



Influence of Discount and Customer Rating on Impulse Buying (A Study on Gen Z TikTok Shop Users in Bandar Lampung)

Rahmat Dwi Saputra^{1*}, Maulana Agung P², Winda Septiani³

Lampung University, Indonesia¹

Lampung University, Indonesia²

Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia³

Corresponding Email: rahmatdwi20575@gmail.com*

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Abstract

TikTok Shop has emerged as a highly favored e-commerce platform among Generation Z due to its engaging and interactive shopping experience. However, the platform's ease of access and frequent usage can also lead to impulsive buying behavior. On the other hand, large discounts and high customer ratings are its own attractions that influence impulse buying. Generation Z who grew up in this digital era tend to rely on TikTok Shop as their main online shopping platform, especially in Bandar Lampung where digital growth is relatively high. This research aims to test how much influence discounts and customer ratings have on impulsive purchases in TikTok shop. Quantitative approach and explanatory research design were used in this study. The process of data collection in this study was carried out by distributing questionnaires to a total of 100 respondents who are categorized as members of Generation Z and are active users of TikTok Shop in the city of Bandar Lampung. The selection of respondents was done using a purposive sampling technique, which means participants were chosen based on specific criteria relevant to the research objectives. Once the data was collected, it was processed and analyzed using multiple linear regression analysis to examine the relationship between the variables studied. The findings of this research indicate that both discount offers and customer ratings significantly and positively affect impulsive buying behavior. This influence is evident not only when these variables are considered individually but also when they are examined simultaneously. Among the two, discounts exert the strongest influence, indicating that price reductions are more effective in driving impulsive purchasing behavior. Together, these two variables account for 36.8% of the variance in impulse buying, the remaining 63.2% was effect by other factors that were not studied by the researchers in this research.

Keywords: Discount, Customer Rating, Impulse Buying

Introduction

The development of technology today continues to experience very rapid growth. This makes everyday human life is getting easier and more practical. According to Hafizhoh (2023), the majority of people use sophisticated technology to meet their needs, such as to receive information, communicate or even make purchases online.

In Indonesia, online shopping activities continue to grow, due to the ability of e-commerce to provide convenience and practicality for its users compared to shopping directly at physical stores. (Kemp & Moey, 2019).

One of the drivers of this development is changes in consumer behavior, especially among the younger generation who are very familiar with technology. Gen Z is not only active in digital activities but also has a major influence on consumption patterns in e-commerce (Utamanyu & Darmastuti, 2022). One proof that e-commerce is Gen Z's favorite place to shop is reinforced by a survey conducted by UMN Consulting in collaboration with JEO Kompas.com in 2023.

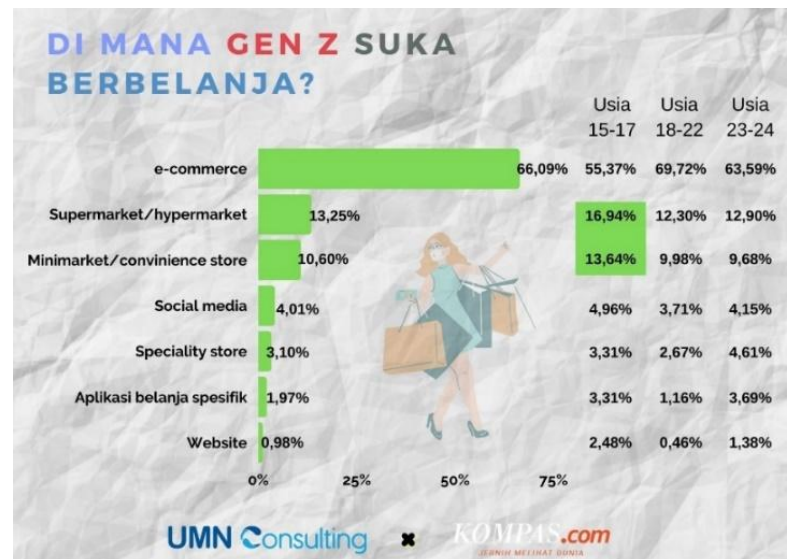


Figure 1. Dominance of e-commerce from the perspective of Gen Z shopping

Based on the image above, it states that the reasons why generation Z shops on e-commerce are because of the relatively cheap prices, discounts, and simplicity because they don't need to come directly to the store, as well as their shopping lifestyle. In this context, generation Z has emerged as a very influential consumer group, because generation Z grew up in the midst of the development of the internet (Prayoga et al., 2024).

