

## The Power of TikTok in Influencing Consumer Impulse Buying Behavior of MSMEs

Aloysius Ranga Aditya Naledra<sup>1\*</sup>, Slamet Heri Winarno<sup>1</sup>, Agus Priadi<sup>2</sup>

<sup>1</sup>Department of Management, Faculty of Economics and Business, Universitas Bina Sarana Informatika, Jl. Kramat Raya No. 98, Jakarta, Indonesia

<sup>2</sup>Department of English, Faculty of Communication and Language, Universitas Bina Sarana Informatika, Jl. Kramat Raya No. 98, Jakarta, Indonesia

\*Corresponding Author(s) Email: [rangga280@gmail.com](mailto:rangga280@gmail.com)

### Abstract

This study examines the influence of Social Media Marketing, Electronic Word of Mouth (E-WOM), and Flash Sale on Impulse Buying, with Perceived Value as a mediating variable, among consumers of micro, small, and medium enterprises (MSMEs) on TikTok. A quantitative approach was adopted, drawing on survey data from 196 active TikTok users residing in North Bekasi who had purchased MSME products via TikTok Shop or the live-streaming feature. Respondents were selected via purposive sampling, and the sample size was determined using the Lemeshow formula. The findings demonstrate that Social Media Marketing, E-WOM, and Flash Sale each exert a positive and significant effect on both Perceived Value and Impulse Buying. Perceived Value, in turn, significantly predicts Impulse Buying and fully mediates the relationship between the three marketing stimuli and impulsive purchase behavior. These results indicate that TikTok-based digital marketing strategies can meaningfully enhance consumers' perceived value and, consequently, stimulate impulse buying for MSME products. Theoretical and managerial implications are discussed in the context of social commerce and MSME digital transformation.

**Keywords:** E-WOM; Flash Sale; Perceived Value; Impulse Buying; Social Media Marketing; Social Commerce.

### Article History:

Received: 2026-04-05

Revised: 2026-05-19

Accepted: 2026-06-03

Publish: 2026-06-30

DOI:

10.26905/jmdk.v14i1.17187

Licensed:

©2026 Jurnal Manajemen dan Kewirausahaan. This is an open access article distributed under the CC BY-SA 4.0 license (<https://creativecommons.org/licenses/by-sa/4.0/>)

How to cite: Naledra, A. R. A., Winarno, S. H., Priadi, A. (2026). The Power of TikTok in Influencing Consumer Impulse Buying Behavior of MSMEs. *Jurnal Manajemen dan Kewirausahaan*, 14(1), 119-134.

### INTRODUCTION

The integration of digital technology into everyday life has transformed not only how businesses operate but also how consumers discover, evaluate, and purchase products.(Aloysius, Ranga, Aditya et al., 2021). Over the last decade, the expansion of internet access, mobile technologies, and social networking platforms has accelerated the shift from conventional commerce toward digitally mediated transactions. In this environment, consumers are no longer passive recipients of marketing messages; rather, they actively engage with digital content, online communities, and social influencers throughout their purchasing journey. Consequently, commercial activities have become increasingly embedded within consumers' daily digital experiences.

This transformation has given rise to social commerce, a phenomenon that combines social interaction and commercial transactions within a single digital ecosystem(Marhamah et al., 2023). Unlike traditional e-commerce platforms, where consumers typically enter the platform with a specific purchase intention, social commerce

enables purchasing opportunities to emerge organically while users consume content, interact with creators, or participate in online communities. As a result, purchasing decisions are often shaped not only by product-related considerations but also by social influence, emotional engagement, and experiential factors that arise during digital interactions.

Indonesia represents one of the fastest-growing social commerce markets in Southeast Asia.(Setiawan et al., 2025) The increasing penetration of smartphones, the widespread adoption of digital payment systems, and the growing popularity of social media platforms have created favorable conditions for the expansion of social commerce activities. Among various platforms, TikTok has emerged as a particularly influential player by integrating entertainment, content creation, social networking, and purchasing functions into a unified ecosystem.(Pakpahan et al., 2026). Through algorithm-driven content recommendations, short-form videos, and live-streaming features, TikTok continuously exposes users to commercial content while maintaining a highly engaging entertainment environment. Consequently, consumers often encounter products unintentionally while consuming content, creating conditions that may prompt spontaneous purchasing behavior.

For Micro, Small, and Medium Enterprises (MSMEs), the emergence of TikTok Shop has created unprecedented opportunities to access broader markets and compete within the digital economy.(Adha et al., 2025). Through interactive content, creator collaborations, live-stream commerce, and promotional campaigns, MSMEs can communicate directly with consumers without relying on substantial advertising budgets. In particular, live-stream shopping has transformed the purchasing process into a real-time, interactive experience in which consumers can observe product demonstrations, communicate with sellers, and access exclusive promotional offers simultaneously. Such interactions reduce informational barriers and create a shopping environment characterized by immediacy, excitement, and social engagement.

The growing reliance of MSMEs on TikTok as a commercial platform has generated an urgent need to understand the factors that drive consumer purchasing behavior within this environment.(Lukas Arturito et al., 2025). For many MSMEs, TikTok is no longer merely a promotional channel but has become a primary source of customer acquisition and sales generation.(Elcorina, 2025). Nevertheless, numerous businesses continue to rely on intuition, viral trends, and short-term promotional tactics when designing marketing activities. While these approaches may generate temporary visibility, they do not necessarily translate into sustainable purchasing outcomes. As competition within social commerce intensifies and consumer attention becomes increasingly fragmented, identifying the mechanisms that drive impulse buying has become both a practical necessity for business sustainability and an important topic for academic inquiry.

The existing body of knowledge has provided substantial insights into the determinants of consumer behavior in digital environments. Prior studies have consistently identified Social Media Marketing, Electronic Word of Mouth (E-WOM), and Flash Sale promotions as influential factors shaping consumer responses. Research on Social Media Marketing has demonstrated its ability to enhance brand awareness, customer engagement, purchase intention, and online purchasing behavior. Studies examining E-WOM have highlighted the importance of online reviews, recommendations, and user-generated content in building trust, reducing uncertainty, and influencing product evaluations. Likewise, investigations into Flash Sale promotions have emphasized the role of scarcity cues, limited-time offers, and promotional urgency in encouraging consumer purchases. Collectively, these findings suggest that digital marketing stimuli play a critical role in influencing consumer behavior across various online contexts.

Despite these advances, several important issues remain unresolved. First, the majority of empirical evidence has been generated from conventional e-commerce platforms such as Shopee, Tokopedia, and Lazada.(My Sarah Imran et al., 2025), where consumers generally engage in deliberate product searches and follow relatively structured decision-making processes. Comparatively less attention has been devoted to social commerce environments such as TikTok, where entertainment consumption, social interaction, creator influence, and purchasing opportunities occur simultaneously. Given TikTok's distinctive characteristics, it cannot be assumed that findings from traditional e-commerce settings are directly applicable to social commerce ecosystems.

Second, previous studies have predominantly focused on the direct effects of Social Media Marketing, E-WOM, and Flash Sale on outcomes such as purchase intention, customer engagement, trust, satisfaction, and impulse buying.(Hafidz & Tunisa, 2023). Although these studies have enhanced understanding of digital marketing effectiveness, they provide limited explanation regarding how consumers internally process and interpret marketing stimuli before making purchasing decisions. In reality, consumers do not automatically respond to marketing activities. They evaluate information, compare alternatives, assess potential benefits, and form subjective judgments about the value of products. Consequently, understanding consumer behavior requires greater attention to the psychological mechanisms that translate external marketing stimuli into behavioral responses.

