

**ANALISIS PENGARUH DISKON HARGA, KUALITAS PRODUK, DAN
PROMOSI TERHADAP PEMBELIAN IMPULSIF DI TIKTOK SHOP
(STUDI KASUS PENGGUNA AKTIF DI KABUPATEN BULELENG)**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh diskon harga, kualitas produk dan promosi di TikTok Shop dengan studi kasus pengguna aktif di kabupaten buleleng. Fenomena belanja online yang semakin berkembang, terutama melalui TikTok Shop yang memunculkan perilaku pembelian secara spontan atau impulsif. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Populasi dalam penelitian ini adalah pengguna aktif TikTok Shop di Kabupaten Buleleng, dengan jumlah sampel 100 responden yang dipilih dengan teknik purposive sampling. Data dikumpulkan menggunakan kuesioner online. Kemudian data yang terkumpul dianalisis menggunakan analisis regresi linear berganda melalui SPSS 25. Hasil penelitian menunjukkan bahwa (1) diskon harga berpengaruh positif dan signifikan terhadap pembelian impulsif di TikTok Shop, (2) kualitas produk berpengaruh positif dan signifikan terhadap pembelian impulsif di TikTok Shop, (3) promosi berpengaruh positif dan signifikan terhadap pembelian impulsif di TikTok Shop, (4) diskon harga, kualitas produk dan promosi secara simultan berpengaruh signifikan terhadap pembelian impulsif. Temuan ini diharapkan dapat menjadi acuan bagi pelaku usaha dalam merancang strategi pemasaran digital yang lebih efektif pada platform e-commerce sosial.

Kata-kata kunci : Diskon Harga, Kualitas Produk, Promosi, Pembelian Impulsif, TikTok Shop.

**ANALYSIS OF THE EFFECT OF PRICE DISCOUNTS, PRODUCT
QUALITY, AND PROMOTION ON IMPULSIVE BUYING AT TIKTOK
SHOP
(CASE STUDY OF ACTIVE USERS IN BULELENG REGENCY)**

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ABSTRACT

This study aims to analyze the effect of price discounts, product quality, and promotions on TikTok Shop with a case study of active users in Buleleng Regency. The growing phenomenon of online shopping, especially through TikTok Shop, has given rise to spontaneous or impulsive buying behavior. This study employs a quantitative approach using a survey method. The population consists of active TikTok Shop users in Buleleng Regency, with a sample size of 100 respondents selected using purposive sampling. Data was collected via an online questionnaire. The collected data was analyzed using multiple linear regression analysis through SPSS 25. The results showed that (1) price discounts had a positive and significant effect on impulsive buying on TikTok Shop, (2) product quality had a positive and significant effect on impulsive buying on TikTok Shop, (3) promotions had a positive and significant effect on impulsive buying on TikTok Shop, (4) price discounts, product quality, and promotions simultaneously had a significant effect on impulsive buying. These findings are expected to be a reference for business actors in designing more effective digital marketing strategies on social e-commerce platforms.

Keywords: Price Discounts, Product Quality, Promotions, Impulsive Buying, TikTok Shop.