

Factors Affecting Makeup Products Online Impulsive Buying Behavior on TikTok

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Abstract - With so many trends generated on TikTok, there is an interesting phenomenon that is happening. It's called "Keracunan TikTok" or "Poisoned by TikTok", where audiences make an impulse buying after viewing contents on TikTok. This phenomenon is widely used by brands and businesses to do their social media marketing efforts, especially for makeup brands whose industry is growing rapidly. This paper has the objective to determine the factors affecting makeup products online impulsive buying behavior on TikTok. A mixed method (qualitative and quantitative approaches) with a judgemental sampling is used in this paper. Sources of data used are primary and secondary data. The data were analyzed using coding, descriptive analysis, and multiple regression methods. The results of this study found the factors that affect online impulsive buying behavior are model (MO), gratification shopping (GS), and value shopping (VS).

Keywords Impulse Buying Behavior; Model; TikTok Application; makeup products

I. INTRODUCTION

A. TikTok Phenomenon in Indonesia

With increasingly advanced technology and growing social media trends, TikTok is here as a social media platform that grabs the attention of many people during the pandemic. According to TikTok Indonesia's head of operation, this social media application is busier than usual and had a 20% increase of users for the first 3 months of the pandemic. [1]. In Indonesia, TikTok claims to be thriving after getting 21 billion views per month with more than 100 new videos every day [2]. On TikTok, people are free to make videos, give reactions, duet, and share them with others. Social networking applications like TikTok making us keep coming back, especially in this pandemic situation where entertainment is very much needed [3]. The feeling of being happy and wanting to come back for more triggers many new trends to emerge. TikTok current trends are comedy videos, storytelling, dancing, singing, fashion OOTD, astrology, tutorials, and review contents.

With the emerging trend, there is a term that is often used by Indonesian TikTok users in the comments section, namely "**Keracunan TikTok**", where the audiences make unplanned purchases (impulse buying) because of it. This phenomenon is also felt by cosmetic

brands. Azarine cosmetics for example, the brand experienced a significant increase in sales by 50% from the previous year [4]. Another brand that experienced an increase in sales is Nutrishe, it is a local beauty and skincare brand that managed to increase sales by up to 3 times and increase brand awareness among the TikTok community [5]. Currently many brands, companies, and influencers are using TikTok as their marketing and branding medium, including brands in the growing cosmetics industry. Such as Biore with their #KecilTapiNgeselin challenge and Dear Me Beauty with their 10.10 promotion content. Other cosmetic brands that also use TikTok are MAC cosmetics, Maybelline, The Body Shop, L'Oreal, and many more.

B. Beauty Industry in Indonesia

Indonesia has an increasing awareness of health and beauty. Their spending power for this product has also increased. Beauty and skincare products are projected to take advantage of the consumer's growing willingness to afford day-to-day luxuries [6]. With the immersive growth of the beauty industry, various products are created according to the needs and desires of consumers. There are tons of products that are aimed at specific target markets with specific pain points. The large number of products offered certainly makes potential buyers confused in choosing the products they want to buy, which in turn, they look for more information about these products from various touch points before deciding to make a purchase. Product information in Indonesia primarily flows from TV advertisements and personal recommendations or word of mouth [7]. However, in 2017, 80% of Indonesian consumers are going online by using their mobile devices to look for more product information [8].

C. Online Impulsive Buying Behavior

50% of Indonesia's entire population is already familiar with the internet [9]. Social media or social networks are more popular in online communities where consumers have the potential to reach global audiences quickly and easily [10][11]. As one of the characteristics of Indonesian consumers, unplanned buying or impulsive buying behavior often takes place after consumers see an eWOM. Previous research found that one of the factors impacting online impulsive buying behavior is eWOM [12]. Electronic word of mouth is defined as "any positive or negative statement made by potential, actual, or former customers about a product or company, which is made

available to a multitude of people and institutions via the internet” [13]. With the ease of access and the large availability of online reviews on the internet, it is not surprising that when making purchasing decisions, people look for recommendations from other parties via the internet [14]. Intensity, valence of opinion, and content are the dimensions that are used to measure eWOM [15].