E-commerce is generally only a place to buy and sell goods, food and so on, for example Shopee, Tokopedia, and Lazada, but it is different from Tiktok. Tiktok is a short video sharing platform that contains various types of unique content accompanied by music that is used to express users and is widely used for commercial business interests, for example online buying and selling and can also interact with each other without any status barriers . The largest users of Tiktok are teenagers and young people (Gen Z) of various ages. According to databoks research in 2023, there are around 35 million Tiktok users in Indonesia, namely Gen Z.

TikTok Shop is one of Gen Z favorite platforms because it offers an interactive and interesting shopping experience. However, the high intensity of use of this platform can also trigger impulse buying behavior. Generation Z, who were born between 1997 and 2012, are indeed accustomed to shopping online (Istman Musaharun, 2022). The more often they surf e-commerce, this makes the generation spend a lot of time looking at items on e-commerce, especially Tiktok Shop (Utama et al, 2024).

Pratiwi et al. (2023) describe impulse buying as an unplanned purchase driven by a strong emotional impulse. Similarly, Eugenia as cited in Shpautra et al. (2024) defines it as a consumer's tendency to make sudden buying decisions without prior planning. Discounts and customer ratings are among the primary factors that often trigger this kind of spontaneous shopping behavior.

Kotler & Armstrong, as cited in Pratiwi et al. (2023), explain that a discount is a temporary reduction in price offered within a specific time frame. Similarly, Hasim & Lestari (2022) defines discount as a reduction from the normal value price of a product or service. This strategy aims to boost sales by attracting consumer interest through more attractive and lower prices than usual.

Customer rating according to Murhadi & Reski (2022), is a numerical evaluation given by consumers to indicate their level of satisfaction after purchasing goods or services. Usually, this evaluation is in the form of stars, with vendors getting higher ratings the more stars they receive (Nuraini & Praswati, 2024). One of the obstacles for consumers to shop online is that consumers cannot see the real form directly and whether it matches what is on display *or not*.

This research centers on how discounts and customer ratings impact impulse buying behavior among Generation Z users of TikTok Shop in Bandar Lampung. Unlike earlier studies that mostly explored platforms like Shopee, this study puts the spotlight on TikTok Shop a platform that uniquely blends video content with recommendation algorithms while also considering the local setting where digital literacy is notably high.

Literature Review

According to Kotler & Keller (2016), a discount is an adjustment to the base price given as a form of appreciation for certain actions from consumers, such as early payment, bulk purchases, or off-season. Meanwhile, according to Tjiptono (2008), a discount is defined as a price reduction given to buyers for certain activities, such as fast payment or bulk purchases. This strategy is commonly used in marketing to attract consumer interest by offering lower prices than normal prices (Wisesa et al., 2019). Discounts are also one of the factors that encourage impulsive buying, because consumers feel they are getting benefits at lower prices (Rusni & Solihin, 2022).

Rating is part of a consumer review that is conveyed in the form of stars as a symbol of satisfaction with a product or service. The more stars there are, the better the rating given (Lackermair et al., 2013). This feature is one of the main considerations for prospective buyers in assessing the seller's reputation, because it provides an initial picture of the quality of the

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store (Prastiwi & Auliya, 2017). In addition to helping consumers, ratings are also useful for sellers as evaluation material to improve services (Kurniawan, 2021). In online shopping, ratings play an important role in building trust because they replace direct interactions that cannot occur physically (Hariyanto & Trisunarno, 2020).

Impulse buying is a behavior of buying suddenly without careful consideration. Widodo (2024) stated that this action is usually triggered by emotional impulses and seduction from marketers, so that consumers tend to act spontaneously. A similar opinion was expressed by Utami (2010), who explained that impulsive buying occurs when consumers see an attractive product and are immediately tempted to have it, even though there was no previous intention to buy.

Gasiorowska (2011) describes impulse buying as a sudden reaction to certain stimuli from products that are designed to attract attention. Meanwhile, Schiffman and Kanuk (2008) emphasize that impulsive buying is more influenced by feelings than logic, where consumers often buy only because they feel emotionally satisfied. Firmansyah (2019) added that this behavior occurs without a long thought process, and usually arises because of a strong emotional urge when seeing an attractive product.