Third, findings regarding the influence of Social Media Marketing, E-WOM, and Flash Sale on impulse buying remain inconsistent across empirical studies (Setiawan et al., 2025). While some investigations report significant positive relationships, others identify weaker or statistically insignificant effects. Such inconsistencies

suggest that important explanatory mechanisms may not yet be fully incorporated into existing theoretical models. Therefore, further research is required to clarify how and why digital marketing activities influence impulse-buying behavior in contemporary social commerce environments. Another notable limitation concerns the relative scarcity of studies focusing specifically on MSMEs (Widyadhana et al., 2026). Existing research frequently examines large brands, established retailers, or general consumer populations (Zulfan & Abidin, 2024). However, MSMEs possess distinctive characteristics that set them apart from larger organizations, particularly in resource availability, marketing capabilities, and reliance on digital engagement. Given the strategic role of MSMEs in Indonesia's economy and their extensive use of TikTok Shop, understanding consumer behavior in MSME-based social commerce settings is an important yet underexplored area of inquiry.

Addressing these theoretical, empirical, and contextual limitations constitutes the primary contribution of the present study. Rather than treating Social Media Marketing, Electronic Word of Mouth (E-WOM), and Flash Sale as factors that directly influence impulse buying, this research proposes Perceived Value as the central psychological mechanism through which these stimuli shape consumer behavior. This perspective recognizes that consumers are more likely to engage in spontaneous purchasing when they perceive that the benefits obtained from a product outweigh the associated costs and sacrifices. By positioning Perceived Value as a mediating construct, the study offers a more comprehensive explanation of impulse-buying behavior than approaches that focus exclusively on direct relationships among marketing variables. The novelty of this research lies in three interrelated aspects. First, it extends the impulse-buying literature from conventional e-commerce contexts to TikTok's entertainment-driven social commerce ecosystem. Second, it integrates Social Media Marketing, Electronic Word of Mouth (E-WOM), Flash Sale, and Perceived Value into a unified framework that captures both external marketing stimuli and internal consumer evaluations. Third, it specifically examines consumers of MSME products, a context that remains relatively underrepresented despite its growing significance within Indonesia's digital economy. Through these contributions, the study seeks to enrich current understanding of consumer behavior in social commerce while providing a more nuanced explanation of the psychological processes underlying impulse buying.

Based on the foregoing discussion, this study aims to examine the effects of Social Media Marketing, Electronic Word of Mouth (E-WOM), and Flash Sale on impulse-buying behavior among consumers of MSME products on TikTok. Furthermore, the study investigates the mediating role of Perceived Value in explaining how external digital marketing stimuli are transformed into spontaneous purchasing behavior. By addressing the identified gaps and extending existing theoretical perspectives, this research is expected to contribute to the development of the digital consumer behavior literature while offering practical guidance for MSMEs seeking to design more effective, evidence-based marketing strategies in an increasingly competitive social commerce landscape.

## LITERATURE REVIEW

The emergence of digital commerce has significantly transformed the way consumers search for information, evaluate alternatives, and make purchasing decisions. In contemporary online environments, buying behavior is no longer driven solely by rational assessments of product attributes and prices. Instead, purchasing decisions are increasingly influenced by emotional experiences, social interaction, and digitally mediated communication. This transformation is particularly evident within social commerce platforms, where consumers simultaneously engage with brands, content creators, fellow users, and commercial content. TikTok represents one of the most prominent examples of this phenomenon, as it combines entertainment, social interaction, and transactional activities within a single digital ecosystem (Rifki Hariadi & Ariyanti, 2025).

To explain consumer behavior in this environment, the present study adopts the Stimulus–Organism–Response (S-O-R) framework as its primary theoretical foundation (Novinda & Yunika Puspasari, 2023). This perspective suggests that environmental stimuli affect individuals' internal psychological states, which subsequently shape behavioral outcomes (Mario et al., 2026). Within social commerce, marketing messages, online reviews, visual content, and promotional campaigns function as external stimuli (Pakpahan et al., 2026). These stimuli are interpreted through consumers' cognitive and emotional processes, such as trust formation, value assessment, enjoyment, and perceived attractiveness (Setiawan et al., 2025). The resulting psychological evaluations then influence behavioral responses, including the tendency to engage in unplanned purchasing. Given TikTok's ability to create immersive, emotionally engaging experiences, the S-O-R framework offers a useful lens for understanding how marketing activities influence consumer behavior on the platform (Setiawan et al., 2025).

This research further integrates Information Adoption Theory, Scarcity Theory, and Perceived Value Theory to strengthen the explanation of consumer decision-making processes. Information Adoption Theory emphasizes that consumers rely on information they consider trustworthy and beneficial when forming judgments about products (Azzaakiyyah et al., 2024). Scarcity Theory argues that limited availability increases perceived desirability because individuals tend to assign greater value to opportunities that appear restricted (Kuntadi et al., 2026). Meanwhile, Perceived Value Theory proposes that consumers evaluate products by comparing expected

benefits with the costs associated with obtaining them (Sembiring & Nisa, 2024). Collectively, these theories provide a comprehensive foundation for examining how digital marketing stimuli shape consumer responses in social commerce settings.

Social Media Marketing has become one of the most influential tools available to businesses seeking to establish relationships with consumers in digital environments. On TikTok, marketing activities commonly involve interactive videos, creator collaborations, live-streaming sessions, and personalized content recommendations. Such activities expose consumers to a continuous stream of persuasive information and visual stimulation, potentially influencing how they evaluate products. From the S-O-R perspective, these marketing efforts serve as external stimuli that shape consumers' internal perceptions. When marketing content is engaging, informative, and entertaining, consumers are more likely to perceive products as beneficial and worth considering. (Ekasari, 2024). Furthermore, TikTok's personalized recommendation system may strengthen these evaluations by repeatedly exposing users to products that align with their interests and preferences. (Setiawan et al., 2025). Consequently, Social Media Marketing is expected to enhance consumers' perceptions of value regarding products offered through the platform. (Nuraeni Nina et al., 2024).

H<sub>1</sub>: Social Media Marketing positively and significantly influences the perceived value of consumers of MSME products on TikTok.

In addition to shaping value perceptions, Social Media Marketing may directly encourage impulsive purchasing behavior. (Djaddang, 2024). The constant exposure to entertaining content, viral trends, and persuasive promotional messages creates an environment where purchasing decisions can occur spontaneously. Emotional reactions generated by engaging content often reduce the extent of deliberate evaluation, making consumers more susceptible to impulse buying. (Baidhawi et al., 2026). The personalized nature of TikTok's algorithm further amplifies this effect by delivering content that closely matches users' interests, thereby increasing the likelihood of immediate purchase responses.

H<sub>2</sub>: Social Media Marketing positively and significantly influences Impulse Buying consumers of MSME products on TikTok.

Electronic Word of Mouth (E-WOM) refers to information exchanged among consumers through online reviews, recommendations, ratings, and shared experiences. Within TikTok's social commerce ecosystem, user-generated content frequently serves as an important source of product information. Consumers often consult reviews and recommendations before evaluating product quality and purchase suitability. (Ramadhan & Wardi, 2025). Information Adoption Theory suggests that information perceived as reliable and relevant has a stronger influence on consumer judgment. Positive reviews and favorable recommendations can therefore strengthen confidence in products and improve consumers' overall evaluations, resulting in higher perceived value.

H<sub>3</sub>: Electronic Word of Mouth (E-WOM) positively and significantly influences the perceived value of consumers of MSME products on TikTok.

Beyond influencing value perceptions, E-WOM may also stimulate impulse buying through social influence mechanisms. Recommendations from other consumers often function as informal endorsements that reduce uncertainty and increase confidence in purchasing decisions. (Ramadhan & Wardi, 2025). Viral discussions and trending product reviews can create a sense of collective approval, encouraging consumers to imitate others' behavior. As a result, positive E-WOM may increase the likelihood of spontaneous purchasing decisions.

H<sub>4</sub>: Electronic Word of Mouth (E-WOM) positively and significantly influences Impulse Buying consumers of MSME products on TikTok.

