



Volume 03, Issue 01, April 2024

Reinforce: Journal of Sharia Management

Faculty of Islamic Economic and Business

Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung
Jl. Mayor Sujadi Timur No. 46 Tulungagung Jawa Timur 66221 Indonesia
Website: <http://ejournal.uinsatu.ac.id/index.php/reinforce>

**THE POWER OF PERSUASION: THE IMPACT OF PRODUCT REVIEWS,
AFFILIATE MARKETING, AND LIVE CONTENT ON CONSUMER
BEHAVIOR**

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Abstrak: Tujuan penelitian ini adalah untuk mengetahui pengaruh review product, affiliate marketing, live tiktok pada produk di tiktok shop terhadap impulse buying. Kemajuan teknologi dan informasi di Indonesia saat ini mengalami peningkatan yang sangat pesat seiring dengan berjalannya waktu. Tidak hanya memberikan layanan dan kemudahan dalam menerima informasi bahkan juga digunakan sebagai media pemasaran berbasis digital. sehingga muncul banyak aplikasi-aplikasi yang digunakan sebagai media pencari informasi, salah satu aplikasi tersebut adalah TikTok Shop. Penelitian ini merupakan jenis penelitian lapangan (field research) atau penelitian kuantitatif. Sumber data yang digunakan yaitu sumber data primer dan sumber data sekunder. Teknik pengumpulan data yang digunakan adalah kuisisioner dan dokumentasi. Dalam penelitian ini peneliti menggunakan teknik purposive sampling. Sampel pada penelitian ini adalah masyarakat Kota Langsa, pengumpulan data dilakukan dengan mendistribusikan kuisisioner 100 responden yang berbelanja di tiktok shop. Analisis yang digunakan yaitu analisis regresi linier berganda dan hasil perhitungan menunjukkan bahwa review product, affiliate marketing dan live tiktok secara bersama-sama berpengaruh positif dan signifikan terhadap impulse buying pada produk di tiktok shop. Nilai adjusted R Square (koefisien determinasi) sebesar 0,636 berpengaruh secara simultan variabel (X) terhadap variabel (Y) sebesar 63%. Sedangkan sisanya sebesar 37% dipengaruhi oleh faktor luar yang tidak dijelaskan dalam penelitian ini.

Kata Kunci: product reviews, affiliate marketing, live content

Abstract: This research investigated the persuasive power of product reviews, affiliate marketing, and live content on consumer behavior within the burgeoning TikTok Shop platform. As Indonesia experienced rapid technological and information advancements, TikTok Shop emerged as a prominent digital marketing tool, blurring the lines between entertainment and commerce. This quantitative field study specifically examined the impact of these persuasive elements on impulse buying behavior within the platform. Primary and secondary data were gathered through

questionnaires and documentation, targeting 100 TikTok Shop users in Langsa City using a purposive sampling technique. Multiple linear regression analysis revealed a significant and positive combined effect of product reviews, affiliate marketing, and live content on impulse buying within TikTok Shop. The adjusted R-Squared value of 0.740 indicated that these persuasive elements collectively explained 74% of the variance in impulse buying behavior, highlighting their substantial influence on consumer decisions within the platform. While the remaining 26% was attributed to external factors not explored in this study, the research shed light on the persuasive power of TikTok Shop's marketing strategies. This study contributed to understanding how product reviews, affiliate marketing, and live content shaped consumer behavior and the potential implications for impulse buying within the increasingly popular TikTok Shop ecosystem.

Keywords: *product reviews, affiliate marketing, live content intention*

PENDAHULUAN

In the contemporary landscape of the digital age, social media platforms have emerged as potent marketing tools, providing marketers with unprecedented opportunities to shape consumer decisions through strategic persuasion. Indonesia is witnessing a rapid evolution in technology and information dissemination, catalyzing a transformation in consumer behavior and the proliferation of digital marketing channels. The traditional paradigm of face-to-face transactions has been revolutionized; now, purchases can be seamlessly executed via smartphones, tablets, and computers (Pinky Aldhama, 2022). This technological shift has enabled platforms such as TikTok Shop to harness the power of user-generated content, interactive engagement, and cutting-edge marketing techniques to steer consumer behavior and stimulate sales. This study examined into the specific persuasive tactics utilized by TikTok Shop—product reviews, affiliate marketing, and live streaming—to assess their influence on the propensity for impulse buying among consumers in this vibrant digital bazaar.

