

PENGARUH *SELF-ESTEEM* TERHADAP *IMPULSIVE BUYING* MELALUI *SUBJECTIVE NORMS* SEBAGAI MEDIASI DI *TIKTOKSHOP* PADA MAHASISWA UNIVERSITAS PENDIDIKAN GANESHA

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *self-esteem* terhadap *impulsive buying* dengan *subjective norms* sebagai variabel mediasi pada pengguna *Tiktokshop* di kalangan mahasiswa Universitas Pendidikan Ganesha. Penelitian ini menggunakan metode kuantitatif dengan pendekatan eksplanatori. Sampel dalam penelitian ini berjumlah 96 responden yang merupakan mahasiswa aktif pengguna *Tiktokshop*. Pengumpulan data dilakukan menggunakan kuesioner yang disebarakan secara daring dan dianalisis dengan teknik analisis jalur (*path analysis*) menggunakan *software SPSS* versi 30. Instrumen penelitian diuji validitas dan reliabilitasnya melalui uji pilot terhadap 30 responden. Hasil penelitian menunjukkan bahwa *self-esteem* memiliki pengaruh positif dan signifikan terhadap *impulsive buying*, baik secara langsung maupun tidak langsung melalui *subjective norms*. Selain itu, *subjective norms* terbukti memiliki peran mediasi parsial dalam hubungan antara *self-esteem* dan *impulsive buying*. Hal ini menunjukkan bahwa persepsi individu terhadap tekanan sosial dari lingkungan sekitar turut memperkuat kecenderungan melakukan pembelian impulsif, terutama di *platform* digital seperti *Tiktokshop*. Implikasi dari penelitian ini memberikan kontribusi teoritis terhadap pemahaman perilaku konsumen dalam konteks *social commerce*, serta manfaat praktis bagi pelaku bisnis dalam merancang strategi pemasaran yang lebih efektif dengan mempertimbangkan aspek psikologis dan sosial konsumen.

Kata kunci: *Self-esteem*, *subjective norms*, *impulsive buying*, *Tiktokshop*.

THE EFFECT OF SELF-ESTEEM ON IMPULSIVE BUYING THROUGH SUBJECTIVE NORMS AS A MEDIATING VARIABLE ON TIKTOKSHOP USERS AMONG STUDENTS OF UNIVERSITAS PENDIDIKAN GANESHA

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ABSTRACT

This study aims to analyze the effect of self-esteem on impulsive buying with subjective norms as a mediating variable among TikTokShop users who are students of Universitas Pendidikan Ganesha. A quantitative method with an explanatory approach was used. The sample consisted of 96 respondents who were active university students and TikTokShop users. Data were collected using an online questionnaire and analyzed through path analysis using SPSS version 30. The research instrument was tested for validity and reliability through a pilot study involving 30 respondents. The results showed that self-esteem has a positive and significant effect on impulsive buying, both directly and indirectly through subjective norms. Furthermore, subjective norms were found to partially mediate the relationship between self-esteem and impulsive buying. This indicates that individuals' perceptions of social pressure from their environment contribute to strengthening the tendency to engage in impulsive purchases, particularly on digital platforms such as TikTokShop. The implications of this research provide theoretical contributions to the understanding of consumer behavior in the context of social commerce and offer practical benefits for business practitioners in designing more effective marketing strategies by considering consumers' psychological and social aspects.

Keywords: *Self-esteem, subjective norms, impulsive buying, TikTokShop*