H1a-c: The dimension of intensity (H1a), valence of opinion (H1b), and content (H1c) in Electronic Word of Mouth has a positive impact on TikTok user online impulse buying behavior in makeup products.

Previous studies have recognized the variables that impact the impulsive buying behavior. Right now, as the technology and internet grows, online retailing channels allow shopping to be carried out at all times. Online shopping offers consumers with more ease and hedonic appeal, encouraging more urges to spend online and increasing hedonic shopping motivation [16]. Hedonic shopping is the fantasy and various forms of emotional experiences that result from purchasing a product [17]. There is a significant relationship between hedonic motivations and impulse buying [18]. There are six motives of hedonic shopping motivation, which are adventure shopping; gratification shopping; social shopping; idea shopping; role shopping; and value shopping [19]. But since this study is focused on online impulsive buying, social shopping will not be discussed since there is no social interaction with other consumers during online shopping.

H2a-e: The dimension of adventure shopping (H2a), gratification shopping (H2b), idea shopping (H2c), role shopping (H2d), and value shopping (H2e) in hedonic motivation has a positive relation to TikTok user's online impulsive buying behaviour in makeup products.

Consumers' online impulsive buying activity accounts for 40% of total internet consumption [20], a product's market demand can be met by increasing a country's online impulsive buying [21]. The information and findings in this study is important for the cosmetic marketers in Indonesia as a basis for forming business decisions and strategies. By using the findings in this research, marketers can understand factors that drive consumers' online impulsive buying behavior in the emerging social media, TikTok, and put the proper social media marketing strategies on TikTok, hence gain more profitability and strengthen their position to their competitors.

Based on the background that has been stated, the question that arises are:

1. What are the factors affecting makeup products online impulsive buying behavior on TikTok?

2. What are the impacts of electronic word of mouth in TikTok Application against online impulse buying behavior?
3. What is the key factor that most affects the online impulse buying behavior of customers in TikTok Application?

II. METHODOLOGY

A. Data Gathering Method

The approach will be using qualitative and quantitative approaches and is considered as an applied research to gather knowledge from customers about factors that affect cosmetic online impulse buying behaviour based on TikTok makeup contents in Indonesia. A mix method is chosen to make sure that study findings are anchored in the experiences of the respondents.

Qualitative Approach

A qualitative approach is used as the first method to collect the data in this study to determine another variables users pay most attention to when viewing content on TikTok, the content types, user's preference, and motivations that influenced impulse buying behavior for cosmetic items. The sampling technique being used in qualitative research is judgemental sampling, a non-probability sampling procedure in which the author chooses sample units depending on his prior experience or judgement [22]. Researchers aim to use the sample that is most relevant to the population of interest in order to perform a study as effectively as possible. In this study, the respondents should have the following criteria; women, 18 - 34 years old, an active TikTok user, use makeup products on a daily activity, have watched makeup & beauty contents in TikTok, and lives in Jakarta, Surabaya, Medan, Bandung, and Makassar. These five major cities were selected because, according to Priceza's findings, these cities are the key sources of online store traffic, account for more than half of online purchases, and have a solid online penetration in Indonesia [23]. Since the study is using a mixed approaches technique, semi structured interviews will be used in a qualitative process to investigate new ideas in order to produce theories or to clarify findings from a quantitative phase in which hypotheses are tested [24]. A qualitative research can be conducted in a way that achieves data saturation by gathering rich (quality) and thick (quantity) data [25]. The amounts of interviews required for a qualitative analysis to achieve data saturation was impossible to quantify, but the researchers took what they can obtain [26]. As a result, the sample size for the qualitative approach of this study is 10 (ten), this number is selected because the data collected has been saturated.