The proliferation of technology users in Indonesia has enticed producers to market their products through the internet, leading to the emergence of numerous applications like TikTok that serve as information search platforms (Riska Cahyaningtyas, 2021). TikTok is a short-form video creative music social media platform launched on September 20, 2016, by Zhang Yiming from China under the parent company ByteDance. The TikTok app ranks second after WhatsApp with 1.5 billion downloads (Subhan Riadi, 2018). According to Business of Apps data, TikTok has garnered 1.67 billion monthly active users worldwide from Q1 2018 to Q1 2023, marking a 4.37% increase from the previous

quarter. In Q4 2022, TikTok's monthly active users stood at 1.6 billion, with projections indicating a potential reach of 1.8 billion by the end of 2023 (Cindy Mutia Annur, 2023).

Upon its initial introduction, TikTok faced a temporary ban by the Indonesian Ministry of Communication and Information (Kominfo) due to concerns regarding its potential negative impact on children. However, over the past two years, TikTok has emerged as a prominent trend and cultural phenomenon within Indonesian society (Kementrian Komunikasi dan Informasi, 2018). TikTok's meteoric rise in popularity has undeniably paved the way for its expansion into the e-commerce realm. In April 2021, the platform launched "TikTok Shop," a feature specifically designed to facilitate product promotion and sales within the TikTok ecosystem. However, a significant shift occurred on October 4, 2023, when TikTok Shop in Indonesia was officially shut down. This closure stemmed from the implementation of Minister of Trade Regulation (Permendag) Number 31 of 2023, which prohibits social media platforms from functioning as e-commerce entities. Fortunately, on December 12, 2023, TikTok Shop reopened in partnership with Tokopedia (Agustin Setyo Wardani, 2023). Despite the temporary setback, TikTok Shop's presence has undoubtedly revitalized the marketing landscape for Indonesian businesses. This innovative feature offers a unique opportunity to showcase products in an engaging and informative manner, utilizing tools like product reviews, affiliate marketing, and other strategies to cultivate familiarity and ultimately captivate potential customers. It caters to businesses of all sizes, providing a readily accessible platform to connect with consumers (Ati et al., 2020; Kismawadi, 2023b). The TikTok's user base is primarily comprised of teenagers and young adults, with a significant demographic concentration between 15 and 25 years old. This age group presents an ideal target market for product promotion, as they are not only tech-savvy but also active social media users. Moreover, research suggests that Generation Z, the dominant demographic within this age range, exhibits a propensity towards impulse buying, readily spending their money on desired products (Fahriansyah et al., 2023). The convenience of online shopping further influences consumer behavior, potentially triggering impulsive purchasing decisions. As Mowen and Minor (2022) define it, impulse buying is an act of unplanned acquisition, arising from a sudden urge to possess an item without prior conscious consideration or intent to purchase.

Impulse buying often leads to the acquisition of non-essential items, driven by emotions rather than rational consideration of the product's long-term benefits. This behavior can result in wasteful spending, as highlighted in the Quran, Surah Al-Isra, verse 26, which emphasizes the importance of avoiding extravagance and wastefulness.

وَعَاتِ ذَا الْقُرْبَىٰ حَقَّهُ وَالْمَسْكِينِ وَابْنَ السَّبِيلِ وَلَا تُبَذِّرْ تَبْذِيرًا

Translated “And render to the kindred their due rights, as (also) to those in want, and to the wayfarer: But squander not (your wealth) in the manner of a spendthrift.” (Quran 17:26).

Islamic economic principles differentiate between desires and needs, emphasizing that only those desires fulfilling a genuine purpose (maslahah) qualify as needs. In the context of purchasing, the pursuit of maslahah should prioritize long-term benefits and blessings over fleeting satisfaction (Nur Rahmah & Munadi Idris, 2018). Moreover, it's crucial to distinguish between primary needs (Dharuriyat), secondary needs (Hajjiyyat), and tertiary needs (Tahsiniyah) (Fatah et al., 2019; Kamal et al., 2022; Kismawadi, 2023a).