Flash Sale promotions represent another important marketing stimulus within social commerce environments. These promotional campaigns offer discounts for limited periods or limited quantities, creating urgency among consumers. (Oktaviani & Baehaqi, 2026). According to Scarcity Theory, restricted availability increases perceived attractiveness because consumers tend to value opportunities that appear scarce. (Kuntadi et al., 2026). In TikTok commerce activities, flash-sale campaigns are often accompanied by countdown timers, limited-stock notifications, and exclusive offers, all of which reinforce perceptions of urgency and exclusivity.

H<sub>5</sub>: Flash Sale positively and significantly influences the perceived value of consumers of MSME products on TikTok.

The psychological pressure generated by Flash Sale campaigns may also encourage impulse buying. Time restrictions and limited availability reduce opportunities for extensive deliberation and motivate consumers to act quickly. Consumers may fear missing out on attractive offers if they delay making decisions, leading to spontaneous purchasing behavior. (Ramadhan & Wardi, 2025). The interactive nature of TikTok live-commerce sessions can intensify these effects by combining scarcity cues with real-time engagement and promotional excitement.

H<sub>6</sub>: Flash Sale positively and significantly influences Impulse Buying consumers of MSME products on TikTok.

Perceived Value reflects consumers' overall judgment regarding the worth of a product relative to the resources required to obtain it. Within social commerce contexts, value perceptions extend beyond functional product benefits and include emotional gratification, entertainment value, and economic advantages.(Baidhawi et al., 2026). When consumers believe that a product delivers substantial benefits compared with its cost, they are more likely to develop favorable attitudes and stronger purchase intentions. Consequently, higher perceived value may increase the likelihood of impulse buying.

H<sub>7</sub>: Perceived Value positively and significantly influences Impulse Buying consumers of MSME products on TikTok.

Perceived Value is also expected to function as an intervening mechanism through which Social Media Marketing affects Impulse Buying.(Widyadhana et al., 2026). Marketing content alone may not be sufficient to trigger spontaneous purchases unless consumers first perceive meaningful value in the products being promoted. Effective marketing communication can enhance perceived value, thereby increasing the likelihood of impulse purchasing.(Yabestania Shekinah et al., 2025).

H<sub>8</sub>: Perceived Value mediates the positive and significant influence of Social Media Marketing on Impulse Buying consumers of MSME products on TikTok(Oktaviani & Baehaqi, 2026).

Likewise, the influence of E-WOM on Impulse Buying is expected to operate through Perceived Value. Consumer reviews and recommendations contribute to product evaluations by shaping perceptions of quality, usefulness, and expected satisfaction. Stronger perceived value generated by positive E-WOM may ultimately encourage consumers to make unplanned purchases.

H<sub>9</sub>: Perceived Value mediates the positive and significant influence of Electronic Word of Mouth (E-WOM) on Impulse Buying consumers of MSME products on TikTok.

Finally, Perceived Value is expected to mediate the relationship between Flash Sale and Impulse Buying. Limited-time promotions may increase consumers' perceptions of economic advantage and purchasing benefits. When consumers believe they are receiving exceptional value from a promotional offer, their immediate purchase desire increases, increasing the likelihood of impulsive buying behavior.(Rahmandani & Rahmidani, 2025)

H<sub>10</sub>: Perceived Value mediates the positive and significant influence of Flash Sale on Impulse Buying consumers of MSME products on TikTok.

Based on these theoretical considerations, this study proposes a conceptual framework in which Social Media Marketing, Electronic Word of Mouth (E-WOM), and Flash Sale act as external marketing stimuli that influence Impulse Buying both directly and indirectly through consumers' Perceived Value.

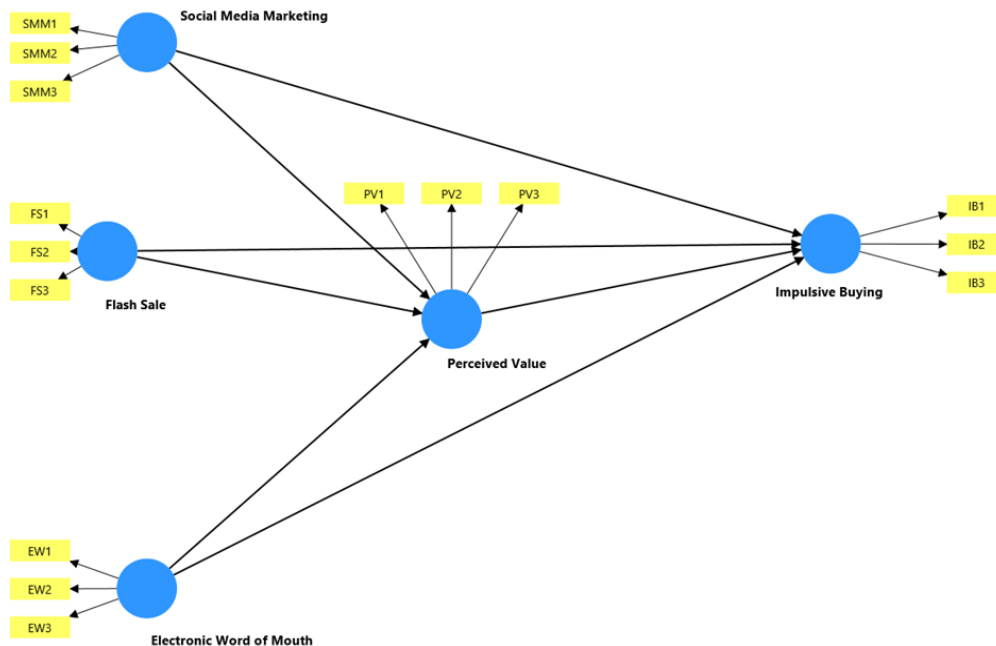


Figure 1. Conceptual Framework

## METHOD

This study adopted a quantitative research design to test the causal relationships between Social Media Marketing, E-WOM, Flash Sale, and Impulse Buying, with Perceived Value serving as a mediating variable. The research setting was North Bekasi, Indonesia, a region characterized by a high density of active TikTok users and a growing MSME ecosystem operating through digital platforms.

Primary data were collected through an online questionnaire administered to active TikTok users who had purchased MSME products on TikTok Shop or through the platform's live-streaming feature and who resided in North Bekasi. All survey items were measured on a five-point Likert scale ranging from strongly disagree to agree strongly. Given that the population size was unknown, the minimum sample size was determined using the Lemeshow formula. (Akib et al., 2025)

$$n = \frac{Z^2 \cdot p \cdot (1-p)}{d^2}$$

Where  $n$  denotes the required sample size;  $Z = 1.96$  (corresponding to a 95% confidence level);  $p = 0.5$  (to maximize sample size); and  $d = 0.07$  (margin of error). Applying this formula yielded a minimum sample size of 196 respondents. Accordingly, this study involved 196 respondents, which was considered sufficient, as a minimum of 196 was required for the study population. Respondents were recruited through purposive sampling, a non-probability sampling technique appropriate when specific eligibility criteria must be satisfied. Inclusion criteria required respondents to: (1) be active TikTok users; (2) have made at least one purchase through TikTok Shop or the live-streaming feature; (3) have purchased products from an MSME seller on TikTok; and (4) reside in North Bekasi. This sampling approach ensured that all participants had direct and relevant experience with the phenomena under investigation.

Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) via SmartPLS 4. SEM-PLS was selected for its suitability for evaluating complex models with multiple mediating pathways and its robustness in handling non-normally distributed data and relatively complex predictive models. The analytical procedure followed the standard two-stage approach: assessment of the measurement model (outer model) followed by evaluation of the structural model (inner model).

The measurement model assessment aimed to evaluate convergent validity, discriminant validity, and construct reliability. Convergent validity was assessed using factor loadings and Average Variance Extracted (AVE). Indicator loadings were considered acceptable when exceeding 0.70, while AVE values were required to be greater than 0.50, indicating that constructs explained more than 50% of the variance of their indicators. Construct reliability was evaluated using Cronbach's Alpha and Composite Reliability (CR), with values above 0.70 indicating satisfactory internal consistency reliability. Discriminant validity was assessed using the Fornell-Larcker Criterion and Heterotrait-Monotrait Ratio (HTMT). The square root of AVE for each construct was required to exceed the correlations with other constructs, while HTMT values below 0.90 indicated adequate discriminant validity.

