

ABSTRAK

Elga Achmad Firdaus. 2025. Pengaruh *Influencer Marketing*, Persepsi Harga dan Promosi *Flash Sale* Terhadap Perilaku Pembelian Impulsif (Studi Kasus Pada Konsumen Muslim Pengguna TikTok Shop di Kota Tasikmalaya): Program Studi Ekonomi Syariah Fakultas Agama Islam Universitas Siliwangi.

Era digital dan perkembangan teknologi dalam *Society 5.0* telah mengubah perilaku belanja masyarakat, terutama melalui platform *e-commerce* seperti TikTok Shop. Fenomena pembelian impulsif menjadi semakin menonjol karena kombinasi antara konten kreatif *influencer*, persepsi harga yang menarik, dan promosi *flash sale* yang menggoda konsumen. TikTok Shop sebagai *social commerce* memanfaatkan tren ini dengan menghadirkan strategi pemasaran berbasis konten dan fitur interaktif yang mampu menarik perhatian pengguna, khususnya pada konsumen Muslim pengguna TikTok Shop di Kota Tasikmalaya yang dikenal dengan mayoritas penduduknya beragama Islam dan antusias terhadap tren digital. Penelitian ini bertujuan mengkaji pengaruh *Influencer Marketing*, *Persepsi Harga* dan *Promosi Flash Sale* terhadap perilaku pembelian impulsif pada konsumen muslim pengguna TikTok Shop di Kota Tasikmalaya.

Metode penelitian yang digunakan metode kuantitatif deskriptif dengan teknik pengambilan sampel *non probability sampling*, dengan menggunakan metode pengambilan sampel *Sampling Insidental*. Penelitian ini menggunakan data primer dari hasil kuesioner yang disebarikan melalui *google form*. Dengan sampel penelitian berjumlah 235 responden. Teknik analisis data yang digunakan yaitu *Partial Least Square* dengan uji koefisien *outer model* dan *inner model* serta model analisis jalur (*Path Analysis*) dengan alat bantu penelitian SmartPLS 3.0.

Hasil penelitian ini menunjukkan bahwa secara parsial variabel *influencer marketing* (X_1) dan promosi *flash sale* (X_3) berpengaruh signifikan terhadap pembelian impulsif (Y). Sementara itu, persepsi harga (X_2) tidak memiliki pengaruh terhadap pembelian impulsif (Y). Temuan ini menegaskan bahwa daya tarik emosional dan keterbatasan waktu lebih mendorong pembelian spontan dibanding persepsi rasional terhadap harga. Maka dari itu, bagi penelitian lanjutan disarankan untuk mengeksplorasi variabel lain diluar yang telah diteliti untuk mengetahui variabel yang mungkin berpengaruh namun belum dianalisis dalam penelitian ini.

Kata Kunci: *Influencer Marketing*, *Persepsi Harga*, *Flash Sale*, *Pembelian Impulsif*, *TikTok Shop*

ABSTRACT

Elga Achmad Firdaus. 2025. The Influence of Influencer Marketing, Price Perception and Flash Sale Promotion on Impulsive Buying Behavior (Case Study on Muslim Consumers Using TikTok Shop in Tasikmalaya City): Sharia Economics Study Program, Faculty of Islamic Studies, Siliwangi University.

The digital era and technological developments in Society 5.0 have changed people's shopping behavior, especially through e-commerce platforms such as TikTok Shop. The phenomenon of impulsive buying is becoming increasingly prominent due to the combination of creative influencer content, attractive price perceptions, and flash sale promotions that tempt consumers. TikTok Shop as a social commerce takes advantage of this trend by presenting a content-based marketing strategy and interactive features that can attract the attention of users, especially Muslim consumers who use TikTok Shop in Tasikmalaya City, which is known to have a majority Muslim population and is enthusiastic about digital trends. This study aims to examine the influence of Influencer Marketing, Price Perception and Flash Sale Promotion on impulsive purchasing behavior of Muslim consumers who use TikTok Shop in Tasikmalaya City.

The research method used is a descriptive quantitative method with a non-probability sampling technique, using the Incidental Sampling sampling method. This study uses primary data from the results of questionnaires distributed via Google Form. With a research sample of 235 respondents. The data analysis technique used is Partial Least Square with the outer model and inner model coefficient test and the path analysis model (Path Analysis) with the SmartPLS 3.0 research tool.

The results of this study indicate that partially, the variables influencer marketing (X_1) and flash sale promotions (X_3) have a significant effect on impulse purchases (Y). Meanwhile, price perception (X_2) has no effect on impulse purchases (Y). This finding confirms that emotional appeal and time constraints are more likely to encourage impulse purchases than rational perceptions of price. Therefore, further research is recommended to explore other variables beyond those studied to identify variables that may have an influence but were not analyzed in this study.

Keywords: Influencer Marketing, Price Perception, Flash Sale, Impulse Buying, TikTok Shop