<i>Urge to Buy Impulsively &lt;-- Hedonic Shopping Value</i>	0,164	0,069	2,372	0,018
H <sub>2</sub>	<i>Urge to Buy Impulsively &lt;-- Sales Promotion</i>	0,089	0,044	2,008	0,045
H <sub>3</sub>	<i>Urge to Buy Impulsively &lt;-- Serendipity Information</i>	0,640	0,162	3,938	***
H <sub>4</sub>	<i>Impulse Buying Behavior &lt;-- Hedonic Shopping Value</i>	0,161	0,067	2,405	0,016
H <sub>5</sub>	<i>Impulse Buying Behavior &lt;-- Sales Promotion</i>	0,064	0,043	1,504	0,132
H <sub>6</sub>	<i>Impulse Buying Behavior &lt;-- Serendipity Information</i>	0,347	0,151	2,301	0,021
H <sub>7</sub>	<i>Impulse Buying Behavior &lt;-- Urge to Buy Impulsively</i>	0,434	0,088	4,907	***

The initial assumption proposes that the Hedonic Shopping Value has a positive impact on the tendency to make impulsive purchases. This assertion is supported by a calculated t value of 2.372, exceeding the critical t-table value of 1.96, and a p-value of 0.018, indicating significance at the 0.05 level. Similarly, the findings for the second hypothesis validate that Sales Promotion significantly enhances impulsive buying tendencies, with a calculated t value of 2.008 > t table 1.96 and a p-value of 0.045 < 0.05. Additionally, the results of the third hypothesis support a significant positive correlation between Serendipity Information and impulsive buying tendencies, with a calculated t value of 3.938 > t table 1.96 and a p-value of 0.000 < 0.05. Similarly, the outcomes of the fourth hypothesis suggest a favorable impact of Hedonic Shopping Value on Impulse Buying Behavior, as indicated by a calculated t value of 2.405 > t table 1.96 and a p-value of 0.016 < 0.05. Conversely, the findings for the fifth hypothesis do not concur, indicating that Sales Promotion does not exert influence on Impulse Buying Behavior, with a calculated t value of 1.504 < t table 1.96 and a p-value of 0.132 > 0.05. In contrast, the results of the sixth hypothesis support a positive effect of Serendipity Information on Impulse Buying Behavior, with a calculated t value of 2.301 > t table 1.96 and a p-value of 0.021 < 0.05. Similarly, the seventh hypothesis demonstrates a significant impact, suggesting that the Urge to Buy Impulsively significantly affects Impulse Buying Behavior, with a calculated t value of 4.907 > t table 1.96 and a p-value of 0.000 < 0.05.

To confirm the indirect influence of the mediation variables incorporated into the model, we present Table 5, which is based on the Sobel test outcomes.

Table 5. Sobel Test – Significance of Mediation

	<b>Sobel test statistic</b>	<b>Two-tailed probability</b>
Hedonic Shopping Value --> Urge to Buy Impulsively --> Impulse Buying Behavior	2,141	0,032
Sales Promotion --> Urge to Buy Impulsively --> Impulse Buying Behavior	1,871	0,061

Serendipity Information --> Urge to Buy Impulsively --> Impulse Buying Behavior	3,083	0,002
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Based on the Sobel test results, the eighth hypothesis is confirmed, indicating that the urge to purchase impulsively functions as an intermediary in the relationship between the pleasure derived from shopping and impulsive buying behavior. This is supported by a t-statistic value of 2.141, which surpasses the critical t-table value of 1.96, along with a p-value of 0.032, indicating statistical significance at the 0.05 level. Conversely, the ninth hypothesis is rejected as the impulse to purchase impulsively does not act as a mediator for sales promotions on impulsive buying behavior, with a t-statistic value of 1.871 < t-table 1.96 and a p-value of 0.061 > 0.05. The tenth hypothesis suggests that the impulse to buy impulsively mediates serendipitous information on impulsive buying behavior, with a t-statistic value of 3.083 > t-table 1.96 and a p-value of 0.002 < 0.05.

## DISCUSSION

1. Based on respondents' responses, the products that are the "Top Purchase Categories" in the Pontianak City area include Fashion (82,9%) as the most purchased product, followed by Beauty Products (62,9%), Cell Phones and Accessories (42,9%), Food and Drinks (31,9%), Women's Bags (29,5%), Hobbies (29,5%), Electronic Equipment (24,3%), and Household Appliances (20%).
2. H1 demonstrates a t-value of 2.372, surpassing the critical t-value of 1.96, and a p-value of 0.018, indicating significance below the 0.05 threshold. As a consequence, hypothesis one, investigating the impact of Hedonic Shopping Value on the inclination to urge to buy impulsively, can be substantiated.
3. H2 demonstrates a t-value of 2.008, surpassing the critical t-value of 1.96, and a p-value of 0.045, suggesting significance below the 0.05 threshold. Therefore, hypothesis two, which focuses on the impact of Sales Promotion on Urge to Buy Impulsively, can be confirmed.
4. H3 shows a t-value of 3.938, surpassing the critical t-value of 1.96, and a p-value of 0.000, indicating significance below the 0.05 threshold. Hence, hypothesis three, which concerns the influence of Serendipity Information on Urge to Buy Impulsively, can be upheld.
5. H4 demonstrates a t-value of 2.405, which surpasses the critical t-value of 1.96, and a p-value of 0.016, suggesting significance below the 0.05 threshold. Therefore, hypothesis four, which investigates the influence of Hedonic Shopping Value on Impulse Buying Behavior, can be affirmed.
6. H5 shows a t-value of 1.504, falling below critical t-value of 1.96, and a p-value of 0.132, indicating insignificance above the 0.05 threshold. Consequently, hypothesis five, which explores the impact of Sales Promotion on Impulse Buying Behavior, is not supported. Sales Promotion does not affect Impulse Buying Behavior. This is because consumers' impulsive purchases are not based on the attractiveness of the sales promotion program offered by TikTok Shop, but rather impulsive purchasing decisions are due to consumers' hedonic values,