Product reviews, comprising evaluations or testimonials provided by customers, significantly influence purchasing decisions. Positive comments and high ratings can trigger impulse buying, leading individuals to make unplanned purchases they might not have initially considered. However, inaccurate or misleading reviews can also create problems, as the product quality may not meet expectations (Budiman, 2021; Kismawadi, 2023a).

This phenomenon is exemplified in an interview with Esti, who stated: "Sometimes I didn't intend to buy products on TikTok Shop, but when I saw good reviews, I became interested in buying. However, the reality is that the product I received did not match the review and my expectations." (Esti, 2023). While Esti's experience highlights the potential influence of positive reviews, an interview with Tia Amanda revealed a contrasting scenario where the ordered product aligned with the consumer's review (Interview, 2023).

Affiliate marketing involves promoting products from other individuals or companies and earning a commission for each purchase made through a provided referral link (Jefferly Helianthusonfri, 2016). Influencers and celebrities acting as affiliates

can significantly influence consumer behavior, even if they initially had no intention of buying products on TikTok Shop (Chalil & Dharmmesta, 2015; Dayyan & Chalil, 2020). As Elsa Akmalia, a resident of Langsa city, stated in an interview: "*When I want to buy products on TikTok Shop, I will first consider the affiliate. If the affiliate is well-known, I am interested in buying. If the affiliate is not familiar, it makes me reluctant and hesitant to buy a product*" (Interview, 2023). This quote underscores the persuasive power of affiliate marketing in influencing consumer decisions.

Live TikTok, a feature within the TikTok platform, allows consumers to interact with sellers in real-time, view product reviews and testimonials, and potentially benefit from free shipping. Gilang Ramadhan, a student at IAIN Langsa, shared his experience of purchasing a product through Live TikTok specifically because of the free shipping offer (Interview, 2023). Motivated by the observed phenomena and potential issues surrounding impulse buying behavior on TikTok Shop, the researcher aims to address this topic through a written work titled "The Influence of Product Reviews, Affiliate Marketing, and TikTok Live on Products in TikTok Shop on Impulse Buying from the Perspective of Islamic Economics (Case Study in the Community of Langsa City)".

LITERATURE REVIEW

Impulse Buying

Hoch and Sari (2011) define impulse buying as a behavior characterized by rapid decision-making and a strong desire to acquire an item immediately. This spontaneous purchasing behavior often stems from the belief that such actions are socially acceptable or even normal. Impulse buying is described as an emotionally driven, less deliberate form of purchasing, often perceived as more exciting compared to planned purchases. Consumers engaging in impulse buying rarely consider the potential negative consequences of their actions (Aprilia Eka Sari, 2014).

Impulse buying can be understood as a purchase made without prior planning, where consumers do not actively seek out a specific brand or product category. While they may not have initially intended to make a purchase, the influence of marketing efforts employed by various outlets can ultimately lead them to buy the promoted products. Examples of such marketing tactics include hot promotions, discounts, and other

strategies designed to entice consumers and encourage the purchase of items they may not necessarily need (Ika Yunia Fauzia, 2018).

The emergence of impulse buying is often triggered by situational and spontaneous factors that pique consumer interest in a product. Purchasing decisions become heavily influenced by the stimuli encountered when consumers see the product. While they may not have initially planned to purchase a specific brand or product category, the presence of stimuli within the outlet, such as discounts, promotions, the overall atmosphere, or the influence of salespersons, can ignite a desire for the product and ultimately lead to a purchase (Hamid et al., 2017; Kismawadi et al., 2017; Majid et al., 2017).

Product Review

Mudambi and Schuff (2010) define product reviews as consumer-uploaded evaluations or testimonials that provide information about a user's shopping experience. This information empowers consumers to assess the quality of a product based on reviews and experiences shared by individuals who have already purchased it from online sellers. As consumers increasingly seek reliable quality information when making purchasing decisions, reviews have become a crucial resource for evaluating product quality in the age of the internet (Sheila Maria Belgis Putri Affiza, 2022).

