



The Influence of Consumer Impulse Buying and Electronic Word of Mouth on Purchasing Decisions

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Abstract: *This study aims to analyze or find out about conditions and how much influence Consumer Impulse Buying and Electronic Word Of Mouth have on purchasing decisions through surveys of consumers of Skincare Avoskin Yourbae Serum products on TikTok. Impulse buying is the tendency of consumers to make purchases spontaneously, unreflected, in a hurry driven by the psychological emotional aspects of a product and tempted by persuasion from marketers. Electronic Word Of Mouth is an informal, non-commercial online communication about opinions on a service or product, which occurs in person, by telephone, e-mail, or other communication method. Purchasing decisions are decisions where consumers actually decide to buy and enjoy goods or services among various alternative choices. Based on the results of this study, it shows that Consumer Impulse Buying is considered quite good by consumers and has a positive and significant effect on Purchase Decisions. Electronic Word of Mouth is considered good by consumers and has a positive and significant effect on Purchasing Decisions. Consumer Impulse Buying and Electronic Word of Mouth have a positive and significant effect on Consumer Purchase Decisions on Avoskin Yourbae Serum Skincare Products on TikTok and are considered to have a partial and simultaneous effect, because with the ability of companies to utilize and create Consumer Impulse Buying and Electronic Word of Mouth, it will have an impact consumer purchasing decisions for Avoskin products, especially Skincare Avoskin Yourbae Serum.*

Keyword: Consumer Impulse Buying, Electronic Word Of Mouth, Purchase decision

INTRODUCTION

The development of communication technology and the internet is currently experiencing rapid progress, as seen from the increasingly sophisticated technological shift towards online media. The number of internet users in Indonesia is estimated to reach 215.63 million people during the 2022-2023 period based on a survey conducted by the Indonesian Internet Service Providers Association (APJII). There was an increase of 2.67% compared to the number of

users in the previous period which was only 210.03 million people.(Sadya, 2023). E-commerce itself has experienced rapid development, and with so many categories available, people are now easier to shop online. The development of e-commerce continues to increase along with internet penetration and the use of mobile phones, allowing more people to access various online shopping platforms such as website online stores, marketplace applications, social media, and more. From 2021 to July 2022, there was an increase of 819 cosmetic industries to 913 industries. The MSME sector dominates the increase in the number of business actors in the cosmetic industry by a percentage by 83% (Hasibuan, 2022). In 2022, TikTok managed to become the application with the highest number of downloads worldwide after being downloaded 672 million times according to Apptopia. On the contrary, Instagram, which is a competitor to TikTok, only managed to record 548 million downloads in the same year (Caroline, 2023).

Impulse buying can be explained as buying activities that are not planned, carried out with passion, and involve aspects of high complexity. Sometimes, customers don't think about it before making impulse purchases because they only follow the feeling of being interested in a particular product without considering needs or only wants (Darmawan & Putra, 2022). Wom is a marketing strategy used to promote products or services face-to-face, but with a limited reach. However, nowadays the way wom communication has changed And it can be done in cyberspace with a wider reach, known as electronic word of mouth (e-wom). If the level of engagement on a content is getting higher, such as the number of likes, comments, and shares, then most likely the content will attract attention and get comments from many people So that it has the potential to trigger the occurrence of e-wom.

With the existence of Consumer Impulse Buying and Electronic Word Of Mouth, consumers will make purchase decisions that are influenced by video content posted on TikTok, one of which is with content with a lot of #RacunTikTok hashtags made by displaying content containing information on various products, one of which is about Avoskin products, they do like unboxing or interesting reviews that attract the interest of the audience to participate in online shopping. One of those who did Avoskin product reviews was Influencer Tasya Farasya, she mentioned that the product is very influential for her skin and can make her skin glowing and brighten within 1 month. Not only that, Tasya Farasya also showed the results of using this Avoskin product from the first day to the end of the month. This can certainly have an impact on the impulsiveness of the audience in influencing the purchase decision. Because of this, there is a phenomenon of impulse buying among those who are influenced by recommendations, reviews, or positive statements from other customers. The purchase is made spontaneously without rational consideration, and the customer does not feel burdened by the number of products they add to their cart that will eventually be purchased.

