

# The Effect of Attractiveness of Advertising, Sales Promotion and Affiliate Marketing Products on Impulse Buying on the TikTok Application

## (Study on Students of Business Management Department of Batam State Polytechnic)

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### **Abstract**

*This research aims to find out whether the attractiveness of advertising, sales promotions and affiliate marketing has an effect on impulse buying on the TikTok application. This type of research is descriptive research with a quantitative approach. The subjects in this research were Batam State Polytechnic (Polibatam) students majoring in business management in the morning and evening classes, who had seen advertisements and promotions on the TikTok application and had made purchases using the TikTok Shop at least 3 times. Sample selection in this research was carried out using a purposive sampling technique. The collected data was analyzed using the multiple linear regression analysis method with the SPSS version 27 application for processing. The findings from this research indicate that there is a significant and positive influence of advertising attractiveness on impulse buying behavior on the TikTok platform. Apart from that, sales promotions and affiliate marketing also show a positive and significant influence in encouraging impulse buying on the same application.*

**Keywords:** advertising attractiveness, sales promotion, affiliate marketing, impulse buying

## **1. Introduction**

### **1.1 Background**

Nowadays, technology is growing rapidly, making life practical because anything can be done through the internet. The use of the internet TikTok is no longer just for finding information, but also an entertainment, is entering and popularity of TikTok among teenagers. Apart from being a means to entertain and fill spare time, TikTok has also become a platform for expression and sharing creativity..

The TikTok app has experienced rapid growth since 2020. Although it has been around since 2018, interest in TikTok has recently exploded, especially in Indonesia. The country even became the second largest in the number of monthly active TikTok users, reaching 113 million people in April 2023. (Monavia Ayu Rizaty, 2023)

TikTok launched the TikTok Shop feature in April 2021,

allowing users to sell items directly on the app. In December 2023, TikTok announced a partnership with PT Tokopedia to expand the e-commerce sector in Indonesia. Research shows the positive impact this partnership will have on MSME revenue, with the belief that the credibility of TikTok x Tokopedia will increase as it is operated by Tokopedia.

According to Jefkins (1997), advertising is an information medium designed to attract the interest and attention of the audience. With attractive features, advertisements encourage consumers to voluntarily. In TikTok, various creative contents such as video challenges, lip sync, music, dance, and others provide a means to attract users' attention.

Every business needs to adapt and develop innovative strategies, including sales promotion on TikTok. Haque-Fawzi et al. (2022) showed that Sales Promotions trigger Impulse Buying by utilizing incentives to multiply the products acquired by consumers.

One form of sales promotion that is being intensively carried out at this time is Affiliate Marketing. Benediktova & Nevosad (2008) define affiliate marketing as a type of online sales where the seller shares revenue with the affiliate for each buyer's visit to the company's website through the content provided. Affiliates aim to promote goods to more people by directing buyers to the website or account through special links provided. The merchant provides this link to the affiliate as a sign of identification of the buyer who came through the affiliate's referral.

Rook and Fisher (in C. y. Miranda, 2016) *impulse buying* is the tendency of consumers to make spontaneous, reflexive, and sudden purchases. In Indonesia, the majority of consumers tend to be unplanned and often make impulse purchases, especially when influenced by unique and attractive advertisements. The quick availability of product information on TikTok can also influence impulse buying patterns.

Polibatam students were chosen as research subjects because TikTok is used not only as entertainment, but also as a shopping platform. As many as 40% of TikTok users in Indonesia are 18-24 years old, making them a potential marketing target. Thus, Polibatam students were chosen respondents representing this study because they fall into this age category.

Based on this background, researchers are interested in conducting research entitled "The Effect of Attractiveness of Advertising, Sales Promotion and Affiliate Marketing products on Impulse Buying in the TikTok Application".

### **1.2 Problem Formulation, Research Objectives and Benefits**

The formulation of the problems in this study are: first, how the attractiveness of product advertisements affects impulse buying behavior in TikTok application users who are Polibatam students. Second, how does sales promotion affect impulse buying in TikTok application users who are Polibatam students. Third, how affiliate marketing affects impulse buying in TikTok application users who are Polibatam students. Fourth, how does the influence of advertising attractiveness, sales promotion, and product affiliate marketing on impulse buying in TikTok application users who are Polibatam students.