After confirming the adequacy of the measurement model, the structural model (inner model) was evaluated to test the proposed hypotheses. The structural model assessment included the evaluation of collinearity, coefficient of determination ( $R^2$ ), predictive relevance ( $Q^2$ ), effect size ( $f^2$ ), and path coefficients. Collinearity was assessed using Variance Inflation Factor (VIF), with values below 5.00 indicating the absence of multicollinearity issues. The coefficient of determination ( $R^2$ ) was used to measure the explanatory power of endogenous constructs, with values of 0.75, 0.50, and 0.25 categorized as substantial, moderate, and weak, respectively. Predictive relevance ( $Q^2$ ) was evaluated using the blindfolding procedure, with  $Q^2$  values greater than zero indicating predictive power. Effect size ( $f^2$ ) was also assessed to determine the contribution of each exogenous construct to endogenous constructs, where values of 0.02, 0.15, and 0.35 represented small, medium, and large effects, respectively.

Hypothesis testing was conducted using the bootstrapping procedure with 5,000 bootstrap samples to obtain path coefficient estimates, t-statistics, and p-values. Hypotheses were considered supported when the t-statistic exceeded 1.96, and the p-value was below 0.05 at a 95% confidence level. Positive path coefficients indicated positive relationships among variables, while negative coefficients indicated inverse relationships. In addition, mediation effects were evaluated using indirect effect testing with bootstrapping. Mediation hypotheses were accepted when the indirect effects were statistically significant ( $p < 0.05$ ). This approach enabled the study to comprehensively evaluate both direct and indirect relationships among the constructs examined.

## RESULT

Prior to testing the structural model, the measurement model was evaluated to confirm that indicators reliably and validly represented their respective latent constructs. Convergent validity was assessed using outer loadings, with a threshold of 0.70 applied. As presented in Table 1, all indicator loadings exceeded this threshold, ranging from 0.835 (PV1) to 0.938 (FS2), thereby confirming that each indicator adequately captured its corresponding construct.

**Table 1.** Convergent Validity: Outer Loadings

Variable	Indicator	Outer Loading	Decision
Electronic Word of Mouth (E-WOM)	EW1	0.917	Valid
	EW2	0.896	Valid
	EW3	0.913	Valid
Flash Sale	FS1	0.923	Valid
	FS2	0.938	Valid
	FS3	0.906	Valid
Impulse Buying	IB1	0.846	Valid
	IB2	0.889	Valid
	IB3	0.841	Valid
Perceived Value	PV1	0.835	Valid
	PV2	0.854	Valid
	PV3	0.855	Valid
Social Media Marketing	SMM1	0.913	Valid
	SMM2	0.899	Valid
	SMM3	0.896	Valid

Discriminant validity was examined using the Heterotrait–Monotrait (HTMT) ratio criterion. As shown in Table 2, all HTMT values fell well below the recommended threshold of 0.90, providing strong evidence that the constructs are empirically distinct from one another.

**Table 2.** Discriminant Validity: HTMT Ratios

Variable	E-WOM	Flash Sale	Impulse Buying	Perceived Value	Social Media Marketing
Electronic Word of Mouth (E-WOM)	—				
Flash Sale	0.060	—			
Impulse Buying	0.414	0.524	—		
Perceived Value	0.452	0.535	0.757	—	
Social Media Marketing	0.208	0.094	0.259	0.331	—

Construct reliability and convergent validity were further assessed through Cronbach's Alpha, Composite Reliability ( $\rho_a$  and  $\rho_c$ ), and Average Variance Extracted (AVE). Table 3 confirms that all constructs met the recommended thresholds: Cronbach's Alpha and Composite Reliability exceeded 0.70, and AVE values surpassed 0.50. Flash Sale recorded the highest AVE (0.851) and Composite Reliability (0.945), while Perceived Value recorded the lowest, though still acceptable, values (AVE = 0.719;  $\rho_c$  = 0.885). Collectively, these results confirm that the measurement model demonstrates satisfactory reliability and validity, warranting progression to structural model testing.

**Table 3.** Construct Reliability and Validity

Variable	Cronbach's Alpha	CR ( $\rho_a$ )	CR ( $\rho_c$ )	AVE	Decision
E-WOM	0.894	0.899	0.934	0.825	Reliable & Valid
Flash Sale	0.913	0.925	0.945	0.851	Reliable & Valid
Impulse Buying	0.822	0.825	0.894	0.738	Reliable & Valid
Perceived Value	0.805	0.807	0.885	0.719	Reliable & Valid
Social Media Marketing	0.886	0.886	0.930	0.815	Reliable & Valid

The structural model was evaluated using three criteria: explanatory power ( $R^2$ ), multicollinearity (VIF), and hypothesis testing via bootstrapping. As presented in Table 4, the  $R^2$  for Impulse Buying was 0.460, indicating that Social Media Marketing, E-WOM, Flash Sale, and Perceived Value jointly account for 46.0% of the variance in impulsive purchase behavior. The  $R^2$  for Perceived Value was 0.442, indicating that the three independent variables explained 44.2% of the variance in Perceived Value. Both values fall within the moderate range, suggesting that the model possesses satisfactory explanatory capacity.

**Table 4.** R-Square Values

Endogenous Variable	$R^2$	Adjusted $R^2$
Impulse Buying	0.460	0.449
Perceived Value	0.442	0.434

Multicollinearity diagnostics, reported in Table 5, indicate that all Variance Inflation Factor (VIF) values fell below the recommended ceiling of 5.00, with values ranging from 1.013 (Flash Sale → Perceived Value) to 1.793 (Perceived Value → Impulse Buying). These results confirm the absence of multicollinearity among the predictor variables, thereby validating the model's suitability for hypothesis testing.

**Table 5.** Multicollinearity Statistics (VIF)

Path	VIF	Decision
E-WOM → Impulse Buying	1.358	No multicollinearity
E-WOM → Perceived Value	1.040	No multicollinearity
Flash Sale → Impulse Buying	1.317	No multicollinearity
Flash Sale → Perceived Value	1.013	No multicollinearity
Perceived Value → Impulse Buying	1.793	No multicollinearity
Social Media Marketing → Impulse Buying	1.229	No multicollinearity
Social Media Marketing → Perceived Value	1.045	No multicollinearity

Hypotheses were evaluated through bootstrapping with 5,000 subsamples. A hypothesis was accepted when the t-statistic exceeded 1.96, and the p-value fell below 0.05. Table 6 presents the complete results for both direct and indirect effects.

**Table 6.** Hypothesis Testing Results (Direct and Indirect Effects)

Hyp.	Path	$\beta$	t-stat.	p-value	Decision
H1	SMM → PV	0.320	5.632	0.000	Supported
H2	SMM → IB	0.133	2.482	0.013	Supported
H3	E-WOM → PV	0.421	8.239	0.000	Supported
H4	E-WOM → IB	0.224	3.312	0.001	Supported
H5	FS → PV	0.412	8.358	0.000	Supported
H6	FS → IB	0.263	5.047	0.000	Supported
H7	PV → IB	0.373	5.590	0.000	Supported
H8	SMM → PV → IB	0.119	3.804	0.000	Supported
H9	E-WOM → PV → IB	0.157	4.523	0.000	Supported
H10	FS → PV → IB	0.153	4.500	0.000	Supported

