

ABSTRAK

Peran Dari *Perceived Benefit* dan *Perceived Risk* Dalam Memediasi *Mobile Marketing* Terhadap *Impulsive Buying* E-Commerce Tiktok Shop

Di Tasikmalaya

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Tujuan dari penelitian ini adalah untuk mengetahui peran dari *perceived benefit* dan *perceived risk* dalam memediasi antara *mobile marketing* terhadap *impulsive buying*. Metode penelitian yang digunakan dalam penelitian ini adalah metode *survey* dengan menggunakan kuesioner melalui skala 1-10. Kuesioner didistribusikan kepada 265 responden menggunakan *purpose sampling*, dengan kriteria sampel yaitu pengguna *e-commerce* shopee dengan usia minimal 18 tahun yang berdomisili di Tasikmalaya dan pernah menggunakan TikTok Shop. Alat analisis yang digunakan yaitu *Structural Equation Modeling* (SEM) dengan *software* AMOS. Hasil penelitian ini menunjukkan bahwa *mobile marketing* berpengaruh positif terhadap *perceived benefit*, *mobile marketing* berpengaruh negatif terhadap *perceived risk*, *perceived benefit* berpengaruh positif terhadap *impulsive buying*, *perceived risk* berpengaruh negatif terhadap *impulsive buying*.

Kata kunci: *Mobile Marketing, Perceived Benefit, Perceived Risk, Impulsive Buyinng*

ABSTRACT

The Role of Perceived Benefit and Perceived Risk in Mediating Mobile Marketing Against Impulsive Buying E-Commerce Tiktok Shop in Tasikmalaya
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The purpose of this research is to determine the role of perceived benefits and perceived risks in mediating between mobile marketing and impulse buying. The research method used in this research is a survey method using a questionnaire on a scale of 1-10. Questionnaires were distributed to 265 respondents using purposive sampling. The sample criteria are Shopee e-commerce users with a minimum age of 18 years who live in Tasikmalaya and have used TikTok Shop. The analysis tool used is Structural Equation Modeling (SEM) with AMOS software. The results of this research show that mobile marketing has a positive effect on perceived benefits, mobile marketing has a negative effect on perceived risk, perceived benefits has a positive effect on impulse buying, perceived risk has a negative effect on impulse buying.

Keyword: Mobile Marketing, Perceived Benefit, Perceived Risk, Impulsive Buying