Quantitative Approach

The respondent criterias for quantitative approach are the same with the qualitative approach that has been mentioned before. Referring to Malhotra [27], a survey of minimum 200 respondents with a usual range of 300-500 respondents will be required for a marketing research study. As a result, a minimum 200 people were targeted as the respondents for this research. Survey approach is a method for conducting research that employs questionnaires that the author sends to survey respondents [28]. The survey will be completed using a questionnaire with a series of questions to record respondents' answers [29]. The questionnaire also inquired about the customer's demographic data, the customer's tendency to buy makeup products impulsively after seeing online reviews on TikTok, and the factors that influence it. The questionnaire is given via the internet using the Google Form platform. The language used for the questionnaires is in Bahasa Indonesia. The questionnaire used in this study consists of an open and closed model. For closed model questions, the answers have been provided and using a likert scale as the measurement. The survey is using a 7-point likert scale of (1= strongly disagree to 7= strongly agree) to assess all the variables in the research framework. The researcher decided to use the 7-point likert scale because it was shown to be more reliable, easy to use, and provide a better reflection of the respondent's true assessment [30].

B. Data Analysis Method

Qualitative Data

Coding

To analyze the qualitative data, coding will be conducted. Coding is "how you define what the data you're analyzing" in qualitative research [31]. The author gives colors to words or phrases in each statement that signify essential themes. Coloring is used because it is easier to recognize, skim, and arrange.

Quantitative Data

To analyze the quantitative data, the methods that will be used are:

1. **Descriptive Analysis:** Descriptive analysis is the transformation of raw data into an understandable and interpretable form [32]. There are two approaches to analyze descriptions in visual form: descriptions in text form and mean [33]. Authors will describe the data collected in the form of text and mean.
2. **Coding:** Manual coding is the first step in doing a thorough examination and interpretation [34]. Coding method will be used to analyze an open-ended question by giving a code name based on capital letters. The capital letter code will be determined by how each factor is interpreted.
3. **Validity and Reliability Test:** Validity test is performed to determine if the information

collected using the measuring instrument after the research is valid [35]. While reliability is the degree to which the scale produces consistent findings when repeated [36]. A reliability test is used to assess the results from a questionnaire that serves as an indication of a variable or construct.

4. **Classical Assumption Test:** Classical assumption testing on research data. This test is performed using four test models, namely normality, multicollinearity, and heteroscedasticity [37].
5. **Multiple Linear Regression Analysis:** Multiple regressions are used to express the influence of independent variables and dependent variables. The purpose of linear regression is to show the dependent variable value based on the independent variable value.
6. **Coefficient of Determination (R^2):** R^2 is a value that shows how much the independent variable will explain the dependent variable. R^2 in the regression equation is susceptible to the addition of independent variables, so the value of R^2 will increase as more independent variables are involved [38].
7. **T-test and F-Test:** T-Test determines how important the independent factors are in explaining the dependent variable [39], while the F-test seeks to assess the influence of independent variables at a significant value of 0.05 (5%) [38].

III. RESULTS

A. Qualitative Data Analysis

Interview Result

The interview result is analyzed using coding, due to the page limitation, coding result table will not be shown in this paper. From this method, there are several findings that the authors found, first is the type of content that attracts and increases customers desire to buy makeup products are a detailed product-related information, such as price, quality, variety of shades or colors, product claim and benefits. The content should also be accountable from reputable sources. This kind of content is attractive because the consumer's most important variable is the product's information. Furthermore, respondents felt that the model variable was important, they really paid attention to the similarity of their skin type & skin color and the model, the way the model spoke, whether it was clear, detailed, interesting, and influential or not, and the attractive appearance of the model. The model in this study is defined as someone who is the subject of a content, whether he or she is a content creator, influencer, brand ambassador, or face of a brand. Consumers' desire to buy will increase if the model has an attractive appearance and has good and persuasive speaking skills.