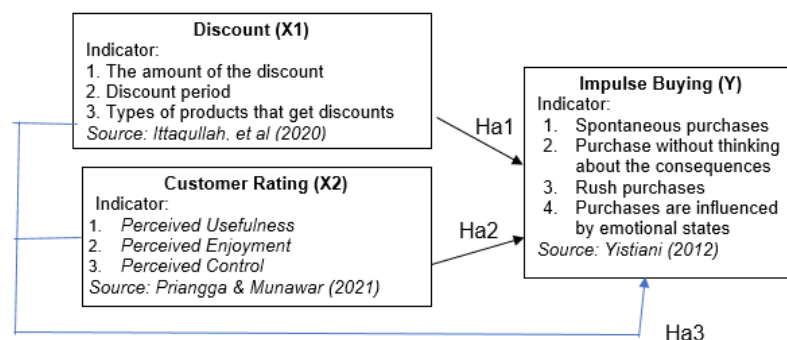


Figure 2. Conceptual Framework

H1: Partial influence of discount variable on impulse buying

H2: Partial influence of customer rating variable on impulse buying

H3: The simultaneous influence of discount and customer rating variable on impulse buying

Research Method

This study adopts an explanatory research design combined with a quantitative methodological approach. Explanatory research aims to clarify and analyze how far one variable relates to or impacts another, seeking to uncover causal relationships between them. It goes beyond merely describing phenomena by exploring the underlying mechanisms that drive observed patterns. The quantitative approach, on the other hand, is grounded in the principles of positivism and emphasizes objective measurement and statistical analysis. It is typically employed to examine particular populations or samples using structured data collection and

numerical evaluation, making it suitable for studies that require measurable and generalizable results. (Sugiyono, 2017).

As stated by Sugiyono (2017), population is a group of objects or subjects that have certain characteristics and properties that are determined. This aims to draw conclusions from the research. In this research, the population consists of Generation Z consumers who use TikTok Shop in Bandar Lampung.

According to Sugiyono (2017), a sample is part of a population, which has certain characteristics. In this study, the total population could not be clearly identified because not all individuals within the group met the criteria established by the researcher. Therefore, a non-probability sampling technique is used, which means that not all respondents from the population have the same chance of being selected. More specifically, this study uses purposive sampling, which is a method in which respondents are selected through predetermined criteria, which ensures that only those relevant to the research objectives are selected as respondents.

Sugiyono (2017), a questionnaire is a data collection method carried out by presenting a number of written statements to respondents to answer. In this research, questionnaire was designed to see how much influence discounts and customer ratings have on impulsive buying behavior. The researcher distributed the questionnaire online through private and group messages on the WhatsApp platform. To gather responses, a Likert scale was used as the answer format. This scale is commonly applied to measure people's attitudes or the strength of their opinions (Silaen & Widiyono, 2013). The responses collected were then processed and analyzed using SPSS version 27.

Result

Validity Test

Table 1. Validity Test Results

Variabel	Item	r Hitung	r Tabel	Keterangan
Discount (X1)	X1.1	0,610	0,361	Valid
	X1.2	0,614	0,361	Valid
	X1.3	0,786	0,361	Valid
	X1.4	0,508	0,361	Valid
	X1.5	0,617	0,361	Valid
	X1.6	0,788	0,361	Valid
	X1.7	0,525	0,361	Valid
Customer Rating (X2)	X2.1	0,689	0,361	Valid
	X2.2	0,812	0,361	Valid
	X2.3	0,805	0,361	Valid
	X2.4	0,840	0,361	Valid
	X2.5	0,619	0,361	Valid
Impulse Buying (Y)	Y.1	0,677	0,361	Valid
	Y.2	0,538	0,361	Valid

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	Y.3	0,849	0,361	Valid
	Y.4	0,759	0,361	Valid
	Y.5	0,524	0,361	Valid
	Y.6	0,713	0,361	Valid
	Y.7	0,777	0,361	Valid
	Y.8	0,507	0,361	Valid

From the reliability test table above, it shows that all of the research items above have a Cronbach's Alpha value above 0.60. This confirms that each statement in this study is reliable and worthy of further analysis.

Reliability Test

Table 2. Reliability Test Results

Variabel	Cronbach Alpha	Keterangan
Discount	0,768	Reliabel
Customer Rating	0,746	Reliabel
Impulse Buying	0,872	Reliabel

This test shows that all Cronbach's alpha constants are above the threshold of 0.60, this indicates that the instrument has adequate internal consistency and is considered reliable for further testing.