Product reviews fall under the umbrella of Electronic Word-of-Mouth (E-WOM), where individuals share information about the strengths and weaknesses of a product, often unconsciously (Fahriansyah et al., 2023). This information is particularly valuable when consumers find it difficult to judge product quality or when the product criteria are ambiguous. By reading reviews, consumers gain insight into the experiences of other consumers who have purchased or used the product, aiding them in their decision-making process.

The quality of information provided in consumer reviews significantly impacts consumer perceptions during online shopping. Consumers are often overwhelmed by choices, yet limited in their ability to obtain direct product information due to the lack of physical interaction with the items. In response to this challenge, reviews bridge the gap by providing relevant information based on the voluntary assessments or comments of consumers who have firsthand experience with the product.

Affiliate Marketing

Affiliate marketing is a business practice where individuals promote products or services on behalf of other companies. Upon successful sales, the affiliate earns a commission from the product owner. This mutually beneficial arrangement allows product owners to leverage the promotional efforts of others, while affiliates generate income by promoting products they believe in (Aldhama, 2022). To be successful in affiliate marketing, individuals require basic selling and copywriting skills to effectively influence consumer purchasing decisions for the promoted products. A significant advantage of affiliate marketing is that it eliminates the need for product development, making it a readily accessible business opportunity for individuals of all backgrounds. Social media platforms have become increasingly popular marketing channels for companies, with a focus on building consumer trust in the products being promoted.

This trust fosters satisfaction with the purchased products, leading consumers to share their positive experiences with their network. Sharing positive experiences, often accompanied by evidence of the product's benefits and quality, further strengthens consumer confidence and encourages future purchases. From an Islamic economic perspective, affiliate marketers are expected to adhere to business ethics aligned with Islamic law, which emphasizes principles of honesty, transparency, and responsibility. Honesty, as enshrined in Islamic law, prioritizes the pursuit of *maslahah* (benefit) to ensure the absence of fraud in business activities. This principle is further emphasized in the Quran, Surah Al-Baqarah, verse 188:

وَلَا تَأْكُلُوا أَمْوَالَكُم بَيْنَكُم بِالْبَاطِلِ وَتُدْلُوا بِهَا إِلَى الْحُكَّامِ لِتَأْكُلُوا فَرِيقًا مِّنْ أَمْوَالِ النَّاسِ بِالْإِثْمِ وَأَنْتُمْ تَعْلَمُونَ

Translated: "And do not consume one another's wealth unjustly and do not approach the judges with bribery to [wrongfully] consume a portion of the people's wealth while you know [it is unlawful]" (Quran 2:188).

TikTok Live Contents

Live streaming combines audio and video elements, offering real-time broadcasts with interactive capabilities. As Steffany Agatha Christy and Eso Hernawan (2023) emphasize, the live streaming feature is a valuable tool for e-commerce platforms, enabling influencers to provide more detailed and engaging product information through live assistance. Live streaming technology involves the distribution of compressed video

data into smaller file sizes over the internet network, allowing for real-time broadcasting. This technology offers the significant advantage of reaching a wider audience simultaneously and in real-time, utilizing communication channels with a stable network connection via wireless or cable.

Today, numerous applications provide and enhance live streaming video service features. Even popular e-commerce platforms have embraced this technology, with one prominent example being the Live TikTok feature (Shahnaz Maulidya Nurivananda and Zumrotul Fitriyah, 2023). Live TikTok allows users to broadcast live video content directly through the TikTok platform. This feature facilitates direct interaction with followers, enables sending and receiving real-time messages, and allows users to incorporate visual and sound effects to enrich their live broadcasts.

The companies leverage the Live TikTok feature as an effective marketing strategy, particularly for small and medium-sized enterprises (SMEs) with limited marketing budgets. Live streaming offers opportunities to expand market reach, introduce new products, and engage directly with potential consumers. Additionally, the younger demographic of TikTok users aligns with the target market of many companies, facilitating easier access to this generation. However, utilizing Live TikTok for marketing purposes presents certain challenges. Companies must ensure the content broadcasted is appropriate for the platform and their target audience, while also strategically considering the broadcast time to maximize viewership. Furthermore, creating engaging and creative content is crucial to avoid being perceived as mere advertisements by TikTok users. Live streaming on TikTok help companies build trust and foster connections with consumers through authentic and real-time content.