In a study, the framework of thought plays an important role in connecting theories with factors that have been identified. This frame of mind serves to relate independent and theoretically bound variables. Electronic Word Of Mouth and Consumer Impulse Buying are interconnected and have a huge impact on purchasing decisions. Previous research has shown that both have a significant positive influence on consumers' decisions in buying products. Rook and Fisher in (Syafitri, 2018) explain that impulse buying refers to the tendency of consumers to buy goods spontaneously, without careful consideration, driven by psychological, emotional factors towards the product and seduced by persuasion techniques from marketers. Rook also explains that impulse purchases occur when consumers experience a sudden experience, have a strong and hard-hearted urge to buy something immediately.

Goyette et.al. in (Kristianti & Erdiansyah, 2020) explain that Electronic Word Of Mouth is an informal and non-commercial online conversation about opinions regarding a product or service, which occurs directly via telephone, email, or other communication methods. Meanwhile, Kotler & Keller in (Aditiya & Ariyanti, 2019) state that purchasing decisions

refer to the moment when consumers choose and buy certain products or services from various alternatives available on the market. The framework describes the relationship between the independent variable (independent) and the dependent variable (dependent). Where Consumer Impulse Buying (X1) and Electronic Word Of Mouth (X2) are independent variables, while purchasing decisions (Y) are dependent variables.

Beatty & Ferrell in (N. M. E. Putri & Sudaryanto, 2022) say that impulse buying is an unplanned purchase without careful consideration and a rational decision-making process due to a strong stimulus. Impulse buying can occur because of a sudden and unplanned impulse to buy something directly, without paying much attention to the consequences. Based on some of the descriptions above, it can be said that impulse buying is an activity based on a person's emotions that arise due to a sense of interest in certain products.

Electronic Word of Mouth (eWOM) plays a crucial role in influencing consumer purchasing decisions. Electronic Word of Mouth can be in the form of product reviews or reviews, as well as comments from consumers both positive and negative about the products discussed in forums available in mobile online applications. Before buying, consumers usually look for information about the product they want to buy. After finding a product that matches the specifications through the product description, consumers will also read reviews and comments from previous consumers. Customers who are satisfied with the product they have purchased will recommend the product to others who have never used or even used the product.

Consumer Impulse Buying refers to purchasing decisions that are made spontaneously, without prior planning, and can be influenced by factors such as promotions, product displays, or feelings of the moment. Meanwhile, eWOM refers to information that consumers receive from online sources such as product reviews, recommendations from other users, or discussions in online forums. In relation to purchasing decisions, these two concepts can influence consumers differently. Impulse buying tends to influence purchasing decisions quickly and without careful consideration, while eWOM can provide more in-depth information and views and can influence purchasing decisions more thoroughly. However, it is important to note that these two concepts can be interrelated in some situations. For example, when consumers are seeking information about a particular product, eWOM can influence consumers' impulse buying decisions by providing information that encourages quick and thoughtless purchase actions. In this regard, it is important to consider the influence of these two concepts on consumer purchasing decisions and how these factors can be influenced and utilized by companies in their marketing and sales strategies. Menurut Yunitasari dalam (Hanny, 2020) Electronic Word of Mouth (e-WOM) merupakan jenis komunikasi yang berkembang dari WOM dengan menggunakan internet. E-WOM lebih efektif dibandingkan dengan personal selling atau iklan konvensional karena konsumen dapat membagikan pengalamannya dalam menggunakan produk atau jasa dan memanfaatkan pengalaman orang lain untuk melakukan pembelian. Feedback can have a positive or negative impact on consumer purchasing decisions. Positive advice can motivate other consumers to buy, while negative advice can make consumers not buy. Based on this theory, it can be concluded that the information obtained through Electronic Word Of Mouth can influence someone to do Impulse Buying, so that it can influence Purchasing Decisions. This is reinforced in previous research conducted by I Kadek Rupayana, I Wayan Suartina, and IA Mashyuni (2021) which states that "The results of the analysis show that each independent variable, namely the influence of Impulse Buying, and Electronic Word Of Mouth partially and simultaneously has a positive and significant effect on Purchasing Decisions."

