

## ABSTRAK

**Muhamad Ilham Mubarock, 2023. Pengaruh *Electronic Word Of Mouth* dan *Price Discount* Terhadap *Perilaku Impulse Buying* Pada Pengguna Tiktok. Skripsi. Program Studi Ekonomi Syariah, Fakultas Agama Islam, Universitas Siliwangi.**

*Electronic Word of Mouth* dan *Price Discount* merupakan beberapa faktor yang mempengaruhi *Impulse Buying*. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh *Electronic Word of Mouth* dan *Price Discount* terhadap perilaku *Impulse Buying* pada pengguna Tiktok baik secara parsial maupun simultan.

Penelitian ini menggunakan metode deskriptif kuantitatif, populasi dan sampel pada penelitian ini adalah pengguna Tiktok yang sudah dan pernah belanja di Tiktok shop sebanyak 100 responden. Teknik pengumpulan data yang digunakan adalah Kuesioner dan Teknik analisa data menggunakan, koefisien korelasi, koefisien regresi dan determinasi.

Hasil penelitian ini menunjukkan bahwa pada variabel *Price Discount* secara parsial berpengaruh signifikan perilaku *impulse buying* pada pengguna Tiktok, Sementara *Electronic Word of Mouth* tidak secara signifikan mempengaruhi perilaku *impulse buying* pada pengguna Tiktok, tetapi pada uji simultan *Electronic Word of Mouth* dan *Price Discount* bersamaan secara signifikan mempengaruhi perilaku *impulse buying* pada pengguna Tiktok.

**Kata Kunci:** *Electronic Word of Mouth, Price Discount, Impulse Buying*

## ABSTRACT

***Muhamad Ilham Mubarock, 2023. The Effect of Electronic Word Of Mouth and Price Discount on Impulse Buying Behavior in Tiktok Users. Thesis. Sharia Economics Study Program, Faculty of Islamic Religion, Siliwangi University***

*Electronic Word of Mouth and Price Discount are several factors that influence Impulse Buying. The purpose of this study was to determine the effect of Electronic Word of Mouth and Price Discount on Impulse Buying behavior in Tiktok users both partially and simultaneously.*

*This study uses a correlational method with a quantitative approach with a saturated sample technique. Data was collected using a questionnaire with a Likert scale. The population in this study were Tiktok users who had and had shopped at the Tiktok shop with a saturated sample of 100 people.*

*The results of this study indicate that the Price Discount variable has a significant partial effect on impulse buying behavior among TikTok users. On the other hand, Electronic Word of Mouth does not significantly influence impulse buying behavior among TikTok users. However, in the simultaneous test, Electronic Word of Mouth and Price Discount together significantly affect impulse buying behavior among TikTok users.*

***Keyword:*** *Electronic Word of Mouth, Price Discount, Impulse Buying*