buying according to their interests and preferences. This means that whatever the price of the product offered by TikTok Shop, as long as it suits their interests and preferences, consumers will still make impulse purchases.

7. H6 reveals a t-value of 2.301, surpassing the critical t-value of 1.96, and a p-value of 0.021, indicating statistical significance below the 0.05 threshold. Consequently, hypothesis six, which delves into the impact of Serendipity Information on Impulse Buying Behavior, is supported.
8. Similarly, H7 displays a t-value of 4.907, exceeding the critical t-value of 1.96, and a p-value of 0.000, suggesting significance below the 0.05 threshold. Hence, hypothesis seven, which focuses on the influence of Urge to Buy Impulsively on Impulse Buying Behavior, is affirmed.
9. Furthermore, H8 exhibits a t-value of 2.141, surpassing the critical t-value of 1.96, and a p-value of 0.032, indicating significance below the 0.05 threshold. Therefore, hypothesis eight, which investigates the mediation of Urge to Buy Impulsively in the influence of Hedonic Shopping Value on Impulse Buying Behavior, is confirmed.
10. On the other hand, H9 illustrates a t-value of 1.871, falling below the critical t-value of 1.96, and a p-value of 0.061, indicating insignificance above the 0.05 threshold. Thus, hypothesis nine, which explores the mediation of Urge to Buy Impulsively in the influence of Sales Promotion on Impulse Buying Behavior, is not supported.
11. Lastly, H10 demonstrates a t-value of 3.083, exceeding the critical t-value of 1.96, and a p-value of 0.002, indicating significance below the 0.05 threshold. Therefore, hypothesis ten, which examines the mediation of Urge to Buy Impulsively in the influence of Serendipity Information on Impulse Buying Behavior, is accepted.

## CONCLUSIONS AND RECOMMENDATIONS

The Hedonic Shopping Value has a notable on the Urge to Buy Impulsively, supported by research conducted by Sun et al., (2024) and Rahanatha et al., (2022). Likewise, the impact of Sales Promotion on the Urge to Buy Impulsively has been demonstrated in research by Etzel et al., (2001). Additionally, Serendipity Information's has a notable on the Urge to Buy Impulsively has been demonstrated in studies by Bao & Yang (2022) and Iftikhar & Iqbal (2020).

Hedonic Shopping Value significantly impacts Impulse Buying Behavior, as indicated by studies carried out by Kukar-Kinney et al., (2016), Rahadhini et al., (2020), Sari & Pidada (2019), Yulianto et al., (2021) and Zou (2018). In contrast to previous findings, Sales Promotion does not impact Impulse Buying Behavior. This conclusion is drawn from the studies conducted by Rosyida & Anjarwati (2016), Sari & Hermawati (2020), Diana et al., (2019), and Febria & Oktavio (2020), all of which suggest that Sales Promotion has no impact on Impulse Buying Behavior. Conversely, Serendipity Information significantly influences Impulse Buying Behavior, as demonstrated in research by Akram et al., (2018), Prawira & Sihombing (2021), Sarker et al., (2020) and Thuong (2020).

The Urge to Buy Impulsively greatly influences Impulse Buying Behavior which is by research conducted by Verhagen & Dolen (2011), Badgaiyan & Verma (2015), Foroughi et al., (2012), Mohan et al., (2013) and Moses et al., (2021).

In this research, it's possible that the inclination to engage in impulsive buying might serve as a mediator between Hedonic Shopping Value and Impulse Buying Behavior. Conversely, Sales Promotion doesn't influence Impulse Buying Behavior through the urge to buy impulsively. Conversely, in the subsequent analysis, Serendipity Information notably affects Impulse Buying Behavior through the Urge to Buy Impulsively, as indicated by the study conducted by Iftikhar & Iqbal (2020).

According to the results obtained from this study, impulsive buying behavior is notably affected by two primary factors: hedonic shopping value and serendipity information. Therefore, it is recommended that TikTok Shop adopt a marketing strategy that focuses on developing an interesting and enjoyable shopping experience, as well as expanding the opportunities for consumers to discover unexpected products or information. By using technology and its digital platform, TikTok Shop can increase consumer engagement, expand the consumer base, and increase sales. This will help TikTok Shop understand impulse buying behavior better, as well as build a stronger brand image and increase overall consumer satisfaction.

#### **ADVANCED RESEARCH**

Future research is expected to increase validity by increasing the sample and scope of respondents in Pontianak City. Apart from that, it is hoped that the research will expand to other regions such as West Kalimantan and throughout Indonesia. To improve quality, it is necessary to expand sources and information by adding indicator references to variables, so that understanding and insight increase.

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