Electronic word of mouth is an important platform for consumers to express their opinions and is considered more effective than word of mouth because it has greater accessibility and reach. Interaction between consumers can occur through electronic word of mouth, where they can communicate online to share experiences about the products or

services they use. This allows consumers to make better purchasing decisions based on information obtained from other people's experiences. When consumers get positive information through electronic word of mouth, they become interested in buying the product or service. So it can be said that electronic word of mouth has a positive effect on consumer impulse buying behavior. This is reinforced in a previous journal conducted by Wijoyo & Santoso (2022) which states that electronic wordof mouth has a positive and significant effect on impulse buying behavior because feedback to consumers and recommendations from other consumers play an importantrole in increasing Impulse Buying behavior. From this theory, it can be concluded that the reviews issued through Electronic Word Of Mouth can influence someone to do Impulse Buying.

Based on the literature review, the framework of thought is put together into a research paradigm. Then a hypothesis will be formed in accordance with the formulationof the problem and research objectives. The research hypothesis is as follows:

- H1** : Consumer Impulse Buying on Avoskin Skincare products is very good.
- H2** : Electronic Word Of Mouth on Skincare Avoskin products is very good.
- H3** : Purchasing Decisions on Skincare Avoskin products are very good.
- H4** : Consumer Impulse Buying affects Purchasing Decisions
- H5** : Electronic Word Of Mouth affects Purchasing Decisions
- H6**: Consumer Impulse Buying and Electronic Word Of Mouth affect Purchasing Decisions

METHODS

In this research, two types of data are needed, namely primary data obtained directly and secondary data obtained indirectly. 1) Primary Data Primary data sources are data sources that provide data directly to data collectors. Primary data collectors in this study through distributing questionnaires and conducting interviews directly with the parties involved in this study. 2) Secondary Data Secondary data sources are sources that do not directly provide data. In this study using primary data by distributing questionnaires to Avoskin consumers on TikTok directly.

Sugiyono (2021: 199) argues that Questionnaire is a method of collecting information that involves writing a series of questions or written statements that must be answered by respondents. Each time there is a questionnaire, the respondent's answer will be converted into a numerical value using a Likert scale. Sugiyono (2021: 146) says that the Likert Scale is used to assess the views, opinions, and perceptions of individuals or groups towards social phenomena. The Likert scale is used to measure variables by decomposing these variables into measurable indicators. Furthermore, these indicators are used as a reference for designing instrument items, which can be in the form of statements or other information. For quantitative analysis purposes, the answer can be given a score, for example:

Tabel 1. Value Weight

Answer Option	Value Weight
Totally Agree	5
Agree	4
Moderately agree	3
Disagree	2
Totally Disagree	1

Population is all elements that will be used as a generalization area. Population elements consist of all subjects to be measured, which are research units. In this case, the population refers to a group of subjects or objects that have a certain number and characteristics set by the researcher to study and evaluate so that appropriate conclusions can be drawn (Sugiyono,

2021: 126). Therefore, the population does not only consist of humans, but also goods and other nature Sugiyono (2021: 126) It is also stated that population does not only refer to the number of individuals in the subject or object being studied, but includes all the attributes and characteristics it has.

In path analysis, there is one technique used to analyze and develop multiple regression. This technique is known as cross analysis or path analysis, which involves the main subject and correlated variables.

By using path analysis, we can find out the extent of the influence of a variable on other variables (the influence of X1 and X2 on Y) the following path diagram:

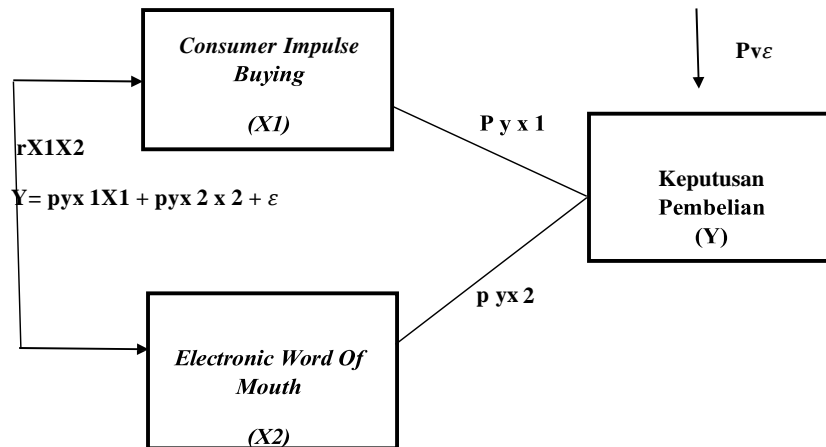


Figure 1. Path Analysis

Description:

X1 = Consumer Impulse Buying

X2 = Electronic Word Of Mouth

Y = Purchase Decision

RX1X2: The influence of X1 and X2

Pyx1: The magnitude of the influence of X1 on X2

Pyx2 : The magnitude of the influence of X2 on Y

In this case Pyx1, Pyx2, PY is the path coefficient, the relationship structure can be explained into the regression equation

$$Y = Pyx1 + PY = e$$

RESULT AND DISCUSSION

Analysis Descriptive

The Consumer Confidence variable in this study was measured using six statement items submitted to theTikTok marketplace respondents

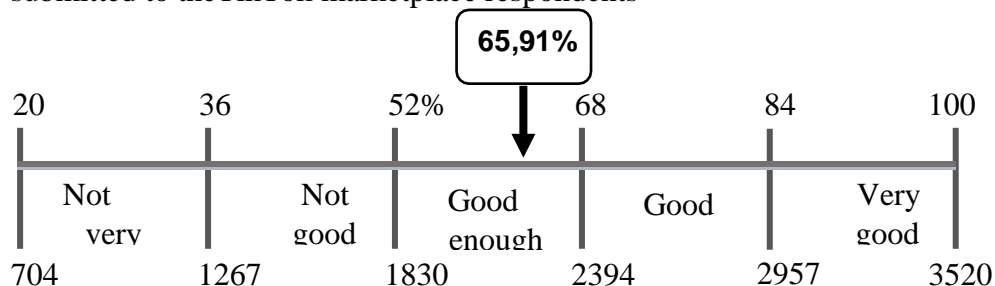


Figure 2. Consumer Impulse Buying Continuum Line

Source: Result of processed data (2023)

The presentation value obtained of 61.91% refers to the assessment criteria into the good enough category. Therefore, it can be seen that Consumer Impulse Buying of Avoskin

Yourbae Serum Skincare Consumers is considered quite good from all sizes of questionnaire statements given to Avoskin Yourbae Serum Skincare consumers. This is in accordance with what Bunga said that he purchased Avoskin Yourbae Serum Skincare because he saw the reviews on Tiktok.

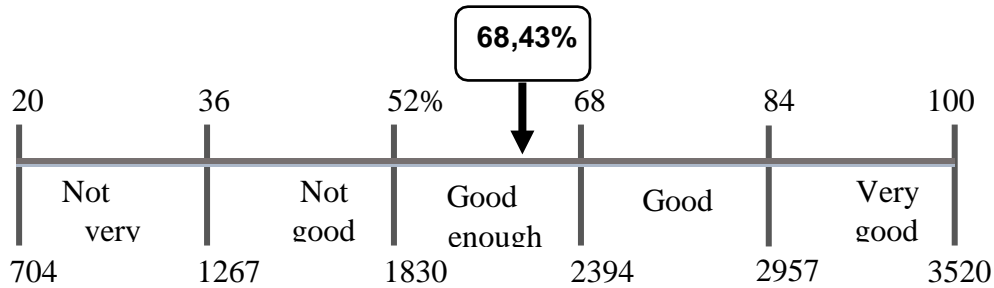


Figure 3. Electronic Word Of Mouth Continuum Line
Source: Result of processed data (2023)

The presentation value obtained of 69.43 refers to the assessment criteria into the good category. Therefore, it can be seen that the Electronic Word of Mouth of Avoskin Yourbae Serum Skincare Consumers is considered good from all sizes of questionnaire statements given to Avoskin Yourbae Serum Skincare consumers.