Updated Hypotheses

Models in the beauty industry also play a big role in the impulsive buying behavior. L'Oréal, a leading cosmetics company, has always used well-known models and celebrities as their brand ambassadors to enhance their marketing activities [40]. Based on the interviews conducted in this paper, customers would be more interested in purchasing beauty items if the TikTok content they watched includes visually appealing models. Therefore, this paper will also discuss how models affect customers' online impulse buying behavior on TikTok application. By knowing the key factors that influence impulsive online buying behavior, marketers can maximize their marketing efforts on TikTok social media, hence gain more profitability and strengthen their position to their competitors. Hence with this additional variable, this study wants to prove that the model variable has a positive impact on TikTok user's online impulse buying behavior in makeup products.

H3: Model has a positive impact on TikTok user's online impulse buying behavior in makeup products.

Updated Research Questions

With model as an additional variable, below are the updated research questions to be answered:

1. What are the factors affecting makeup products online impulsive buying behavior on TikTok?
2. What are the impacts of electronic word of mouth in TikTok Application against online impulse buying behavior?
3. What is the key factor that most affects the online impulse buying behavior of customers in TikTok Application?
4. How does a model affect customers' online impulse buying behavior in TikTok Application?

B. Quantitative Data Analysis

Respondent Demographic & Behavioral Profile Result

The respondents who were involved in this study were 400 respondents with the following criterias: female, an active TikTok user, wearing makeup in their daily activities, and having seen the makeup review content on TikTok. The majority of respondents are women aged 18-22 years, most of them are students with high school education level and monthly expenses to buy cosmetic products of IDR 160,000 - IDR 300,000. The majority of them live in Jakarta, followed by Bandung afterwards. From the behavior data, (98%) of the respondents read the comments column in TikTok content. Before purchasing makeup products, (98%) of the respondents access the review content first. Respondents access review content to find out about certain information, such as the price, quality, side effects, and other information of a makeup product. This means that makeup products require a lot of

information and consideration before it is bought and used. Respondents save review content on TikTok as a material for product reference, to compare with other products, or to make it easy for them to find the information when they need it. They also have the desire to share content on TikTok (56%), (53.8%) of them spend more than 3 hours a day on TikTok, and (47.3%) did an online impulsive buying 1-3 times in one year.

Survey Result Description Analysis Result

From the survey, the highest mean score is the content variable (CO) with a score of (6.343). The indicator with the highest mean score is "I got information about makeup products brands on TikTok". This shows that TikTok users have high accessibility of information about makeup products through the content on their FYP (TikTok timeline). Meanwhile, the lowest mean score (3.490) belongs to one of the indicators from the consumer online impulse buying behavior (CIB) variable. The indicator is "I buy cosmetic products online without thinking about it thoroughly." This shows when it comes to cosmetic products, consumers have a lot of things to be considered. To get a more comprehensive analysis, the author decided to calculate the standard deviation of the overall data collected. The standard deviation shows how far individual responses to a question differ or "deviate" from the mean. The lowest standard deviation with a score of (0.894) lies in one of the indicators used in the content variable. The indicator statement is "I got information about makeup products quality on TikTok". This means that the responses of this indicator are close or concentrated around the mean. Since the lowest standard deviation is also the highest mean, this shows that most respondents rated content higher than the other variables. The highest standard deviation score (1.853) belongs to the statement of "I made an impulsive purchase when a cosmetic brand on TikTok collaborated with a model I idolized". This statement from the model variable indicates that the responses are dispersed or polarized across the mean.

Validity & Reliability Test Result

Based on the results of the validity test of 400 questionnaire instruments, the value of each indicator is greater than 0.5 (table r), implying that each data is accurate and can be utilized for further analysis. The reliability test revealed that the Cronbach Alpha value for each variable is more than 0.6, implying that the questionnaire in this study is reliable.

Classical Assumption Test Result

• Normality Test

Based on Kolmogorov-smirnov test it is known that the value of significance or Asymp. Sig (2-tailed) is 0.200, greater than =5%, and on the normal graph plot in figure 1, it can be seen

that the dots spread around the diagonal line so that it can be concluded that this graph is normally distributed and the data is normally distributed.

