

RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh Konten Video TikTok terhadap *Impulse Buying* dengan *Brand Awareness* sebagai variabel mediasi pada pengguna TikTok Shop. Penelitian ini dilatarbelakangi oleh meningkatnya penggunaan TikTok sebagai platform *social commerce* yang mampu memengaruhi perilaku pembelian konsumen melalui konten video, promosi, *live streaming*, dan produk viral. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data diperoleh melalui penyebaran kuesioner kepada 151 responden pengguna TikTok Shop yang dipilih menggunakan teknik *purposive sampling*. Variabel penelitian terdiri atas Konten Video TikTok, *Brand Awareness*, dan *Impulse Buying*.

Analisis data dilakukan menggunakan metode *Structural Equation Modeling–Partial Least Squares (SEM-PLS)* dengan bantuan *SmartPLS 4*. Penelitian ini menggunakan teori *Stimulus–Organism–Response (S-O-R)* yang menjelaskan bahwa konten video TikTok sebagai stimulus mampu memengaruhi kondisi psikologis konsumen (*organism*) sehingga menghasilkan respons berupa *impulse buying*, dengan *Brand Awareness* berperan sebagai variabel mediasi.

Hasil penelitian menunjukkan bahwa Konten Video TikTok berpengaruh positif dan signifikan terhadap *Brand Awareness* ($\beta = 0,704$; $p < 0,001$) dan *Impulse Buying* ($\beta = 0,285$; $p = 0,012$). *Brand Awareness* juga berpengaruh positif dan signifikan terhadap *Impulse Buying* ($\beta = 0,320$; $p = 0,009$) serta mampu memediasi pengaruh Konten Video TikTok terhadap *Impulse Buying* ($\beta = 0,225$; $p = 0,014$). Temuan ini menunjukkan bahwa semakin menarik dan berkualitas konten video TikTok, semakin tinggi *brand awareness* konsumen sehingga semakin besar kecenderungan konsumen melakukan *impulse buying* pada TikTok Shop.

Kata Kunci: Konten Video TikTok, *Brand Awareness*, *Impulse Buying*, TikTok Shop, *Social Commerce*.

SUMMARY

This study aims to examine the effect of TikTok Video Content on Impulse Buying, with Brand Awareness serving as a mediating variable among TikTok Shop users. The study was motivated by the increasing use of TikTok as a social commerce platform that influences consumer purchasing behavior through video content, promotions, live streaming, and viral products. This study employed a quantitative approach using a survey method. Data were collected through questionnaires distributed to 151 TikTok Shop users selected using purposive sampling. The research variables consisted of TikTok Video Content, Brand Awareness, and Impulse Buying.

The data were analyzed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method with the assistance of SmartPLS 4. This study was based on the Stimulus–Organism–Response (S-O-R) theory, which explains that TikTok video content, as a stimulus, influences consumers' psychological processes (organism), resulting in a behavioral response in the form of impulse buying, with Brand Awareness acting as a mediating variable.

The results indicate that TikTok Video Content has a positive and significant effect on Brand Awareness ($\beta = 0.704$; $p < 0.001$) and Impulse Buying ($\beta = 0.285$; $p = 0.012$). Brand Awareness also has a positive and significant effect on Impulse Buying ($\beta = 0.320$; $p = 0.009$) and significantly mediates the effect of TikTok Video Content on Impulse Buying ($\beta = 0.225$; $p = 0.014$). These findings indicate that the more engaging and higher-quality TikTok video content is, the greater consumers' brand awareness, which in turn increases their tendency to make impulse purchases on TikTok Shop.

Keywords: *TikTok video content, brand awareness, impulse buying, TikTok Shop, social commerce.*