From the definition of the problem that has been formulated, this research achieves four main objectives. First, to analyze the impact of advertising appeal on impulse buying behavior among TikTok application users. Second, to examine the effect of sales promotion on impulse buying behavior among TikTok application users. Third, to examine the effect of affiliate marketing on impulse buying behavior among TikTok app users. Fourth, to evaluate the combined impact of

advertising appeal, Sales promotion, and affiliate marketing on impulse buying among TikTok app users.

This study has theoretical benefits and practical benefits, the theoretical benefits are to provide new insights and in-depth understanding of the influence of advertising attractiveness, sales promotion and affiliate marketing on impulse buying behavior on the TikTok application. Research is also expected to provide theoretical contributions and new knowledge in the study of digital marketing and consumer behavior.

This research is expected to provide practical benefits can provide insight, practical recommendations for marketers and companies that use TikTok as a marketing platform. With a better understanding of the influence of advertising appeal, sales promotion and affiliate marketing, marketers can optimize promotional strategies to increase consumer impulse purchases.

## **2. Literature Review**

### **2.1 S-O-R Theory (Stimulus-Organism-Response)**

The Stimulus-Organism-Response (SOR) theory, introduced by Hovland (1953), is a concept originally developed in the field of psychology but later applied in marketing studies. According to this theory, mass media plays an important role in triggering reactions from individuals who receive messages. Within the framework of this theory, the communication process is simplified into two main elements: mass media and message receiver (organism), but the response is influenced by the characteristics of the organism (O), hence the name S-O-R Theory (Rizqy & Hidayat, 2021:593).

In this study, the SOR theory connects the independent variables advertising attractiveness, sales promotion and affiliate marketing) as a stimulus that makes consumers interested (organism). This results in a response in the form of real behavior, such as attitudes that lead to impulse buying decisions by Polibatam students as research subjects.

### **2.2 Advertising Appeal**

Moriarty's view in Morissan (2015: 345), advertising appeal is a factor that drives individual motivation, identifies and emphasizes their needs, and triggers an interest in buying.

Advertising Appeal Indicator

1. Meaningful
2. Distinctive
3. Believable

### 2.3 Sales Promotions

Kotler et al (2005:785) sales promotions are temporary incentives designed to promote the purchase or sale of goods or services. Sales Promotions include things like rebates, discounts.

Sales Promotion Indicator

1. Sampling
2. Coupons
3. Premium
4. Contests and sweepstakes
5. Refunds and rebates
6. Bonus Packs
7. Price Off Deals
8. Event Marketing

### 2.4 Affiliate Marketing

Eapen et al (2017) explain that affiliate marketing is a tactic in the field of marketing in which individuals sell products to other consumers and, as a result, earn a commission each time a sale occurs through the advice of affiliate marketers or participants.

Affiliate Marketing Indicators

1. Advertising
2. Sales Promotion
3. Personal Selling
4. Direct Marketing
5. Public Relations

### 2.5 Impulse Buying

According to Kharis in Fernanda (2019) *impulse buying* is a situation that is not planned spontaneously, and is not realized so that it affects a person's decision to buy something.

Impulse Buying Indicator

1. Pure Impulse
2. Reminder Impulse
3. Suggestion Impulse
4. Planned Impulses

### 2.6 Hypothesis Development

The hypothesis to be tested is:

**H1** : The attractiveness of advertising has a positive and significant effect on impulse buying in the TikTok application.

**H2** : Sales promotion has a positive and significant effect on impulse buying on the Tiktok application

**H3** : Affiliate marketing has a positive and significant effect on impulse buying in the TikTok application.

**H4** : Advertising attractiveness, sales promotion and affiliate marketing have a positive and significant effect on impulse buying in the TikTok application.

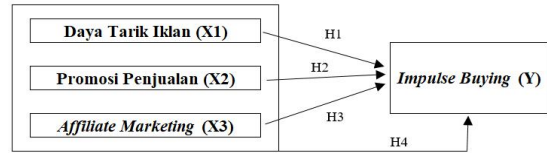


Figure 1 Hypothesis Development

Source: Data Processing Results 2023

## 3. Research Methods

In this research, the author applied a quantitative descriptive method. The method involves statistical analysis, evaluation of data obtained through research instruments, study of the targeted population, and verification of formulated hypotheses.