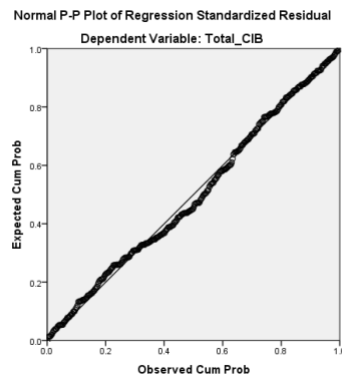


Fig. 1. Normality Test Result

- **Multicollinearity Test**

Tolerance values of all independent variables show results > 0.1 , and the results of all VIF values show results < 10 . Thus it can be concluded that there is no multicollinearity between independent variables in the regression model.

- **Heteroscedasticity Test**

The Rank Spearman test result shows that all of the independent variables are free from heteroscedasticity problems, indicated by a bigger significance value than alpha (0.05).

Multilinear Regression Analysis Result

F-Test

According table I, the F score is 68.428 with a significant score of $0.000 < 0.05$. The regression model may then be used to forecast variable involvement. This indicates that simultaneously, all independent variables have a significant impact on the dependent variable.

Regression Coefficient

The regression coefficient result shown by table II explains whether the connection between the independent variable and the dependent variable is positive or negative. The coefficient regression score determines which indications are positive and which are negative. A positive sign explains that if the independent variables increase, the dependent variable will also increase by the number of the coefficient regression, only if the other variables are constant.

TABLE I
F TEST RESULT

Model	Sum of Square	Df	Mean Square	F	Sig
Regression	18504.462	9	2056.051	68.428	0.000
Residual	11718.298	390	30.047		
Total	30222.760	399			

The variables Intensity (0.730), adventure shopping (0.041), gratitude shopping (0.700), idea shopping (0.104), role shopping (0.007), value shopping (0.229), and model (0.436) each had a positive relationship with consumers online impulsive buying behavior. Of all the variables, if the other variables remain constant, it is the intensity variable that has the greatest positive relationship to online customer impulsive buying behavior with a score of (0.730), followed by gratification shopping with a beta score of (0.700), model with a score of (0.436), and value shopping with a score of (0.229). However, opinion and content valence have a negative relationship or weak influence on online customers' impulsive buying behavior as indicated by the regression coefficient values of (-0.103) and (-0.281).

Coefficient of Determination (R^2)

The adjusted R^2 score is 0.603. The value in that adjusted R^2 shows the capability of the independent variables in explaining customers online impulse buying behavior as dependent variable in this research which is 60,3% and the rest 39,7% is explained by other independent variables outside this research.

T-Test

A 95% confidence level is applied in this study, which makes an independent variable with significant value below 0.05 is determined to affect the consumers online impulsive buying behavior. As shown in the table II, four variables proved to significantly affect the customers online impulse buying behavior. The passed variables are content, gratification shopping, value shopping, and model with each (Sig.value) of 0,000. The remaining five variables exceed the significance value 0.05, which are intensity, valence of opinion, adventure shopping, idea shopping, and role shopping with (Sig.value) of 0.443; 0.411; 0.588; 0.229; and 0.920.

TABLE II
REGRESSION COEFFICIENT RESULT

Model	Coefficient Regression	t count	Sig.t	Result
(Constant)	6.223	2.538	0.012	Insignificant
Intensity (IN)	0.730	0.768	0.443	Insignificant
Valence of Opinion (VO)	-0.103	-0.823	0.411	Significant
Content (CO)	-0.281	-3.718	0.000	Insignificant
Adventure Shopping (AS)	0.041	0.542	0.588	Significant
Gratification Shopping (GS)	0.700	8.537	0.000	Insignificant
Idea Shopping (IS)	0.104	1.205	0.229	Insignificant
Role Shopping (RS)	0.007	0.101	0.920	Significant
Value Shopping (VS)	0.229	3.590	0.000	Significant
Model (MO)	0.436	11.879	0.000	Insignificant