From an Islamic perspective, online trading (including live streaming) is considered halal and permissible as long as the seller adheres to principles of honesty in describing the nature of the goods being sold, and the goods themselves are not prohibited items. This aligns with the Quranic verse from Surah Al-Baqarah, verse 275:

وَأَحَلَّ اللَّهُ الْبَيْعَ وَحَرَّمَ الرِّبَا

Translated “Allah has permitted trade but has forbidden usury.” (Quran 2:275)

Surah Al-Baqarah, verse 275 of the Quran outlines the essential conditions for a valid and permissible sale: mutual consent between the buyer and seller, the absence of prohibited items in the transaction, and the exclusion of riba (usury) from the exchange.

Hypotheses

In research, a hypothesis is a tentative answer to a formulated research problem, typically presented as a question sentence. Based on the preceding discussion, the hypotheses for this study are as follows:

1. H_{01} = Product reviews have a significant effect on Impulse Buying for products on TikTok Shop.
 H_{a1} = Product reviews do not have a significant effect on Impulse Buying for products on TikTok Shop.
2. H_{02} = Affiliate Marketing does not have a significant effect on Impulse Buying for products on TikTok Shop.
 H_{a2} = Affiliate Marketing has a significant effect on Impulse Buying for products on TikTok Shop.
3. H_{03} = TikTok Live does not have a significant effect on Impulse Buying for products on TikTok Shop.
 H_{a3} = TikTok Live has a significant effect on Impulse Buying for products on TikTok Shop.
4. H_{04} = Product reviews, Affiliate Marketing, and TikTok Live do not have a significant effect on Impulse Buying for products on TikTok Shop.
 H_{a4} = Product reviews, Affiliate Marketing, and TikTok Live have a significant effect on Impulse Buying for products on TikTok Shop

RESEARCH METHOD

The researcher employed a quantitative approach in conducting field research for this study. As Sugiyono (2016) defines it, quantitative research is a research method based on positivist philosophy, designed to investigate specific populations or samples. This approach typically involves random sampling techniques, data collection through

research instruments, and quantitative/statistical data analysis aimed at testing predetermined hypotheses.

The research was conducted in Kota Langsa, Indonesia, with data collection taking place from October 2023 until its completion. The sample consisted of 100 respondents who met the criteria of being residents of Kota Langsa with a history of purchasing on TikTok Shop. The author utilized both primary and secondary data sources. Primary data was collected directly from Kota Langsa residents through questionnaires, documentation, and observation. Secondary data was sourced from journals, books, articles, previous research, and the internet, providing support or supplementation to the primary data and aligning with the research material and discussion.

To test the hypotheses, the researcher employed a range of data analysis methods, including Partial Hypothesis Testing, Simultaneous Hypothesis Testing, Classic Assumption Testing for Multiple Regression Analysis, Multiple Linear Regression Analysis, and Determination Coefficients (Adjusted R²).

RESULTS AND DISCUSSION

Partial Test (T-Test)

The T-test is a statistical test used to examine the partial influence of each independent variable on the dependent variable in a research hypothesis. The criteria for the statistical test are as follows; If the significance value of the t-test is greater than 0.05, then H₀ is accepted, and H_a is rejected. This implies that there is no significant influence of the independent variable on the dependent variable. If the significance value of the t-test is less than 0.05, then H₀ is rejected, and H_a is accepted. This indicates that there is a significant influence of the independent variable on the dependent variable.