### 3.1 Operational Variables

Table 3.1 Operational Variables

Variables	Variable Definition	Variable Indicators	Scale
Ad Attractiveness (X1)	Something that grabs people's attention, addresses their needs or goals, and moves them. Moriarty in Morissan (2015)	<i>Meaningful</i>	Likert
		<i>Distinctive</i>	
		<i>Believable</i>	
Sales Promotion (X2)	Short-term incentives designed to encourage the sale or acquisition of a good or service. Discounts, vouchers, exhibitions, demonstrations, and events are examples of sales promotions. Kotler et (2005)	<i>Coupons</i>	Likert
		<i>Refunds and rebates</i>	
		<i>Price off deals</i>	
		<i>Event Marketing</i>	
Affiliate Marketing (X3)	Affiliate marketing is defined as a marketing strategy where products are marketed through others and there is a compensation agreement with our marketers who will receive payment after a sale thanks to referrals provided by affiliate marketers (Eapen et al., 2017)	<i>Advertising</i>	Likert
		<i>Sales Promotion</i>	
		<i>Direct Marketing</i>	
		<i>Public Relations</i>	
Impulse Buying	The tendency of consumers to make impulsive,	Pure Impulse	Likert
		Reminder Impulse	

Variables	Variable Definition	Variable Indicators	Scale
(Y)	reflexive, sudden, and instinctive purchases. Rook and Fisher in Wilujeng (2017)	Suggestion Impulse Planned Impulse	

### 3.2 Data Type and Source

#### a. Primary Data

In this study, primary data were collected through surveys using structured questionnaires distributed directly to Polibatam students who have made purchases through TikTok app.

#### b. Secondary Data

Secondary data was collected through documentation studies, such as journals, books, periodicals and websites.

### 3.3 Research Instrument

Each question or statement used in this study was given one of the following scores by the researcher:

**Table 3.2 Likert Scale**

Answer	Code	Value
Strongly Agree	S	4
Agree	SS	3
Disagree	TS	2
Strongly Disagree	STS	1

Source :Sugiyono (2014)

### 3.4 Sample Size Determination Technique

The population in this study were Polibatam students majoring in Business Management. Based on the recorded data obtained by researchers from the Polibatam academic subdivision, there are a total of 3,692 students enrolled in the department. The Solvin formula is applied in this study, the number of participants must be representative so that the results can be generalized. Since there are 3,692 students in the study population, 10% of the allowance is used, and the computational results can be simplified to an appropriate level.

$$n = \frac{N}{1 + N(e)^2} \quad (1)$$

$$\text{Sample} = 3.692 / (1 + (3.692 \times 0,01))$$

$$\text{Sample} = 3.692 / (1 + 36,92)$$

$$\text{Sample} = 3.692 / 37,92$$

$$\text{Sample} = 97,362$$

When rounded, the minimum sample size of the 3,692 population with a 10% margin of error is **100 respondents**.

### 3.5 Sample Drawing Technique

Researchers used purposive sampling techniques, or sampling with consideration, because the respondents selected were considered capable of providing information and meeting the research criteria.

The criteria are; 1. Respondents are Polibatam students majoring in Business Management morning and evening classes. 2. Respondents have Tiktok application on Smartphone. 3. Respondents taken are students who have seen advertisements and promotions on the TikTok application. 4. Respondents taken are students who have used Tiktok Shop to shop at least 3 times.

### 3.6 Data Processing Technique

Data processing involved the use of computer-based calculations, and the SPSS 27 program was used to perform data processing stages on the raw data.

## 4. Research Result and Discussion

### 4.1 Data Analysis Result

#### 4.1.1 Respondent Characteristics

##### a. Respondent Characteristics Based on Gender

**Table 4.1 Characteristics of Respondent Based on Gender**

No	Gender	Frequency	Percentage
1	Male	16	16%
2	Female	84	84%

(Source : Data Processing Result, 2024)

In this study, the results showed that the respondents involved were mostly female, with this proportion being the most dominant by gender.

##### b. Respondent Characteristics Based on Study Program

**Table 4.2 Characteristics of Respondent Based on Study Program**

No	Study Program	Total	Percentage (%)
1.	Applied Business Administration	50	50%
2.	Accounting	25	25%
3.	Managerial Accounting	11	11%
4.	International Trade Logistics	14	14%
<b>Total</b>		<b>100</b>	<b>100%</b>

(Source : Data Processing Result, 2024)

In this study, it can be seen that the majority of respondents are from the applied business administration study program, with the highest presentation.