Classical Assumption Test

Normality Test

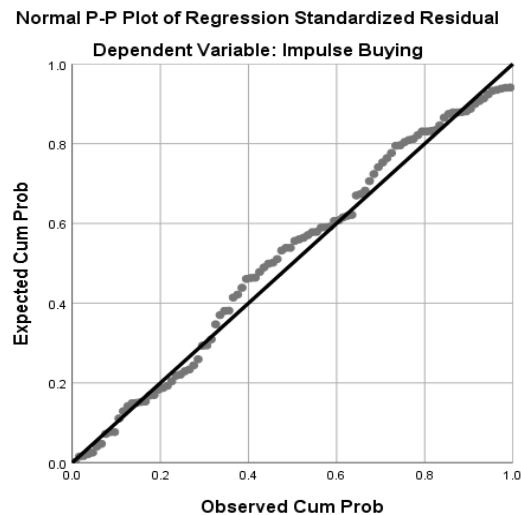


Figure 2. Results of Normality Measurement (Probability Plot)

Based on the image above, it can be seen that the data is spread along a diagonal line, meaning that the data is normal. This pattern shows that the questionnaire data of this research has met the assumption of normality and reflects the diversity of several groups or subpopulations. Thus, the residuals in this study have met the requirements for normality.

Heteroscedasticity Test

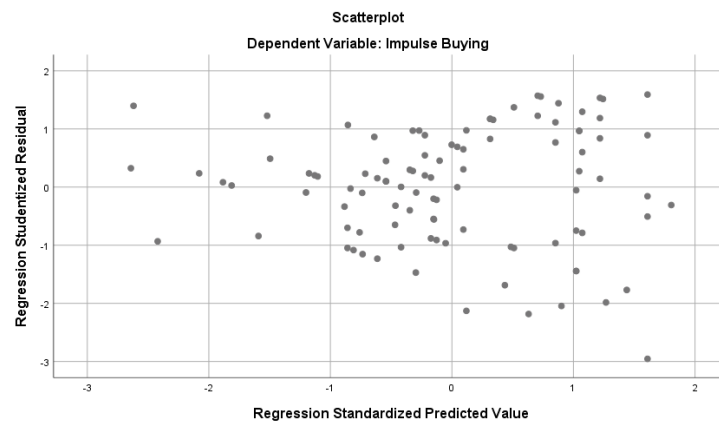


Figure 3. Results of Heteroscedasticity Measurement (Scatterplot)

The image above shows that the dots are dispersed both above and below the zero line in a random manner, without following any specific or consistent pattern. It can be seen that, the data in this study shows that there is no occurrence of heteroscedasticity.

Multicollinearity Test

Table 3. Multicollinearity Measurement Results

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Discount	1.000	1.000
	Customer Rating	1.000	1.000

a. Dependent Variable: Impulse Buying

The test results above show that both variables have a tolerance value > 0.1 and a VIF value < 10 . It can be concluded that there is no correlation between the independent variables which indicates that multicollinearity does not occur.

Multiple Linear Regression Analysis

Table 4. Multiple Linear Regression Analysis Test

Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	7.429	2.861	
	Discount	.430	.067	.515
	Customer Rating	.376	.097	.314

a. Dependent Variable: Impulse Buying

Referring to the results shown in the table, the constant value is 7.429, with the discount variable at 0.430 and the customer rating variable at 0.376. Based on these figures, the influence

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of discounts and customer ratings on impulse buying through TikTok Shop in Bandar Lampung can be described using the following regression equation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

$$Y = 7,249 + 0,430X_1 + 0,376X_2 + e$$

Based on the regression equation, the results of the linear regression test can be explained. doubled as follows:

- a. The regression equation in this study has a constant value of 7.249, which means that if both independent variables are equal to zero, then the predicted value of the dependent variable, impulsive buying, is 7.249.
- b. The multiple linear regression coefficient for the discount variable is 43.0%, which indicates a positive relationship between discounts and impulsive buying. This shows that for every 1 point increase in the discount variable, assuming other variables remain constant at zero, impulsive buying at TikTok Shop in Bandar Lampung will increase by 43.0%.
- c. The regression coefficient of the customer rating variable is 37.6%, which also indicates a positive relationship. This means that for every 1 point increase in the customer rating, while other variables remain at zero, impulsive buying behavior at TikTok Shop in Bandar Lampung will increase by or 37.6%.

Hypothesis Measurement

Partial Measurement (t-Measurement)

Table 5. Partial Measurement Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.429	2.861		2.596	.011
	Discount	.430	.067	.515	6.376	.000
	Customer Rating	.376	.097	.314	3.890	.000

a. Dependent Variable: Impulse Buying

- a. Based on the comparison between the calculated t value and the t table, the calculated t is greater than the t table, which is $6.376 > 1.984$. In addition, the significance value of 0.000 which is smaller than 0.05 indicates that the discount variable has a positive and significant effect on impulsive buying behavior. Thus, the results of this analysis support and strengthen the first hypothesis (Ha1) proposed in the research.
- b. Furthermore, seen from the comparison between the calculated t value and the t table, it is known that the calculated t of 3.890 exceeds the t table of 1.984. The significance value obtained is 0.000 which is statistically smaller than the significance limit of 0.05. This indicates a positive and significant relationship between the customer rating variable and impulsive buying. Therefore, the second hypothesis (Ha2) is declared accepted and proven through the test results.

