

RINGKASAN

Perkembangan *e-commerce* di Indonesia yang semakin pesat telah mengubah perilaku konsumen dalam berbelanja *online*, terutama pada Generasi Z yang aktif menggunakan media sosial dan *platform* digital. TikTok menjadi salah satu *platform* yang menghadirkan fitur TikTok Shop untuk memudahkan pengguna berbelanja dalam satu aplikasi. Penelitian ini bertujuan untuk menganalisis pengaruh *price discount* dan *hedonic shopping motivation* terhadap *impulsive buying* melalui *positive mood* sebagai variabel mediasi. Penelitian ini menggunakan metode kuantitatif. Data dikumpulkan melalui kuesioner yang disebarakan kepada 189 responden Gen Z di Kabupaten Banyumas dan dianalisis menggunakan metode *Partial Least Squares Structural Equation Modeling* (PLS-SEM).

Hasil penelitian menunjukkan bahwa *hedonic shopping motivation* berpengaruh signifikan terhadap *positive mood* dengan nilai *t-statistic* 8.118 (>1.96) dan *p-value* 0.000 (<0.05), yang kemudian berpengaruh terhadap *impulsive buying*. Namun *price discount* tidak berpengaruh langsung terhadap *impulsive buying* karena nilai *t-statistic* 0.107 (<1.96) dan *p-value* 0.914 (>0.05). Implikasi penelitian ini menunjukkan bahwa *hedonic shopping motivation* merupakan faktor paling kuat dalam meningkatkan *impulsive buying*, sehingga strategi pemasaran sebaiknya tidak hanya berfokus pada penjualan produk saja, tetapi pada penyajian konten yang menarik, mengikuti tren dan menghibur. Nilai orisinalitas penelitian ini terletak pada pengujian peran *positive mood* sebagai variabel mediasi dalam konteks *social commerce* TikTok Shop pada Gen Z di Kabupaten Banyumas.

Kata Kunci: *Price Discount*, *Hedonic Shopping Motivation*, *Impulsive Buying*, *Positive Mood*, TikTok Shop, Generasi Z

SUMMARY

The rapid growth of e-commerce in Indonesia has transformed consumer behavior in online shopping, particularly among Generation Z, who are highly active users of social media and digital platforms. TikTok is one of the leading platforms that offers the TikTok Shop feature, enabling users to shop conveniently within a single application. This study aims to analyze the influence of price discount and hedonic shopping motivation on impulsive buying through positive mood as a mediating variable. This research employed a quantitative approach. Data were collected through questionnaires distributed to 189 Generation Z respondents residing in Banyumas Regency and were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method.

The results showed that hedonic shopping motivation significantly influenced positive mood with a t -statistic of 8.118 (>1.96) and a p -value of 0.000 (<0.05), which then influenced impulsive buying. However, price discounts did not directly influence impulsive buying because the t -statistic was 0.107 (<1.96) and a p -value of 0.914 (>0.05). The implications of this study indicate that hedonic shopping motivation is the most powerful factor in increasing impulsive buying, so marketing strategies should not only focus on product sales, but also on presenting interesting, trend-following, and entertaining content. The original value of this study lies in testing the role of positive mood as a mediating variable in the context of TikTok Shop social commerce among Gen Z in Banyumas Regency.

Keywords: Price Discount, Hedonic Shopping Motivation, Impulsive Buying, Positive Mood, TikTok Shop, Generation Z.