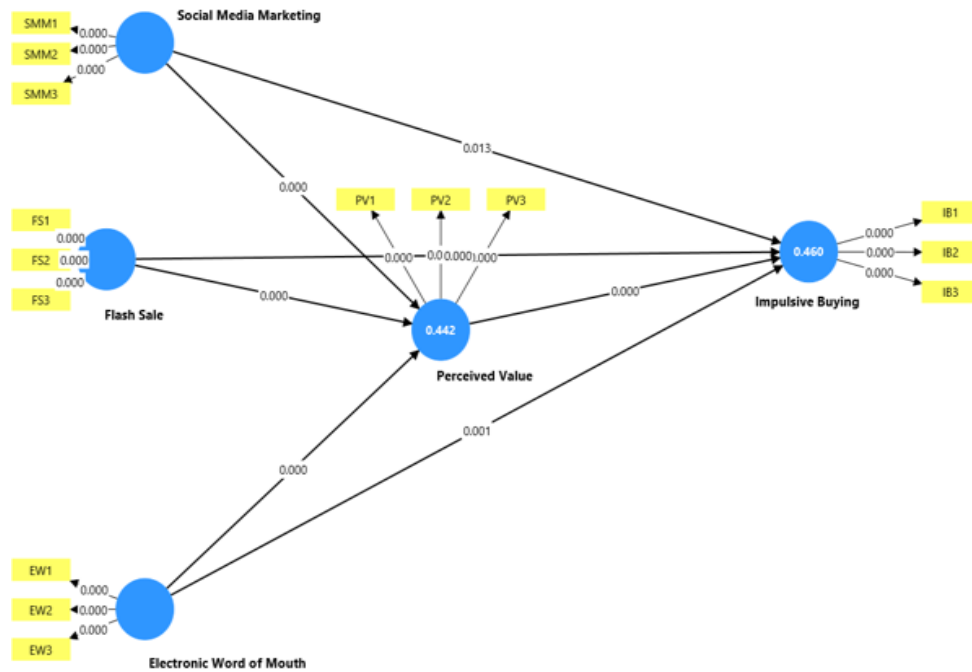
Note: SMM = Social Media Marketing; PV = Perceived Value; IB = Impulse Buying; FS = Flash Sale.

The bootstrapping analysis presented in Table VI demonstrates that all proposed hypotheses are statistically supported, as reflected by T-Statistics values exceeding 1.96 and significance levels below 0.05. These findings confirm that Social Media Marketing, Electronic Word of Mouth (E-WOM), Flash Sale, and Perceived Value significantly contribute to the formation of Impulsive Buying behavior among consumers purchasing MSME products through TikTok.

The mediation analysis further strengthens the interpretation of each proposed hypothesis in this study. The results of the bootstrapping procedure indicate that all hypotheses are statistically supported because all T-Statistics values exceed the critical threshold of 1.96 and all significance levels are below 0.05. The findings therefore confirm that Social Media Marketing, Electronic Word of Mouth (E-WOM), Flash Sale, and Perceived Value significantly contribute to the formation of Impulsive Buying behavior among consumers purchasing MSME products through TikTok.

The empirical testing of H1 demonstrates that Social Media Marketing positively and significantly influences Perceived Value, as indicated by a path coefficient of 0.320 and a T-Statistics value of 5.632. This result confirms that marketing activities conducted on TikTok successfully strengthen consumers' perceptions of product usefulness, quality, and purchase value. Consumers exposed to visually engaging content, interactive live-streaming sessions, influencer endorsement, and entertainment-based promotion tend to perceive MSME products as more attractive and beneficial. This finding supports the Stimulus-Organism-Response (S-O-R) Theory, which explains that external marketing stimuli influence consumers' internal psychological evaluations before generating behavioral responses.

Furthermore, H2 is empirically supported, showing that Social Media Marketing has a positive and significant effect on Impulsive Buying, with a coefficient of 0.133 and a T-statistic of 2.482. Although the coefficient is relatively lower than in several other relationships, the result still indicates that TikTok-based marketing activities directly stimulate spontaneous purchasing behavior among consumers. This finding suggests that consumers in TikTok social commerce environments are highly responsive to emotionally engaging, entertainment-oriented promotional content, which can trigger impulsive purchases even without extensive rational consideration.



**Figure 2.** Structural Model Testing Results

The statistical testing of H3 reveals that E-WOM positively and significantly affects Perceived Value, with a coefficient of 0.421 and a T-statistic of 8.239. This relationship demonstrates one of the strongest direct effects within the structural model. The finding implies that online reviews, testimonials, recommendations, and digital interactions among consumers substantially strengthen perceptions of product quality and purchase value. Consumers on TikTok tend to trust peer-generated information more than formal promotional communication from companies because user experiences are perceived as more authentic and credible. Consequently, positive E-WOM significantly enhances consumers' evaluations regarding the value of MSME products.

Similarly, H4 is supported, indicating that E-WOM positively and significantly influences Impulsive Buying, with a coefficient of 0.224 and a T-statistic of 3.312. This finding demonstrates that persuasive online recommendations and viral product discussions directly encourage spontaneous purchasing decisions among consumers. Social interaction within TikTok-based social commerce environments creates emotional reassurance and collective consumption tendencies, thereby increasing impulsive purchasing behavior.

The empirical examination of H5 further indicates that Flash Sale has a positive and significant effect on Perceived Value, as reflected by a coefficient of 0.412 and a T-statistic of 8.358. This result confirms that scarcity-based promotional strategies significantly strengthen consumers' perceptions regarding product attractiveness and economic value. Consumers tend to perceive limited-time discounts and exclusive promotional opportunities as providing greater purchasing benefits and higher economic advantages. The result therefore supports Scarcity Theory, which holds that limited product availability and promotional urgency increase consumers' perceived value.

In addition, H6 is empirically supported because Flash Sale has a positive and significant effect on Impulsive Buying, with a coefficient of 0.263 and a T-statistic of 5.047. This relationship indicates that urgency-based promotional campaigns directly stimulate consumers to make immediate purchasing decisions. The presence of countdown timers, limited-stock notifications, and time-limited discounts heightens emotional urgency and fear of missing out (FOMO), thereby encouraging impulsive buying behavior among TikTok consumers.

The results for H7 reveal that Perceived Value positively and significantly affects Impulsive Buying, with a coefficient of 0.373 and a T-statistic of 5.590. This finding confirms that consumers who perceive stronger functional value, emotional satisfaction, and value for money are more likely to engage in spontaneous purchasing behavior. In other words, the stronger consumers' evaluations of product benefits and purchasing advantages, the greater their tendency to make impulsive purchases in social commerce environments.

The mediation analysis further demonstrates that H8, H9, and H10 are all statistically supported, confirming the mediating role of Perceived Value in the structural model. However, the mediation identified in this study is partial rather than full, as both the direct and indirect relationships remain statistically significant simultaneously.

The testing of H8 indicates that Perceived Value significantly mediates the relationship between Social Media Marketing and Impulsive Buying, with an indirect effect coefficient of 0.119 and a T-Statistics value of

3.804. Since the direct effect of Social Media Marketing on Impulsive Buying also remains significant, Perceived Value only partially mediates the relationship. This finding suggests that Social Media Marketing influences impulsive purchasing behavior both directly through emotional stimulation and indirectly through consumers' evaluations of the value of the promoted products.

Likewise, H9 demonstrates that Perceived Value positively and significantly mediates the influence of E-WOM on Impulsive Buying, with an indirect coefficient of 0.157 and a T-statistic of 4.523. This indirect effect represents the strongest mediation pathway identified in the study. The result indicates that E-WOM exerts the greatest influence on consumers' Impulsive Buying behavior by shaping Perceived Value. Consumers exposed to positive reviews and persuasive recommendations tend first to evaluate product quality, trustworthiness, and purchasing benefits before making spontaneous purchases. Because the direct relationship between E-WOM and Impulsive Buying remains significant, the mediation is categorized as partial.

Similarly, H10 confirms that Perceived Value significantly mediates the relationship between Flash Sale and Impulsive Buying, with an indirect coefficient of 0.153 and a T-statistic of 4.500. This finding demonstrates that flash-sale strategies increase impulsive purchasing behavior not only through direct emotional urgency but also through consumers' perceptions regarding the economic value generated by limited-time promotions. Consumers who perceive greater purchasing benefits and economic advantages from flash-sale campaigns are more likely to make impulsive purchases. Since the direct effect of Flash Sale on Impulsive Buying remains statistically significant, the mediation relationship is categorized as partial rather than full.