IV. DISCUSSION

H1a: The dimension of Intensity in Electronic Word of Mouth has a positive impact on TikTok user online impulse buying behavior in makeup products

Variable Intensity (IN) has a t count of 0.768 and a significant value of 0.443. The results of the study obtained a significance value of $0.443 > 0.05$; it is concluded that the hypothesis H1a is rejected. Intensity in this study is the number of TikTok user opinions in providing information about makeup, and interactions between users on social networking sites regarding makeup products in the TikTok application. The results of this test are inconsistent with the statement of research result from Sugianto [41]. It shows that comments or opinions from other users on TikTok are not a stimulant in motivating consumers to carry out impulsive buying behavior for makeup products. Because intensity is related to reference groups as stated by Kotler [42], "a person's reference group is all groups that have a direct (face-to-face) or indirect influence on the person's attitude or behavior". And other users on TikTok are not considered as a reference group by makeup product consumers.

H1b: Valence of Opinion Dimension in Electronic Word of Mouth has a positive impact on TikTok user online impulse buying behavior in makeup products

Valence of Opinion variable partially does not have a significant positive effect on online customers' impulsive buying behavior, therefore hypothesis H1b is rejected. As evidenced by the significance value of 0.411, more than ($>$) 0.005. Valence of opinion relates to positive or negative opinions submitted by TikTok site users. The survey results show that makeup product consumers pay more attention to negative reviews than positive reviews. This finding contradicts the results of studies that stated when customers read positive comments, the amount of online reviews can encourage them to make an impulsive purchase [43] [41]. As a proponent, Fiske revealed that consumers are more sensitive to negative comments. In online impulsive buying behavior, consumers may highly rely on hedonic motivation, which makes them not pay much attention to the product quality, thus not attaching importance to the valence of opinion variable in the content [44] [45].

H1c: The dimension of Content in Electronic Word of Mouth has a positive impact on TikTok user online impulse buying behavior in makeup products

The results of the regression analysis showed that the content variable partially had a significant negative effect on online customers' impulsive buying behavior. The variable is declared significant because its significance value is (0.000) or less than (0.005), but has a negative effect because of its beta value (-0.142). It means that the H1c hypothesis is rejected. The content in this study is the information from TikTok users related to makeup products. The results of the analysis show that when

buying makeup products, consumers always pay attention to product quality, general information such as price, texture, and shade. In addition, consumers of makeup products on TikTok also pay attention to the video quality, concept, or uniqueness of the content on TikTok. However, not all content on TikTok provides complete information like a specific platform for makeup reviews. Based on interview data, it is known that most creators on TikTok create content that is too long-winded to seek more views and likes, so the information conveyed about the makeup product is incomplete so that the content variable has a negative effect on customers' impulsive buying behavior. This statement is supported by Saxena, A., & Khanna, U [46] that stated the more information given to customers about new products, specific benefits of products, and price comparison information, the more value would be generated.

H2a: The dimension of adventure shopping in hedonic motivation has a positive relation to TikTok user's online impulsive buying behaviour in makeup products

With a significant value of 0.588 which is greater than 0.005, contrary to our expectation, the adventure shopping variable partially has no positive significant effect on online customers' impulsive buying behavior. It means that the hypothesis H2a is rejected. This means that consumers of makeup products on TikTok who perceive shopping as an adventure, feel like in their own world when shopping, and perceive shopping as a source of thrill are more likely not to engage in impulsive buying behavior. The results of this analysis contradict the study of [47].