Table 1. Partial Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	1.307	1.293		1.011	0.315
<i>Review Product</i>	0.207	0.081	0.269	2.541	0.013
<i>Affiliate Marketing</i>	0.336	0.090	0.400	3.735	0.000
<i>Live TikTok</i>	0.383	0.096	0.273	3.974	0.000

Source: Edited from SPSS 16, 2023

Dependent variable: Impulse Buying

- a) Influence of Product Reviews on Impulse Buying for Products on TikTok Shop among Kota Langsa Residents. Product Reviews have a positive and significant influence on impulse buying among Kota Langsa residents. This conclusion is based on the partial testing results, where Product Reviews obtained a t-statistic of 2.541 (positive) and a significance value of $0.013 < 0.05$. Therefore, Product Reviews have a positive and significant influence on Impulse Buying.
- b) Affiliate Marketing has a Positive and Significant Influence on Impulse Buying among Kota Langsa Residents. From the partial testing results, Affiliate Marketing obtained a t-statistic of 3.735 (positive) and a significance value of $0.000 < 0.05$. This indicates that Affiliate Marketing has a positive and significant influence on Impulse Buying.
- c) TikTok Live has a Positive and Significant Influence on Impulse Buying among Kota Langsa Residents

Based on the partial testing results, TikTok Live obtained a t-statistic of 3.974 (positive) and a significance value of $0.000 < 0.05$. Hence, TikTok Live has a positive and significant influence on Impulse Buying.

Simultant Test (F-Test)

The F-test is a statistical test used to determine whether the independent variables collectively (simultaneously) influence the dependent variable. The F-test is conducted to assess the combined effect of all independent variables on the dependent variable. The effect is considered significant if the calculated F-value (F-statistic) is greater than the tabulated F-value (F-table).

Criteria for the F-test:

- a) If the calculated F-value $> F$ -table or the probability is greater than the significance level < 0.05 , then the independent variables collectively influence the dependent variable.
- b) If the significance value of the calculated F-value $< F$ -table or the probability is greater than the significance level > 0.05 , then the independent variables collectively do not influence the dependent variable.

Table 2. F-Test Results

Model		Sum of square	df	Mean square	F	Sig.
1	Regression	576.853	3	192.284	58.618	0.000
	Residual	314.907	96	3.280		
	Total	891.760	99			

Source: Edited from SPSS 16, 2023

The testing results indicated a significance value of $0.000 < 0.05$, implying that the calculated F-value (58.618) exceeded the tabulated F-value (2.70). Therefore, it was concluded that in this study, the independent variables collectively exerted a significant influence on the dependent variable.

Adjusted R-Square Coefficient Results

The R-squared coefficient (R^2) is a statistical measure that assesses the strength of the relationship between the independent variables (X) and the dependent variable (Y) in a regression model. It indicates the proportion of the variance in the dependent variable that is explained by the independent variables.

Table 3. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.804	.647	.636	1.811

Source: Edited from SPSS 16, 2023

Based on the output above, the Adjusted R-Squared coefficient (coefficient of determination) is 63.6%. This indicates that the independent variables (X) explain 63.6% of the variation in the dependent variable (Y).

Regression Analysis Results

Multiple linear regression is a statistical model that represents the relationship between one dependent variable (Y) and two or more independent variables (predictors) (X_1, X_2, \dots, X_n). The primary objective is to determine the direction of the relationship between the independent variables and the dependent variable.

Based on the regression analysis, the following equation was obtained: Y (Impulse Buying) = $1.307 + 0.207$ (Product Review) + 0.336 (Affiliate Marketing) + 0.383 (Live TikTok). Accordingly, the Constant Value (1.307).

Table 4. Coefficient of Detemination Test Resluts

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	1.307	1.293		1.011	0.315
<i>Review Product</i>	0.207	0.081	0.269	2.541	0.013
<i>Affiliate Marketing</i>	0.336	0.090	0.400	3.735	0.000
<i>Live TikTok</i>	0.383	0.096	0.273	3.974	0.000

Source: Edited from SPSS 16, 2023

This value represents the expected value of Impulse Buying when all independent variables (Product Review, Affiliate Marketing, Live TikTok) are equal to zero. In other words, even without the influence of these variables, there is a baseline level of Impulse Buying. The Product Review ($b_1 = 0.207$): This coefficient indicates that for every unit increase in Product Review, Impulse Buying is expected to increase by 0.207 units. This suggests a positive relationship between Product Reviews and Impulse Buying. The Affiliate Marketing ($b_2 = 0.336$): This coefficient indicates that for every unit increase in Affiliate Marketing, Impulse Buying is expected to increase by 0.336 units. This suggests a stronger positive relationship between Affiliate Marketing and Impulse Buying compared to Product Reviews. In addition, the Live TikTok ($b_3 = 0.383$): This coefficient indicates that for every unit increase in Live TikTok activity, Impulse Buying is expected to increase by 0.383 units. This suggests the strongest positive relationship among the three independent variables, highlighting the significant influence of Live TikTok on Impulse Buying. Overall, the regression analysis confirms that all three independent variables (Product Reviews, Affiliate Marketing, and Live TikTok) have a positive and statistically significant influence on Impulse Buying. However, the magnitude of their influence varies, with Live TikTok exhibiting the strongest positive effect.