## DISCUSSION

### **Social Media Marketing has a positive and significant effect on Perceived Value among consumers of MSME products on TikTok**

The results of this study indicate that H1 is accepted. This finding demonstrates that Social Media Marketing activities conducted on TikTok can strengthen consumers' perceptions of product value, usefulness, and purchasing benefits. Interactive content, live-stream communication, personalized recommendations, and visually attractive promotional videos stimulate consumers' emotional and cognitive evaluations toward products. This finding supports the Stimulus-Organism-Response (S-O-R) Theory, which posits that digital stimuli influence consumers' internal psychological states before eliciting behavioral responses. The greater the exposure to attractive and interactive marketing content, the stronger consumers' perceptions of functional value, emotional value, and value for money. The findings are also consistent with previous studies conducted. (Yabestania Shekinah et al., 2025),(Setiawan et al., 2025)All of which reported that interactive social media marketing significantly strengthens consumers' perceived value within digital commerce environments. Therefore, the stronger the exposure to interactive and entertainment-based social media marketing, the greater consumers' perceptions regarding functional value, emotional value, and value for money. This finding suggests that MSMEs should prioritize interactive digital marketing strategies that foster emotional engagement and positive product experiences, rather than relying solely on informational promotion. From a managerial perspective, MSMEs are advised to optimize short-form video content, storytelling-based promotion, live-stream interaction, and creator collaboration to strengthen consumers' perceived value of the product.

### **Social Media Marketing has a positive and significant effect on Impulse Buying among consumers of MSME products on TikTok**

The findings reveal that H2 is accepted. This result indicates that exposure to TikTok-based marketing significantly increases the likelihood of spontaneous, unplanned purchases. The entertainment-oriented nature of TikTok continuously exposes consumers to viral trends, emotional content, and persuasive promotional campaigns that stimulate purchasing impulses. This finding reinforces the S-O-R Theory, particularly regarding how digital marketing stimuli influence affective states such as excitement, attraction, and fear of missing out (FOMO), which in turn drive impulsive purchasing behavior. The findings align with previous research by Azzaakiyyah et al. (2024) and Gouveia et al., which found that entertainment-based social media marketing significantly increases consumers' impulse-buying tendencies on social commerce platforms. Consequently, consumers within TikTok environments are increasingly influenced by emotional engagement rather than purely rational product evaluations. This finding confirms that digital consumers are increasingly influenced by emotional engagement rather than by rational product evaluation alone. Therefore, MSMEs should design marketing content that creates emotional excitement and drives consumer interaction. Managerially, MSMEs need to leverage live commerce features, viral audio trends, entertainment-based campaigns, and interactive promotional strategies to stimulate stronger impulse buying.

### **Electronic Word of Mouth (E-WOM) has a positive and significant effect on Perceived Value among consumers of MSME products on TikTok**

The findings indicate that H3 is accepted. This result demonstrates that positive online reviews, testimonials, and consumer recommendations significantly strengthen consumers' evaluations regarding product quality and purchasing worthiness. Consumers tend to trust information generated by fellow users more than formal company communication because peer-generated information is perceived as more authentic and credible. This finding supports Information Adoption Theory, which explains that consumers adopt useful and trustworthy information when evaluating products and making purchasing decisions. The results are consistent with studies conducted. (Siang, 2026), (Setiawan et al., 2025), which reported that positive online reviews significantly strengthen perceived product value and consumer trust in digital commerce environments. Therefore, stronger exposure to positive E-WOM significantly increases consumers' perceived value toward MSME products on TikTok. This finding suggests that E-WOM has become an important strategic asset for strengthening perceptions of product value in digital commerce environments. From a managerial perspective, MSMEs should actively encourage customer reviews, user-generated content, testimonial sharing, and digital community engagement to strengthen product credibility and perceived value among potential consumers.

### **Electronic Word of Mouth (E-WOM) has a positive and significant effect on Impulse Buying among consumers of MSME products on TikTok**

The results reveal that H4 is accepted. This finding indicates that consumers exposed to positive online recommendations and viral product discussions are more likely to make spontaneous purchasing decisions. Viral reviews and persuasive testimonials create social influence and emotional reassurance that encourage consumers to imitate others' purchasing behavior. This finding supports social proof theory, which explains that individuals tend to follow collective opinions and behaviors within uncertain digital environments. The result is in line with previous studies conducted. (Ayu tri lestari et al., 2024), (Rifka Alkhilyatul Ma'rifat, I Made Suraharta, 2024) All of which found that persuasive E-WOM significantly increases impulsive purchasing tendencies in social commerce contexts. Thus, consumer purchasing behavior within TikTok-based social commerce is strongly influenced by social interaction and collective digital consumption patterns. This finding confirms that consumer purchasing behavior in social commerce is strongly influenced by digital social interaction and collective consumption patterns. Therefore, MSMEs should strengthen strategies that involve customer-generated content, influencer collaborations, and viral engagement campaigns. Managerially, MSMEs need to build active online communities and encourage authentic consumer interaction to increase the effectiveness of E-WOM in stimulating impulse buying.

### **Flash Sale has a positive and significant effect on Perceived Value among consumers of MSME products on TikTok**

The findings demonstrate that H5 is accepted. This result indicates that scarcity-based promotional strategies significantly strengthen consumers' perceptions regarding product value and purchasing advantages. Limited-time discounts, stock limitations, and urgency cues create the perception that products offer greater economic value and exclusivity. This finding supports Scarcity Theory, which explains that consumers perceive limited products or promotions as more valuable because scarcity increases perceived attractiveness and desirability. The findings are consistent with previous studies conducted by Vidyanata (2022), which found that scarcity-based promotional strategies significantly strengthen perceived product value within digital commerce environments. Therefore, flash-sale campaigns effectively increase consumers' evaluations of product attractiveness and purchase worthiness. This finding suggests that scarcity-based promotional strategies remain highly effective within TikTok's social commerce ecosystem. From a managerial perspective, MSMEs should implement measured flash-sale strategies that use countdown timers, limited-stock displays, and exclusive promotional periods to increase consumers' perceived product value without undermining long-term product credibility.

### **Flash Sale has a positive and significant effect on Impulse Buying among consumers of MSME products on TikTok**

The findings reveal that H6 is accepted. This result demonstrates that urgency-based promotions strongly encourage consumers to make immediate purchasing decisions without extensive planning. Limited-time offers create emotional pressure and fear of missing out, thereby reducing rational consideration before purchase. This finding strengthens Scarcity Theory by showing that scarcity cues increase emotional urgency and spontaneous purchasing tendencies. Previous studies support the findings. (Oktaviani & Bachaqi, 2026), (Ramadhan & Wardi, 2025) which reported that urgency-based promotional strategies significantly increase impulse-buying behavior in social commerce environments. Consequently, flash-sale programs remain highly effective in accelerating short-term purchasing decisions within TikTok's social commerce ecosystem. This finding suggests that flash-

sale programs are highly effective at accelerating short-term purchasing decisions in social commerce environments. Therefore, MSMEs should optimize promotional timing, limited-stock strategies, and urgency messaging to create stronger emotional pressure during purchasing activities. However, excessive promotional intensity should be avoided to maintain consumer trust and perceptions of product quality.