H2b: The dimension of gratification shopping in hedonic motivation has a positive relation to TikTok user's online impulsive buying behaviour in makeup products

Gratification shopping variable has a significant positive relation to TikTok user's online impulsive buying behaviour in makeup products. This can be explained by the result of the regression analysis that shows that the significant value of gratification shopping is (0.000) or less than (0.005). This result indicates that TikTok consumers who perceive shopping as a place to seek an immediate gratification, to make themselves feel happy and less stressed, are more likely to engage in an impulsive purchase on makeup products. This result is in line with previous studies that found gratification shopping is a way for impulsive shoppers to get short-term pleasures [48], [49]. And customers with impulsive characteristics are more likely to be emotionally invested and want a quick gratification [50].

H2c: The dimension of idea shopping in hedonic motivation has a positive relation to to TikTok user's online impulsive buying behaviour in makeup products

Idea shopping variable has a significance value of 0.220 (sig <0.005), it can be concluded that the H2c hypothesis is rejected. This means that consumers who have the nature of following trends and new products do not have a significant influence on online consumers' impulsive buying behavior towards makeup products on TikTok. The results of this hypothesis contradict a previous study by Hamdan and Beyza [51], [52] which said that the idea of shopping had a positive impact on online impulsive buying behavior.

H2d: The dimension of role shopping in hedonic motivation has a positive relation to to TikTok user's online impulsive buying behaviour in makeup products

Role shopping has a significance value greater than 0.005, which is 0.920. This means that the role shopping variable is not significantly related to TikTok makeup customers' online impulsive buying behaviors. Therefore, the H2d hypothesis is rejected. This result is in line with previous which said that the role shopping variable in the hedonic shopping motivation dimension did not have an impact on impulse buying behavior [53].

H2e: The dimension of value shopping in hedonic motivation has a positive relation to TikTok user's online impulsive buying behaviour in makeup products

With a significance value of 0.000 or less than 0.005, the value shopping variable has a significant effect on the online impulsive buying behavior of TikTok users towards makeup products. This means that the hypothesis H2e is accepted. Consumers who frequently seek deals and bargains are more likely to engage in online impulse buying behavior towards makeup products. These results can be explained by research and findings from previous researchers which said that impulsive buyers tend to fall for promotions and offers and impulsive purchases are triggered by various promotions [54], [55], [56].

H3: Model has a positive impact on TikTok user's online impulse buying behavior in makeup products

The model variable has a significant effect on the online impulsive buying behavior of TikTok users towards makeup products. It is proved by a significance value of 0.000 which is smaller than 0.005. This means that the hypothesis H3 is accepted. Based on the data analysis, it was found that the model (in this case the subject of the content) had an effect on the TikTok user's desire to carry out impulsive buying behavior. The criteria for attractive models in the eyes of consumers are models that have the same skin type and skin color as them, have an attractive appearance, have good public speaking, and explain product information in a detailed, clear, and complete manner.

V. CONCLUSION

From the results of the analysis, the conclusions that can be drawn are, the results of the study show that most of the respondents are women aged 18-22 years, with the

last education being high school, currently students and living in the city of Jakarta. They spend IDR 160,000 - IDR 300,000 to buy makeup products every month. In one day, they spend more than three hours on TikTok and do online impulsive buying 1-3 times a year. Based on the results of the F test, for TikTok users it is known that all independent variables simultaneously affect online customers' impulsive buying behavior, and the T test shows that the variables that have a significant influence are content, gratification shopping, value shopping, and models. However, the dimensions of content in electronic word of mouth have a negative effect, while others have a positive effect. The variable that has the greatest positive influence is the model variable, followed by gratification shopping and value shopping. As a suggestion for further research, it is suggested to conduct research related to the motivation of users of social networking sites to do e-WOM, the influence of demographics such as gender, education level, and age in the use of e-WOM. In addition, other variables such as website reputation can also be used to see its effect on purchasing decisions. For business owners, the selection of models in making TikTok must be carefully thought out and adjusted to the preferences of TikTok users, namely models that are attractive and have good public speaking skills. The model chosen must also represent the skin tone or color of most Indonesians. In addition, promotions and calls to action related to the purpose of gratuities can also be applied to any content or campaign conducted on TikTok.

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