Simultaneous Measurement (F-Measurement)

Table 6. Simultaneous Measurement Results (F-Measurement)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	479.068	2	239.534	28.228	.000 ^b
	Residual	823.122	97	8.486		
	Total	1302.190	99			
a. Dependent Variable: Impulse Buying						
b. Predictors: (Constant), Customer Rating , Discount						

Based on the results of the F test, it is known that the F_{count} value of 24.649 is greater than the F_{table} value of 2.70. In addition, the level of significance obtained is 0.000, which means it is far below the significance limit of 0.05. This finding shows that the discount and customer rating variables together have a real and significant influence on consumer impulse buying behavior at TikTok Shop, especially in the Bandar Lampung area. In other words, both variables are able to encourage spontaneous purchasing decisions when consumers shop on the platform. Therefore, based on the comparison between the calculated F_{count} and the F_{table} value, it is concluded that the third hypothesis (Ha3) is accepted.

Coefficient of Determination

Table 7. Results of Determining Constant (R2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.607 ^a	.368	.355	2.913
a. Predictors: (Constant), Customer Rating , Discount				
b. Dependent Variable: Impulse Buying				

The constant correlation shows that discounts and customer ratings have a moderate and positive relationship with impulsive buying, with a correlation value of 0.607. The constant R^2 value of 0.368 indicates that 36.8% of the variation in impulsive buying is explained by the two variables. Meanwhile, 63.2% is influenced by several other factors outside the scope of this study.

Discussion

Hypothesis test results indicate that discounts on TikTok Shop positively influence impulse buying. This is supported by the linear regression analysis, which shows a positive coefficient for the discount variable, suggesting that discounts are among the most effective promotional tools in driving impulsive purchasing behavior particularly among Gen Z users of TikTok Shop in the Bandar Lampung area. These findings are consistent with research conducted by Ningrum & Pudjoprasetyono (2023), which also stated that design has a

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significant positive influence on impulsive purchasing behavior among Shopee users at UPN “Veteran” East Java.

The hypothesis test results demonstrate that customer ratings on TikTok Shop have a positive influence on impulse buying behavior. This is further reinforced by the linear regression analysis, which presents a positive coefficient for the customer rating variable. These findings are consistent with prior research by Nuraini & Praswati (2024), which revealed that high product ratings tend to increase consumer confidence in a product's quality. This sense of trust often reduces the need for further evaluation, making consumers more likely to make spontaneous purchases. Moreover, high ratings contribute to the perception that a product is not only reliable but also widely favored by others, enhancing its appeal (Tjiptono, 2018).

The results of the multiple linear regression analysis indicate that both independent variables play a significant role in influencing impulse buying behavior on TikTok Shop. As shown in the F test results, the discount and customer rating variables together have a notable and simultaneous impact on consumers' impulse buying tendencies. Furthermore, the R² analysis reveals an R value of 0.607, suggesting a fairly strong correlation between impulse buying and the variables of discount, shopping lifestyle, and customer rating. The R Square value of 36.8% means that this portion of the variation in impulse buying can be accounted for by the independent variables used in this study, while the remaining 63.2% is likely influenced by other external factors that were not included in this research.

Conclusion

Discounts have a partial positive and significant effect on impulse buying. on e-commerce Tiktok Shop, especially Gen Z users of Tiktok Shop in Bandar Lampung. This proves that discounts are one of the main factors that determine impulse buying. This proves that large discounts will attract consumers to make impulse purchases, so the greater the discount offered, more and more impulse buying will increase.

Customer rating has a partially positive and significant impact on impulse buying within the TikTok Shop e-commerce platform, particularly among Gen Z users in the Bandar Lampung. Rating Which high and positive will attract consumers to make impulse purchases, so that the customer rating will be better stated, then impulse buying will increase. Customer rating reflect perception consumers with a store or product, as well as the experience offered, which is the main reason for choosing a product in e-commerce, especially Tiktok Shop.

The presence of discounts and positive customer ratings has a combined and significant influence on impulse buying behavior on the TikTok Shop platform. Substantial discounts often serve as a strong lure, prompting consumers to make spontaneous purchases without prior planning. At the same time, high and favorable product ratings help build trust in the product's quality and visual appeal. When these two factors work hand in hand, they effectively reinforce one another making the product not only more convincing but also more tempting. As a result, the more appealing the product's presentation and promotional strategies, the higher the chances that Gen Z users in Bandar Lampung will engage in impulse buying on TikTok Shop.

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