### **Perceived Value has a positive and significant effect on Impulse Buying among consumers of MSME products on TikTok**

The findings indicate that H7 is accepted. This result demonstrates that consumers are more likely to conduct impulsive purchases when they perceive products as beneficial, emotionally satisfying, and economically valuable. This finding supports Perceived Value Theory, which explains that purchasing decisions are strongly influenced by consumers' evaluations regarding the balance between benefits and sacrifices. Higher perceived value reduces purchase resistance while strengthening emotional attachment to products. The findings are aligned with studies conducted. (Trio Febriyanto et al., 2025),(My Sarah Imran et al., 2025), which found that stronger perceived value significantly increases consumers' impulse buying behavior on digital commerce platforms. Therefore, consumers who perceive greater functional, emotional, and value-for-money value are more likely to engage in spontaneous purchasing behavior. This finding confirms that impulse buying behavior is driven not solely by promotional intensity but also by consumers' perceptions of product quality and benefits. Therefore, MSMEs should improve product quality, customer service, packaging, responsiveness, and the overall shopping experience to strengthen consumers' perceptions of value and encourage purchasing behavior.

### **Perceived Value mediates the positive and significant effect of Social Media Marketing on Impulse Buying among consumers of MSME products on TikTok**

The findings demonstrate that H8 is accepted. This result indicates that Social Media Marketing Influences Impulse Buying indirectly through consumers' value perceptions. Consumers exposed to attractive and interactive marketing content first evaluate the usefulness, emotional benefits, and purchasing advantages of products before engaging in impulsive purchasing behavior. This finding strengthens the psychological perspective of the S-O-R Theory, emphasizing that behavioral responses emerge after consumers experience internal psychological evaluations. The findings are supported by studies conducted.(Trio Febriyanto et al., 2025),(My Sarah Imran et al., 2025) which found that perceived value significantly mediates the relationship between digital marketing exposure and purchasing behavior. This finding suggests that effective digital marketing should focus not only on increasing visibility but also on strengthening consumers' perceived value of the product. Managerially, MSMEs should integrate emotional storytelling, product demonstrations, and authentic communication into their social media strategies to create greater psychological value for consumers.

### **Perceived Value mediates the positive and significant effect of Electronic Word of Mouth (E-WOM) on Impulse Buying among consumers of MSME products on TikTok**

The findings reveal that H9 is accepted. This result demonstrates that positive E-WOM strengthens consumers' impulse buying by first enhancing perceptions of product usefulness, trustworthiness, and economic benefits. This finding supports Information Adoption Theory by emphasizing that adopted information influences purchasing behavior through psychological evaluation processes. The findings are consistent with previous studies conducted. (Oktaviani & Baehaqi, 2026),(Baidhawi et al., 2026)which found that online reviews influence purchasing behavior by shaping perceived value. Therefore, Perceived Value serves as an important internal mechanism that explains how E-WOM influences consumers' impulsive purchasing decisions in social commerce environments. This finding suggests that online reviews not only influence consumers directly but also shape internal perceptions of value that drive purchasing decisions. Therefore, MSMEs should prioritize customer satisfaction, review management, and digital engagement strategies to strengthen positive E-WOM and increase consumers' perceived product value.

### **Perceived Value mediates the positive and significant effect of Flash Sale on Impulse Buying among consumers of MSME products on TikTok**

The findings indicate that H10 is accepted. This result demonstrates that scarcity-based promotions influence impulse buying behavior because consumers first perceive higher economic and emotional value resulting from exclusive promotional opportunities. Consumers who feel they receive greater value from flash-sale promotions are more likely to experience emotional urgency and spontaneous purchase impulses. This finding reinforces Scarcity Theory by confirming that scarcity cues influence purchasing behavior through consumers' value evaluation mechanisms. The findings are supported by previous studies conducted.(Kuntadi et al., 2026),(Oktaviani & Baehaqi, 2026), which found that perceived value significantly mediates the influence of scarcity-based promotions on consumers' purchasing behavior. This finding suggests that the effectiveness of flash-sale programs depends not only on the magnitude of discounts but also on consumers' perceptions of the

value and exclusivity of promotional offers. Managerially, MSMEs should design flash-sale campaigns that create psychological value, emotional excitement, and purchase urgency while maintaining positive brand perception and long-term consumer trust.

The findings of this study provide important insights into the evolving dynamics of consumer behavior within TikTok-based social commerce environments. The results consistently demonstrate that Social Media Marketing, Electronic Word of Mouth (E-WOM), and Flash Sale significantly influence both Perceived Value and Impulse Buying among consumers of MSME products. More importantly, Perceived Value was found to play a significant mediating role across all examined indirect relationships. These findings suggest that consumer purchasing behavior is not merely triggered by promotional exposure or social influence but is strongly shaped by the psychological value consumers attach to products before making purchasing decisions. From a broader perspective, the findings indicate that TikTok has transformed from a social networking platform into a digital consumption ecosystem where entertainment, social interaction, and commercial activities are increasingly interconnected. Consumers are continuously exposed to marketing stimuli through short-form videos, live-stream interactions, product reviews, and limited-time promotional campaigns. Such stimuli create cognitive and emotional evaluations that ultimately strengthen consumers' perceptions of value and encourage spontaneous purchasing behavior. Consequently, businesses operating within social commerce environments should recognize that consumers no longer respond solely to product attributes but also to the overall digital experience surrounding the purchasing process.

The managerial implications of this study are particularly relevant for MSMEs seeking to strengthen their competitiveness in digital marketplaces. The findings suggest that managers should adopt an integrated social commerce strategy that combines content creation, consumer engagement, and value-oriented promotional activities. Rather than focusing exclusively on increasing visibility and reach, businesses should prioritize marketing efforts that enhance consumers' perceptions regarding product usefulness, quality, emotional satisfaction, and economic benefits. In practical terms, MSMEs should invest in interactive, authentic content that creates stronger emotional connections with consumers. Storytelling-based videos, product demonstrations, behind-the-scenes content, and live-stream interactions can help consumers better understand product benefits while simultaneously strengthening perceived value. In addition, businesses should actively encourage customer participation through online reviews, testimonials, and user-generated content, as positive consumer experiences have been shown to increase both product credibility and purchase intentions. The findings also highlight the strategic importance of E-WOM in influencing consumer behavior. Therefore, MSMEs should establish systematic customer relationship management practices that encourage consumers to share their post-purchase experiences. Building online communities, responding to customer feedback, and maintaining active engagement with consumers can strengthen digital trust and generate sustainable positive word-of-mouth effects. Such strategies not only enhance perceived value but also increase the likelihood of future purchases.

Furthermore, the effectiveness of flash-sale campaigns suggests that scarcity-based promotional strategies remain highly relevant in social commerce settings. However, managers should avoid excessive reliance on discounts as a short-term sales tactic. Flash-sale programs should be designed to communicate exclusivity, value, and urgency while maintaining perceptions of product quality and long-term brand credibility. Promotional activities that are too frequent may reduce consumers' perceptions of uniqueness and weaken the effectiveness of future campaigns. From a theoretical perspective, this study contributes to the growing body of literature on social commerce by developing and empirically validating an integrated framework linking Social Media Marketing, E-WOM, Flash Sale, Perceived Value, and Impulse Buying. While previous studies have frequently examined these variables separately, the present study demonstrates that they operate as interconnected mechanisms that jointly influence consumer purchasing behavior. The findings also extend the application of the Stimulus-Organism-Response (S-O-R) framework within contemporary social commerce environments. Specifically, the study confirms that Perceived Value functions as a critical organismic mechanism through which external digital stimuli are translated into behavioral responses. This finding provides a deeper understanding of the psychological processes underlying consumer decision-making on social commerce platforms, particularly within short-video-based ecosystems such as TikTok. In addition, the results enrich Information Adoption Theory and Scarcity Theory by demonstrating that informational influence and scarcity-based promotional cues exert stronger effects on consumer behavior when they first enhance consumers' perceptions of value. This indicates that consumers do not respond directly to external stimuli but instead engage in internal value assessments before making purchasing decisions. Such evidence strengthens the argument that psychological evaluation processes remain central in explaining consumer behavior within increasingly sophisticated digital marketplaces. Finally, this study contributes empirical evidence from the context of MSME-based social commerce. This area remains relatively underexplored compared with studies focusing on large e-commerce platforms and established brands. By examining consumer behavior toward MSME products marketed through TikTok, the study broadens the applicability of existing consumer behavior theories. It offers new insights into how digital marketing strategies can be leveraged to support the sustainable growth of MSMEs in the digital economy.