#### 4.1.2 Variable Data Description

##### a. Variable Description of Advertising Attractiveness (X1)

Advertising attractiveness variables are measured using 5 statements from meaningful, distinctive, and believable indicators. The results of the 5 statements show a score of The average score is between 3.26 to 3.69. This score indicates that respondents' perceptions of advertising attractiveness towards impulse buying are very positive because they exceed the value of 3.00. From the results of a survey conducted on 100 respondents related to Ad Attractiveness, the frequency distribution is described in the following form:

**Table 4.3 Variable Description Analysis of Advertising Attractiveness (X1)**

Variable	Item	Mean	Category
Advertising Attractiveness (X1)	X1.1	3.26	Very Positive
	X1.2	3.32	Very Positive
	X1.3	3.52	Very Positive
	X1.4	3.67	Very Positive
	X1.5	3.69	Very Positive
	<b>Mean Variabel</b>	<b>3.49</b>	<b>Very Positive</b>

(Source : Data Processing Result, 2024)

##### b. Variable Description of Sales Promotion (X2)

To measure the Sales Promotion variable, seven statements are used from indicators such as coupons, refunds and discounts, and event marketing. The scores obtained from the seven statements ranged from 3.47 and 3.60. this score indicates that respondents' perceptions of sales promotions on impulse buying are very positive because they exceed the value of 3.00. The data collected from one hundred respondents about sales promotion has been processed to obtain a frequency distribution, which is presented as follows:

**Table 4.4 Variable Description Analysis of Sales Promotion (X2)**

Variable	Item	Mean	Category
Sales Promotion (X2)	X2.1	3.49	Very Positive
	X2.2	3.47	Very Positive
	X2.3	3.54	Very Positive
	X2.4	3.56	Very Positive
	X2.5	3.57	Very Positive
	X2.6	3.56	Very Positive
	X2.7	3.60	Very Positive
<b>Mean Variabel</b>	<b>3.55</b>	<b>Very Positive</b>	

(Source : Data Processing Result, 2024)

##### c. Variable Description of Affiliate Marketing (X3)

Affiliate Marketing variables are assessed based on five statements that represent indicators such as advertising, sales promotion, direct marketing, and public relations. Of the five statements, the scores obtained ranged from 3.53 to 3.66. This score indicates

that respondents' perceptions of affiliate marketing on impulse buying are very positive because they exceed the value of 3.00. Obtained data from One hundred respondents expressed their responses regarding affiliate marketing, and the frequency distribution can be described in the following way:

**Table 4.5 Variable Description Analysis of Affiliate Marketing (X3)**

Variable	Item	Mean	Category
Affiliate Marketing (X3)	X3.1	3.53	Very Positive
	X3.2	3.66	Very Positive
	X3.3	3.66	Very Positive
	X3.4	3.64	Very Positive
	X3.5	3.61	Very Positive
	<b>Mean Variabel</b>	<b>3.64</b>	<b>Very Positive</b>

(Source : Data Processing Result, 2024)

##### d. Variable Description of Impulse Buying (Y)

In this study, the measurement of Impulse Buying variables was carried out through five statements representing indicators such as pure impulse, reminder impulse, suggestion impulse, and planned impulse. The scores obtained from the five statements ranged from 3.15 to 3.47, showing variations in the responses given by respondents. These scores indicate that respondents' perceptions of impulse buying are very positive because they exceed the value of 3.00. The data collected from 100 respondents related to Ad Attractiveness has been processed to determine the frequency distribution.

**Table 4.6 Variable Description Analysis of Impulse Buying (Y)**

Variable	Item	Mean	Category
Impulse Buying (Y)	Y1.1	3.40	Very Positive
	Y1.2	3.47	Very Positive
	Y1.3	3.47	Very Positive
	Y1.4	3.46	Very Positive
	Y1.5	3.15	Very Positive
	<b>Mean Variabel</b>	<b>3.64</b>	<b>Very Positive</b>

(Source : Data Processing Result, 2024)

