

INTISARI

Popularitas media sosial TikTok di Indonesia, khususnya kalangan Generasi-Z, nyatanya belum terlalu banyak diminati pemasar sebagai medium promosi. Beberapa tipe alat pemasaran media sosial TikTok yang efektif diketahui berpeluang mempengaruhi perilaku pembelian impulsif daring Generasi-Z. Penelitian ini berusaha untuk menguji pengaruh media sosial TikTok, berupa iklan, selebriti mikro, dan *User-generated Content* (UGC) pada pembelian impulsif daring Generasi-Z yang dimediasi oleh respon emosional (kesenangan dan dorongan) menggunakan pendekatan model Stimulus-Organisme-Respon (S-O-R).

Sebanyak 325 (75,08% perempuan dan 24,92% laki-laki) sampel yang merupakan Generasi-Z dengan kategori rentang usia 18-27 tahun, merupakan pengguna yang mengakses aplikasi TikTok dan pernah melakukan pembelian secara daring. Data kuantitatif diperoleh menggunakan kuesioner yang disebar secara daring, dianalisis melalui prosedur *Partial Least Square* dengan perangkat SmartPLS. Secara berurutan, diketahui bahwa rata-rata Gen Z memiliki persepsi tinggi pada konten terkait produk yang diunggah selebriti mikro, konten ulasan produk pengguna lain dan konten iklan yang diunggah suatu merek. Hasil uji model struktural menemukan bahwa ketiga konstruk eksogen konten TikTok, selebriti mikro, UGC dan iklan berpengaruh signifikan pada konstruk respon emosional. Respon emosional Gen Z yang terdiri atas variabel kesenangan dan dorongan diketahui memiliki pengaruh signifikan pada pembelian impulsif daring. Hasil uji mediasi pada model menunjukkan respon emosional memediasi penuh hubungan tidak langsung iklan dan UGC pada pembelian impulsif daring serta memediasi parsial hubungan tidak langsung selebriti mikro pada pembelian impulsif daring.

Kata Kunci: Pembelian Impulsif Daring, Generasi-Z, S-O-R, Respon Emosional, Iklan, Selebriti Mikro, *User-generated Content*.

ABSTRACT

The popularity of TikTok in Indonesia, especially among Generation-Z, does not make marketers interested in using it as a promotional medium. Several types of effective TikTok social media marketing tools are known to have potential influence Generation-Z's online impulse buying behavior. This study aims to examine the effect of TikTok social media, in the form of advertisements, micro-celebrities, and User-generated Content (UGC) on Generation-Z online impulse buying mediated by emotional responses (pleasure and arousal) using the Stimulus-Organism-Response (S-O-R) model.

There are 325 respondents (75,08% women and 24,92% men) who are Generation-Z at the age range of 18-27 years, ever used TikTok and have experienced online purchases. Research data was obtained using a questionnaire distributed online and analyzed through the Partial Least Square procedure with the SmartPLS. Furthermore, it is known that on average Gen Z has a high perception of product-related content uploaded by micro-celebrities, product review content of other users and advertising content uploaded by a brand. The results of the structural model test found that the three stimuli of TikTok content such as micro-celebrity, UGC and advertising had significant effect on emotional response. The emotional response of Gen Z which consists of pleasure and arousal variables is known to have a significant effect on online impulse buying. The results of the mediation test on the model also showed that emotional response fully mediate the indirect effect between advertising and UGC on online impulse buying, and also partially mediate the indirect effect of micro-celebrities on online impulse buying.

Key Word: Online Impulse Buying, Generation-Z, S-O-R, Emotional Response, Advertisement, Micro-celebrities, User-generated Content.