

ABSTRAK

PENGARUH CONTENT MARKETING, PRICE DISCOUNT, DAN INFLUENCER ATTRACTIVENESS TIKTOK NAZWA ADINDA TERHADAP PERILAKU IMPULSE BUYING PRODUK FASHION (Studi Pada Gen- Z Pengguna Aplikasi Tiktok)

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Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh *content marketing*, *price discount*, dan *influencer attractiveness* secara simultan terhadap perilaku *impulse buying* produk *fashion* pada pengguna TikTok, (2) Pengaruh *content marketing* terhadap perilaku *impulse buying* produk *fashion* pada pengguna TikTok, (3) Pengaruh *price discount* terhadap perilaku *impulse buying* produk *fashion* pada pengguna TikTok, (4) Pengaruh *influencer attractiveness* terhadap perilaku *impulse buying* produk *fashion* pada pengguna TikTok. Populasi dalam penelitian ini adalah generasi Z di Indonesia yang menggunakan aplikasi TikTok. Sampel penelitian ini adalah generasi Z yang mengenal dan pernah membeli produk yang dipromosi *influencer* Nazwa Adinda. Teknik pengambilan sampel pada penelitian ini menggunakan *non probability sampling* dengan metode *purposive sampling*. Data diperoleh dengan membagikan kuesioner menggunakan *google form* secara online ke seluruh generasi Z pengguna Aplikasi TikTok. Teknik analisis data dalam penelitian ini adalah analisis regresi linier berganda dengan menggunakan IBM SPSS Statistic 26. Hasil penelitian ini menunjukkan bahwa: (1) *content marketing*, *price discount*, dan *influencer attractiveness* secara simultan berpengaruh terhadap perilaku *impulse buying*, (2) *content marketing* berpengaruh secara parsial terhadap perilaku *impulse buying*, (3) *price discount* berpengaruh secara parsial terhadap perilaku *impulse buying*, (4) *influencer attractiveness* berpengaruh secara parsial terhadap perilaku *impulse buying*.

Kata Kunci: *Content Marketing*, *Discount*, *Influencer*, *Impulse Buying*

ABSTRACT

**THE INFLUENCE OF CONTENT MARKETING, PRICE DISCOUNT,
AND TIKTOK INFLUENCER ATTRACTIVENESS NAZWA ADINDA ON
IMPULSE BUYING BEHAVIOR OF FASHION PRODUCTS**
(A Study Of Gen-Z Users Of The Tiktok Application)

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This study aims to determine: (1) The influence of content marketing, price discounts, and influencer attractiveness simultaneously on impulse buying behavior of fashion products on TikTok users, (2) The influence of content marketing on impulse buying behavior of fashion products on TikTok users, (3) The influence of price discounts on impulse buying behavior of fashion products on TikTok users, (4) The influence of influencer attractiveness on impulse buying behavior of fashion products on TikTok users. The population in this study is generation Z in Indonesia who uses the TikTok application. The sample of this study is generation Z who know and have purchased products promoted by influencer Nazwa Adinda. The sampling technique in this study uses non-probability sampling with a purposive sampling method. Data were obtained by distributing questionnaires using Google Forms online to all generation Z users of the TikTok application. The data analysis technique in this study is multiple linear regression analysis using IBM SPSS Statistics 26. The results of this study indicate that: (1) content marketing, price discounts, and influencer attractiveness simultaneously influenced impulse buying behavior, (2) content marketing had a partial influence on impulse buying behavior, (3) price discounts had a partial influence on impulse buying behavior, (4) influencer attractiveness had a partial influence on impulse buying behavior.

Keywords: Content Marketing, Discount, Influencer, Impulse Buying