## 4.2 Research Instrument Test

### 4.2.1 Validity Test

**Table 4.7 Recapitulation of Validity Test Result**

Variable	Variable			Description
	Item	R Count	R Table	
Advertising Attractiveness	X1.1	0,715	0.306	Valid
	X1.2	0,707		
	X1.3	0,847		
	X1.4	0,508		
	X1.5	0,759		
Sales Promotion	X2.1	0,682	0.306	Valid
	X2.2	0,755		
	X2.3	0,701		
	X2.4	0,749		

Variable	Variable			Description
	Item	R Count	R Table	
Affiliate Marketing	X2.5	0,682	0.306	Valid
	X2.6	0,793		
	X2.7	0,722		
	X3.1	0,769		
	X3.2	0,735		
	X3.3	0,311		
Impulse Buying	X3.4	0,684	0.306	Valid
	X3.5	0,593		
	Y1.1	0,592		
	Y1.2	0,604		
	Y1.3	0,725		
	Y1.4	0,690		
	Y1.5	0,779		

(Source : Data Processing Result, 2024)

Based on Table 4.7, it is proven that the variables of advertising attractiveness, sales promotion, affiliate marketing, and impulse buying have an r-count value > r-table value. Therefore, it can be said that all research statement items have validity.

#### 4.2.2 Reliability Test

**Tabel 4.8 Recapitulation of Reliability Test Result**

Variable	Reliability		Conclusion
	Alpha Cronbach	Total Question	
Advertising Attractiveness (X1)	0,752	5	Reliabel
Sales Promotion (X2)	0,842	7	Reliabel
Affiliate Marketing (X3)	0,606	5	Reliabel
Impulse Buying (Y)	0,695	5	Reliabel

(Source : Data Processing Result, 2024)

Based on table 4.8, it shows that the Cronbach Alpha value generated by each statement shows a number > 0.6. So it is said that each research variable meets the reliability criteria.

### 4.3 Classical Assumption Test

#### 4.3.1 Normality Test

The Kolmogorov Smirnov method is used in this study to determine whether the data is normally distributed or not. Conclusion is drawn based on the significance value in the 2-tailed significance test. Data is thought to be normally distributed if the significance value is > 0.1. The following are the results of the Kolmogorov Smirnov method test in this study.

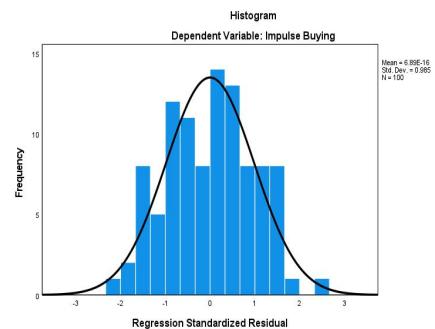
**Tabel 4.9 Normality Test Result**

One-Sample Kolmogorov-Smirnov Test			
		Unstandardized Residual	
N			100
Normal Parameters <sup>a,b</sup>	Mean		.0000000
	Std. Deviation		1.43500330
Most	Extreme	Absolute	.052

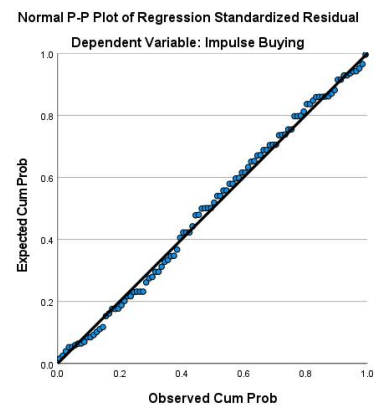
Differences	Positive	.052
	Negative	-.041
Test Statistic		.052
Asymp. Sig. (2-tailed)		0.200

(Source : Data Processing Result, 2024)

Based on Table 4.10, the results of the asymptotic significance value (two-tailed) reached 0.200, > 0.1. This indicates that the data distribution is normal. To support this conclusion, this study implemented graphical histogram analysis and normal plot patterns. The results of both testing methods are explained:



**Gambar 4.1 Normality Test Histogram**  
(Source : Data Processing Result, 2024)



**Gambar 4.2 P-Plot Normality Test**  
(Source : Data Processing Result, 2024)

The histogram shown shows a bell-shaped curve and does not lean to the left or right. This indicates that the distribution of the variable data is normal.