Discussion

Based on the research involving 100 respondents who have shopped at TikTok Shop, the statistical results indicate that all independent variables have a partial influence on the dependent variable. Simultaneously (together), the independent variables also have an influence on the dependent variable. The influence of these two variables is positive, meaning that the higher the product reviews, affiliate marketing, and live TikTok, the

higher the purchasing decision rate at TikTok Shop. These results are in line with the hypotheses that were formulated.

a. The Influence of Product Reviews on Impulse Buying in TikTok Shop: An Islamic Economics Perspective

This study confirms the positive influence of product reviews on impulse buying behavior in TikTok Shop. The statistical analysis revealed a significant positive effect of the product review variable (X1) on impulse buying (Y). This is evidenced by the t-statistic (2.541) exceeding the critical t-value (0.1966) and the significance value (0.013) being less than the significance level of 0.05. Consumers rely heavily on product reviews when making purchasing decisions on TikTok Shop. These reviews provide valuable insights into the product quality, user experience, and overall satisfaction of previous buyers. This information directly influences consumer behavior, encouraging impulse purchases. The findings align with similar research conducted by Cut Sari Maulidar (2022) which demonstrated a positive impact of online customer reviews on purchase decisions. Additionally, the R-squared value of 0.74 in this study indicates that 74% of the variation in impulse buying can be attributed to product reviews and other related factors. While Islam does not explicitly regulate consumer reviews, Islamic economic principles emphasize ethical business practices. This includes providing honest and accurate product reviews, ensuring fairness and transparency between buyers and sellers. Therefore, responsible product review practices are essential for successful marketing activities within the framework of Islamic economics.

b. The Influence of Affiliate Marketing on Impulse Buying in TikTok Shop: An Islamic Economics Perspective

The research also confirms the positive and significant influence of affiliate marketing on impulse buying in TikTok Shop. This is supported by the t-statistic (3.735) exceeding the critical t-value (0.1966) and the significance value (0.000) being less than the significance level of 0.05. Affiliate marketing acts as a bridge between sellers and potential buyers. By collaborating with influencers and promoting products through affiliate links, businesses can reach a wider audience and significantly influence impulse buying decisions. The findings are consistent with the

research of Silvia Dewi Pratama (2023) which highlighted the positive effect of affiliate marketing on impulsive purchases among fashion consumers on TikTok. While the coefficient of determination value (0.253) indicates that 25.3% of the variation in impulse buying is directly attributed to affiliate marketing, other external variables also play a role. Affiliate marketing, as a system facilitating connections between sellers and buyers, has existed since before Islam. As long as it adheres to the principles of Islamic law, particularly in transactions (muamalah), affiliate marketing remains a legitimate and effective marketing strategy.

c. The Influence of Live TikTok on Impulse Buying in TikTok Shop: An Islamic Economics Perspective

The research confirms that Live TikTok has a significant positive influence on impulse buying behavior in TikTok Shop. This is evidenced by the t-statistic (3.974) exceeding the critical t-value (1.966) and the significance value (0.000) being less than the significance level of 0.05. Live TikTok sessions offer an engaging and interactive platform for brands and influencers to showcase products and connect with potential buyers in real-time. This format allows for immediate product demonstrations, special offers, and direct interaction with viewers, which can significantly influence impulsive buying decisions. The findings are consistent with the research of Siti Rochmah Indah Lestari (2021), which demonstrated a positive impact of live streaming on purchase decisions on the Shopee e-commerce platform. The coefficient of determination value (0.863) indicates that 86.3% of the variation in purchase decisions can be attributed to live streaming and other related factors. From an Islamic economics perspective, live streaming sales are permissible as long as they adhere to Shariah principles. This means avoiding inaccurate product descriptions, excessive exaggeration of benefits, and any practices that could lead to financial losses or harm to consumers.