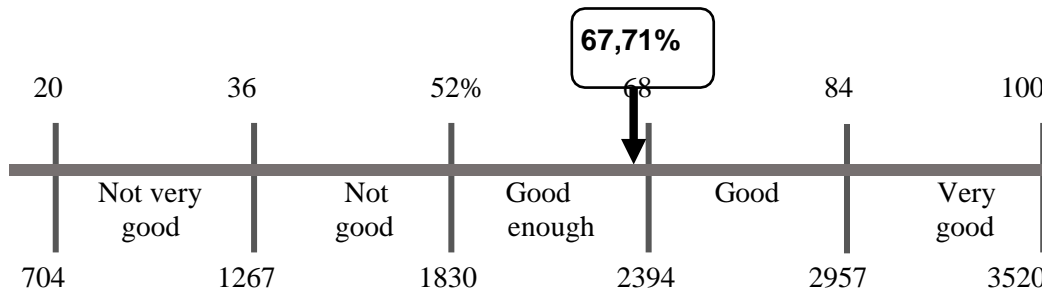


Figure 4. Purchase Decision Continuum Line
Source: Result of processed data (2023)

The presentation value obtained of 67.71% refers to the assessment criteria into the good enough category. Therefore, it can be seen that the Avoskin Yourbae Serum Skincare Consumer Purchase Decision is rated quite well from all sizes of questionnaire statements given to Avoskin Yourbae Serum Skincare consumers.

1. Analysis Descriptive

After obtaining data from the results of the questionnaire where the original ordinal (Likert scale) obtained from the respondents' answers or the questionnaire given to them is converted into an interval scale using the Method of Successive Interval (MSI). Verification analysis is used to test the hypothesis to determine how much influence Consumer Impulse Buying (X1) and Electronic Word of Mouth (X2) have on Purchasing Decisions (Y) using the path analysis method.

Path coefficient between variables X1 and X2 on Y. The path coefficient of the Consumer Impulse Buying (X1) variable on Purchasing Decisions (Y) is 0.374 or 37.4%. The Electronic Word of Mouth (X2) variable on Purchasing Decisions (Y) is 0.432 or 43.2%. These results are then arranged in the form of a path diagram as follows:

2. Hypotesis Test

H0: $PYX1X2 = 0$: This means that simultaneously, Consumer Impulse Buying and Electronic Word of Mouth do not have a significant effect on Purchasing Decisions (Survey on Avoskin Yourbae Serum Skincare Product Consumers on TikTok).

H1: $PYX1X2 \neq 0$: This means that simultaneously, Consumer Impulse Buying and

Electronic Word of Mouth have a significant effect on Purchasing Decisions (Survey on Avoskin Yourbae Serum Skincare Product Consumers on TikTok).

The results of Fcount are compared to Ftable with the criteria:

1. Reject H0 if Fcount > Ftable at 5% alpha
 2. Reject H1 if Fcount < Ftable at 5% alpha
- The statistical tests used are:

3. ANOVA^a

Table 2. Testing Hypothesis by simultaneous (Test F)

	Sum of Model Squares	df	Mean Square	F	Sig.	
1	Regression	3493,204	2	1746,602	40,530	,000 ^b
	Residual	3662,997	85	43,094		
	Total	7156,201	87			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Electronic Word of Mouth, Consumer Impulse Buying

Based on the calculation table above, it is known that the Fcount value obtained is 40.530. This value will be compared with the Ftable value of 3.10. In accordance with the hypothesis testing criteria that H0 is rejected H1 is accepted, meaning that simultaneously Consumer Impulse Buying and Electronic Word of Mouth have a significant effect on Purchasing Decisions (Survey of Avoskin Yourbae Serum Skincare Product Consumers on TikTok).

CONCLUSION

Based on the results of research conducted on e-commerce users at the TikTok Shop regarding Consumer Impulse Buying and Electronic Word of Mouth have a positive and significant effect on Consumer Purchasing Decisions on Avoskin Yourbae Serum Skincare Products on TikTok and are considered to have a partial and simultaneous effect, because the company is able to utilize and create Consumer Impulse Buying and Electronic Word of Mouth, it will have an impact on consumer purchasing decisions for Avoskin products, especially Avoskin Yourbae Serum Skincare.

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