#### 4.3.2 Multicollinearity Test

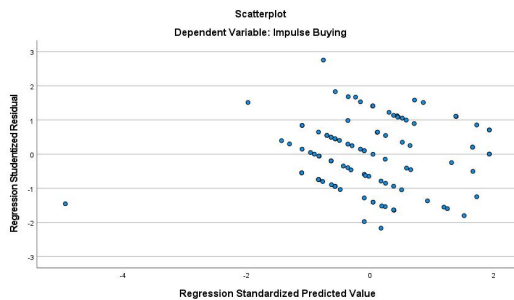
**Tabel 4.10 Multicollinearity Test Result**

Coefficients <sup>a</sup>			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Ad Attractiveness	0.642	1.558
	Sales Promotion	0.692	1.445
	Affiliate Marketing	0.901	1.110
Dependent Variable: Impulse Buying			

(Source : Data Processing Result, 2024)

From the multicollinearity analysis conducted on the variables in the regression model, it is concluded that multicollinearity does not occur among the variables involved. This is evidenced through the variance inflation factor (VIF) values for each independent variable which are all below 10.

#### 4.3.3 Heteroskedasticity Test



Gambar 4.3 Scatter Plot Graph Of Heteroskedasticity Test

(Source : Data Processing Result, 2024)

#### 4.4 Multiple Linear Regression Test

Tabel 4.11 Multiple Linear Regression Test Result

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	1.018	2.582		0.394
	Ad Attractiveness	0.281	0.118	0.244	2.379
	Sales Promotion	0.287	0.078	0.365	3.696
	Affiliate Marketing	0.216	0.129	0.144	1.668

a. Dependent Variable: *Impulse Buying*

(Source : Data Processing Result, 2024)

According to the data listed in Table 4.11, the regression formula used in this study can be:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$$

$$Y = 1.018 + 0,281X_1 + 0,287X_2 + 0,216X_3$$

The results obtained from the regression equation include several important points:

- The constant value (a) has a positive value of 1.018. the positive sign shows the unidirectional influence of the independent variable and the dependent variable. This shows that if all independent variables X1, X2, and X3 are 0, then Y on average is 1.018.
- For X1, there is a regression coefficient of 0.281. which indicates that the advertising attractiveness variable increases by 1%, the impulse buying variable (Y) will increase by 0.281, assuming

other independent variables remain.

- For variable X2, it was found that the regression coefficient was 0.287. which shows that if the sales promotion variable increases by 1%, the impulse buying variable (Y) will increase by 0.287, assuming that the other independent variables remain.
- In this study, it is revealed that the regression coefficient value for X3 is at the number 0.216. This indicates that with a one percent increase in the affiliate marketing variable, there will be an increase in the impulse buying variable (Y) of 0.216, assuming that the other independent variables remain.

#### 4.5 Hypothesis Test

##### 4.5.1 T Test (Parsial)

Analysis using the T-test method is carried out to assess the significant effect that each variable X has on variable Y at the partial level. Determination of the t-table value is done by applying the formula used to calculate the value of the degree of freedom (df).

$$T_{tabel} = df = n - k - 1 = 100 - 3 - 1 = 96$$

$$T_{tabel} = 1.66$$

Tabel 4.12 Hasil Uji T (Parsial)

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.018	2.582		0.394	0.694
	Ad Attractiveness	0.281	0.118	0.244	2.379	0.019
	Sales Promotion	0.287	0.078	0.365	3.696	<0.001
	Affiliate Marketing	0.216	0.129	0.144	1.668	0.099

a. Dependent Variable: *Impulse Buying*

(Source : Data Processing Result, 2024)

Partially, the effect of advertising attractiveness, sales promotion, affiliate marketing can be determined through t-test statistics. with results:

- H1** : Advertising attractiveness (X1) has a positive and significant effect on impulse buying in the TikTok application.

Based on Table 4.13, variable advertising attractiveness has a t-count of  $2.379 \geq$  t-table 1.66 and a significance of  $0.019 < 0.1$ . Thus, the advertising attractiveness variable has a significant and positive effect on the impulse buying variable. Based on the results of this analysis, H1 of this study is accepted.

- H2** : Sales promotion (X2) has a positive and

significant effect on impulse buying in the TikTok application.

Based on Table 4.13, the sales promotion variable has a t-count of  $3.696 \geq t\text{-table } 1.66$  and a significance of  $0.001 < 0.1$ . Thus, the sales promotion variable has a significant and positive effect on the impulse buying variable. Based on the results of this analysis, H2 of this study is accepted.