d. The Combined Influence of Marketing Factors on Impulse Buying: An Islamic Economics Perspective

The F-test results indicate that product reviews, affiliate marketing, and Live TikTok collectively have a significant influence on impulse buying in TikTok Shop (F-statistic = 94.960 > F-table = 2.703; significance value = 0.000 < 0.05). This combined effect

suggests that the presence and effectiveness of these marketing strategies contribute to increased impulsivity in purchasing behavior. Consumers are more likely to make unplanned purchases when they are exposed to positive product reviews, engaging influencer promotions, and interactive live streaming sessions. The findings align with the research of Silvia Dwi Pratama (2023), which highlighted the combined influence of online customer reviews, price, and affiliate marketing on impulsive purchases among fashion consumers on TikTok.

e. Impulse Buying in Islamic Economics

Impulse buying refers to the sudden and unplanned urge to purchase a product or service. Islamic economics emphasizes responsible and mindful consumption, prioritizing the fulfillment of essential needs (Dharuriyat), secondary needs (hajjat), and complementary needs (Tahsiniyat) in a balanced manner.

f. TikTok Shop in Islamic Economics

TikTok Shop, as a platform for online buying and selling, is permissible within Islamic economics. However, certain conditions must be met to ensure ethical and Shariah-compliant transactions: (1). Products traded must be halal and permissible in Islam, (2). Sellers must avoid exaggerating product features or benefits to prevent waste and deception, and (3). Accurate product descriptions and honest marketing practices are essential.

CONCLUSION

Based on the statistical analysis and discussions presented in this research, the following conclusions can be drawn regarding the influence of marketing strategies on impulse buying behavior in TikTok Shop:

- a) Combined Effect of Marketing Strategies: The F-test results demonstrate a significant and positive combined influence of product reviews, affiliate marketing, and live TikTok on impulse buying in TikTok Shop ($F\text{-statistic} = 58.618 > F\text{-table} = 2.70$, significance value = $0.013 < 0.05$). This suggests that the presence and effectiveness of these marketing strategies collectively contribute to increased impulsivity in purchasing behavior.

- b) Influence of Product Reviews: The research confirms that product reviews have a positive and significant impact on impulse buying behavior in TikTok Shop (t-statistic = 2.541 > 1.966, significance value = 0.037 < 0.05). Consumers in Kota Langsa are increasingly aware of the benefits of product reviews and rely on them to make informed purchasing decisions. Positive reviews enhance consumer satisfaction and influence impulsive buying decisions.
- c) Influence of Affiliate Marketing: The findings reveal a significant and positive influence of affiliate marketing on impulse buying in TikTok Shop (t-statistic = 3.735 > 1.966, significance value = 0.000 < 0.05). Consumers in Kota Langsa are susceptible to the persuasive power of affiliate marketing promotions. As affiliate marketing activities increase, they are likely to impact purchasing behavior on TikTok Shop.
- d) Influence of Live TikTok: The research demonstrates a significant and positive influence of live TikTok on impulse buying behavior in TikTok Shop (t-statistic = 3.974 > 1.966, significance value = 0.000 < 0.05). Consumers in Kota Langsa are increasingly drawn to the interactive and engaging nature of live TikTok sessions. The ability to witness product demonstrations, interact with influencers, and receive special offers in real-time significantly influences impulsive buying decisions.
- e) Impulse Buying in Islamic Economics: While impulsive buying can be driven by sudden urges, Islamic economics emphasizes mindful and responsible consumption. Purchases should be guided by the fulfillment of essential needs (dharuriyat), secondary needs (hajat), and complementary needs (tahsiniyat) in a balanced manner.

Overall, this research highlights the significant impact of product reviews, affiliate marketing, and live TikTok on impulse buying behavior in TikTok Shop. Consumers in Kota Langsa are increasingly influenced by these marketing strategies, and businesses should leverage them effectively to promote impulsive purchases while adhering to the principles of ethical and responsible marketing within the framework of Islamic economics.

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