- c. **H3** : Affiliate Marketing (X3) has a positive and significant effect on impulse buying in the TikTok application.

Based on Table 4.13, the sales promotion variable has a t-count of  $1.668 \geq t\text{-table } 1.66$  and a significance of  $0.099 < 0.1$ . Thus, the affiliate marketing variable has a significant and positive effect on the impulse buying variable. Based on the results of this analysis, H3 of this study is accepted.

#### 4.5.2 F Test (Simultan)

**Table 4.13 F Test Result**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	110.886	3	36.962	17.405	<0.001 <sup>b</sup>
	Residual	203.864	96	2.124		
	Total	314.750	99			
a. Dependent Variable: <i>Impulse Buying</i>						
b. Predictors: (Constant), <i>Affiliate Marketing</i> , <i>Daya Tarik Iklan</i> , <i>Promosi Penjualan</i>						

(Source : Data Processing Result, 2024)

The results of the conducted simultaneous analysis show the following conclusions:

**H4:** Advertising attractiveness (X1), Sales Promotion (X2), Affiliate Marketing (X3) have a positive and significant effect on impulse buying in the TikTok application.

The value of the ftable can be calculated using the formula for degrees of freedom df with a significance level of 10%, as presented in Table 4.13, where the significance value is less than 0.1.

$$df1 \text{ (numerator)} = k - 1 = 4 - 1 = 3$$

$$df2 \text{ (denominator)} = n - k = 100 - 4 = 96$$

So that the f-table value is **2.14**

From the results of statistical analysis, it shows that the calculated F value reaches  $17.405 > 2.14$ . In addition, The recorded P-value is  $0,001 < 0,1$ . Based on the F significance test, the conclusion drawn is that Advertising Attractiveness, Sales Promotion, and Affiliate Marketing have a significant and positive contribution to Impulse Buying. Therefore, hypothesis H4 in this study can be confirmed..

## 4.6 Determination Coefficient Test

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.594 <sup>a</sup>	.352	.332	1.457

a. Predictors: (Constant), *Affiliate Marketing*, *Promosi Penjualan*, *Daya Tarik Iklan*

b. Dependent Variable: *Impulse Buying*

**Gambar 4.4 Model Summary**

(Source : Data Processing Result, 2024)

Figure 4.4 referenced in the report demonstrates that the independent variables, namely Advertising Appeal (X1), Sales Promotion X2), and Affiliate Marketing (X3), contributed 33.2% to the dependent variable, impulse buying. Meanwhile, other unidentified factors not included in this regression analysis contributed 66.8% to the variable.

## 4.7 Discussion of Research Results

- a. The effect of advertising attractiveness (X1) on impulse buying (Y)

According to the respondents' responses, the effectiveness of Ad Attraction through the TikTok platform is achieved through impressive visual presentation, captivating ad image design, and very interesting message delivery. This makes respondents interested in making a purchase.

From the statistical analysis using the t-test, it was revealed that the Advertising Attractiveness variable produced a t-count of 2.379. This figure exceeds the t-table value, which is 1.66, and has a significance level of 0.019, which is below the 0.1 ( $\alpha$ ) Therefore, H1 in this study is accepted.. The compatibility of these results with the S-O-R theory expressed by Hovland in 1953, confirms that mass media plays a role in influencing the attitudes of message recipients. TikTok is recognized as a platform that has the potential to influence consumer purchasing decisions. This is in line with the results of Stanley Andika's study (2022) which explores the influence of Advertising Attractiveness and Sales Promotion on Impulse Buying in the context of E-Commerce Shopee in Jakarta. From this study, it is concluded that these two factors have a significant and positive effect in encouraging impulse purchases. This shows that if TikTok regularly presents attractive promotions and visually appealing advertisements, the chances of customers making a purchase are higher. This conclusion also gets support from a study conducted by Fernanda (2019), finding that advertising has a positive and significant impact on encouraging impulse buying.

The average response from respondents reached 3.49, indicating that their perception of Ad Attractiveness is at a very favorable level.

- b. The effect of sales promotion (X) on impulse buying (Y).

Respondents generally give a positive assessment of

the Sales Promotion offered through the TikTok application. Respondents are aware of and interested in the various promotional programs offered, such as discount vouchers, free shipping, cashback, refund programs, and event promotions. From the statistical analysis conducted using the t-test method, it was found that the Advertising Attractiveness variable showed significant results. The t-count value obtained is 3.696, exceeding the t table of 1.66. This is indicated by the very low significance level of 0.001, which is smaller than the 0.1 threshold set O. This study confirms that H2 in this study is accepted. This research is in line with Ashari's research (2023), entitled "The effect of advertising and sales promotion on buying interest in Tiktok Shop e-commerce (case study of UIN Prof. K. H. Saifuddin Zuhri Purwokerto students)" which shows that sales promotion has a positive impact on student purchasing tendencies.

Responses from respondents show an average of 3.55, which indicates a very positive perception of the Sales Promotion variable.

- c. The effect of affiliate marketing (X3) on impulse buying (Y)

Affiliate marketing in the TikTok application is quite good, product images and promotional information are displayed in detail by affiliates so that they can attract and increase respondents' knowledge about these products. TikTok affiliate marketing public relations can also support detailed product appearance.

The partial test results (t-test) show that the affiliate marketing variable has a t-count of 1.668, > t table of 1.66, and a significance of 0.099, < 0.1. Based on these criteria, hypothesis **H3** can be accepted. These results are similar to Nomi's research (2023) entitled "The Effect of Affiliate Marketing Promotion Tiktok on Purchasing Decisions in the Delitua District Community" says that Affiliate Marketing Tiktok has a positive and significant effect on consumer purchasing decisions.

The average response from respondents is 3.64, indicating that they have a very positive perception of the affiliate marketing variable.

- d. The effect of advertising attractiveness (X1), sales promotion (X2), affiliate marketing (X3) on impulse buying (Y)

Based on the simultaneous significance test table (F test), the variables of advertising attractiveness, sales promotion, and affiliate marketing have a calculated F value of a number of 17.405 > from F table 2.14 and a P value of 0.001b < 0.1. Based on these criteria, H4 is accepted, meaning that in H4 it is proven that advertising attractiveness (X1), sales promotion (X2), affiliate marketing (X3) simultaneously has a positive and significant effect on impulse buying in the TikTok application.

The coefficient of determination obtained from the regression analysis is 0.332, indicating that 33.2% of the variation is attributed to Advertising Appeal, Sales Promotion, and Affiliate Marketing. In contrast, 66.8% of the variation is influenced by other factors not explored in this study.

## 5. Conclusions and Suggestions

### 5.1 Conclusions

Based on the analysis carried out, it was concluded:

1. It is evident that Ad Attractiveness has a positive and significant influence in increasing the desire to buy among TikTok users. This indicates that an increase in the number of ads viewed by users on the app, contributes to an increase in impulse buying tendencies.
2. A positive and significant impact of Sales Promotion on TikTok users' desire to make a purchase can be observed. As the number of sales promotions seen by users in the app increases, there is an increase in their impulse buying behavior.
3. The positive and significant effect of affiliate marketing on impulse buying of TikTok users shows that the more affiliates who make promotions and sales, the more likely TikTok users are to make impulse buying.
4. As shown by the R Square value of 0.332 in the Determinant Coefficient (R2) test, it can be said that sales promotion, advertising attractiveness, and affiliate marketing contributed 33.2%. Other variables not discussed in this study contributed 66.8%.

### 5.2 Sugesstion

Sourced from the results of the study, it was found that if the Attractive advertising, sales promotion, and affiliate marketing have an influence on impulse buying on Tik Tok, especially for Polibatam students. Nevertheless, several were identified that require further development. In connection with that, the following are presented recommendations for future research aimed at expanding and deepening these findings:

1. Tiktok to increase creativity and quality in making advertisements and more attractive sales promotions such as increasing discount vouchers because it has been proven to encourage users to make purchases.
2. Increased collaboration between merchants and leading influencers is needed to strengthen brand awareness and improve the quality and creativity of videos and content ideas on the TikTok app. This is based on the results of research showing Ad Attractiveness has a positive and significant impact on Impulse Buying which has the potential to spur increased sales.

3. It is expected that customers, especially students at Polibatam, will act more selectively and prudently in choosing the desired products from TikTok Shop. In addition, it is important for consumers to show caution in choosing sellers.
4. The results of this study can be used as a reference and comparison for subsequent researchers, and researchers hope that further research can expand the scope of this research.

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