## CONCLUSION

The findings of this study indicate that the use of digital marketing strategies on TikTok has become an important determinant of consumer behavior in the social commerce ecosystem. Social Media Marketing, Electronic Word of Mouth (E-WOM), and Flash Sale were empirically proven to exert positive and significant effects on both perceived value and impulse buying behavior among MSME consumers. These results suggest that purchasing decisions in the contemporary digital environment are no longer influenced solely by functional product attributes but increasingly shaped by interactive digital experiences, emotional involvement, and consumers' subjective evaluations of product value generated through social media engagement. In addition, perceived value was found to act as a mediating mechanism, strengthening the relationship between digital marketing stimuli and impulse buying behavior. This finding implies that consumers tend to make spontaneous purchasing decisions when they perceive that the benefits, experiences, and emotional satisfaction from products outweigh the costs or sacrifices incurred during the purchasing process. Therefore, the competitiveness of MSMEs in the digital economy is determined not only by product quality but also by the ability of business actors to develop innovative, adaptive, and consumer-oriented digital marketing strategies that increase engagement, enhance product appeal, and create meaningful consumption experiences in highly competitive online marketplaces.

Based on the findings obtained, several recommendations may be addressed to practitioners and future researchers. MSME actors are encouraged to strengthen the implementation of digital marketing strategies by developing more interactive content, fostering stronger consumer engagement, and conducting promotional activities that enhance consumers' perceived value of products. Furthermore, the management of online customer reviews and the quality of digital communication should become strategic priorities, considering that E-WOM was identified as one of the most influential variables affecting consumer perceptions and purchasing behavior. For future research, scholars are encouraged to broaden the scope of investigation by incorporating additional variables, such as consumer trust, hedonic motivation, digital engagement, shopping experience, or live-streaming quality, to provide a more comprehensive understanding of impulse buying behavior in social commerce environments. Future studies may also employ broader research samples, comparative analyses across digital platforms, or cross-sector approaches to strengthen the generalizability of findings and advance the digital consumer behavior literature in the context of rapidly evolving digital commerce.

## REFERENCES

- Adha, H. N., Ahmad, S. R., & Zalzabilah, U. S. (2025). PENGARUH KONTEN TIKTOK TERHADAP PERILAKU KONSUMTIF MAHASISWA GENERASI Z DI ERA DIGITAL. *Neraca Manajemen, Ekonomi*, 17(1).
- Akib, N. T., Yuliana, I., Anggriani, R., & Jati, L. J. (2025). Impulsive Buying pada Pengguna Shopee Generasi Z: Gaya Hidup, Fitur Spaylater dan Word of Mouth. *AKADEMIK: Jurnal Mahasiswa Ekonomi & Bisnis*, 5(2), 937–946. <https://doi.org/10.37481/jmneb.v5i2.1375>
- Aloysius, R., Aditya, N., Slamet Heri Winarno, A. P., Elpa Hermawan, M. W. Purnomo, & Arman Syah Putra. (2021). The Effect of Goods Prices And Buyer Trust On The E-Commerce Sales System For Purchasing Goods Online. *International Journal of Science, Technology & Management*, 2(3), 561–567. <https://doi.org/10.46729/ijstm.v2i3.235>
- Ayu Tri Lestari et all. (2024). E-WOM, Customer Review, dan Perceived Value terhadap Purchase Decision Produk Glad2Glow. *Jurnal Bisnis, Manajemen, Dan Keuangan*, 5(2), 55.
- Azzaakiyyah, H. K., Novianti, R., & Santosa, S. (2024). Promotional Strategies for MSMEs through Social Media to Boost Sales During the New Year : Implications for Community Welfare Strategi Promosi UMKM Melalui Media Sosial untuk Meningkatkan Penjualan di Momen Tahun Baru : Implikasi terhadap Kesejahteraan Ma. *Journal...*, 1(4), 251–260. <https://journal.literasisainsnusantara.com/index.php/tirakat/article/view/246%0Ahttps://journal.literasisain nusantara.com/index.php/tirakat/article/download/246/227>
- Baidhawi, A., Afrina, M., Tania, K. D., & Kurnia, R. D. (2026). *Determinants of Impulsive Buying During Shopee Flash Sales : Ajzen ' s Theory of Planned Behavior Approach*. 8(1), 261–287. <https://doi.org/10.63158/journalisi.v8i1.1452>
- Djaddang, S. (2024). Literature Review Study: Factors That Influence Customer Satisfaction- Muphimin et al. Literature Review Study: Factors That Influence Customer Satisfaction. *Jurnal Ekonomi*, 13(03), 2024. <https://doi.org/10.54209/ekonomi.v13i03>
- Ekasari, S. (2024). Marketing Strategies for Local MSME Products Through. *Journal of Community Dedication*, 4(2), 427–441.
- Elcorina, D. (2025). Pengaruh Social Media Marketing Tiktok Terhadap Impulsive Buying (Survei Terhadap Konsumen Produk Somethinc). *Indonesian Journal of Economics, Management, and Accounting*, 2(1), 1–10. <https://journal.arimbi.or.id/index.php/Manuhara/article/view/784/747>
- Gouveia, A. J., Valente, A., Pires, S., & Silva, A. S. (2025). The Role of Social Media in Enhancing Classroom

- Engagement: A Systematic Literature Review. *Communications in Computer and Information Science*, 2480 CCIS(3), 283–294. [https://doi.org/10.1007/978-3-032-02672-9\\_21](https://doi.org/10.1007/978-3-032-02672-9_21)
- Hafidz, G. P., & Tunisa, S. S. R. (2023). the Influence of Social Media Marketing Activities, Perceived Value, and Customer Experience on competitiveness Through Relationship Quality. *Jurnal Ekonomi*, 12(02), 352–359.
- Kuntadi, S., Basuki, T. I., Ekuitas, U., Manajemen, I., Ekonomi, F., & Akuntansi, B. (2026). PENGARUH SCARCITY MARKETING TERHADAP FOMO SERTA DAMPAKNYA TERHADAP DOOM SPENDING. *Jurnal Eko-Bisma*, 5(1), 1–10.
- Lukas Arturito, Siti Nurlaelatul Jannah, H. Misbak, & Tiara Muthiarsih. (2025). Online Purchases on Social Commerce TikTok: Within Content Marketing and Live Streaming Triggers. *International Journal Of Humanities Education and Social Sciences (IJHESS)*, 4(6), 2655–2664. <https://doi.org/10.55227/ijhess.v4i6.1695>
- Marhamah, A., Purwaamijaya, B. M., & Jaelani, R. (2023). The Effect of Digital Campaign on Purchase Decisions through Consumer Purchase Intention for GrabFood Application. *Indonesian Journal of Digital Business*, 4(1), 19–28. <https://doi.org/10.17509/ijdb.v4i1.59250>
- Mario, N. S., Nasip, A., & Karyono, O. (2026). Jurnal AI-Istishna : Jurnal Kajian Ekonomi dan Bisnis Islam: Apakah Kelangkaan Nyata atau Relatif? Scarcity Dalam Pandangan Ekonomi Islam Dan Filsafat Relativisme. *Jurnal Al-Istishna : Jurnal Kajian Ekonomi Dan Bisnis Islam*, 02(02), 127–136.
- My Sarah Imran, Anwar Ramli, Siti Hasbiah, Isma Azis Riu, & Rahmat Riwayat Abadi. (2025). Pengaruh Pemasaran Media Sosial terhadap Niat Beli Ulang melalui Perceived Value Konsumen pada Produk Skintific. *Jurnal Rimba : Riset Ilmu Manajemen Bisnis Dan Akuntansi*, 3(3), 305–324. <https://doi.org/10.61132/rimba.v3i3.2058>
- Novinda, Z., & Yunika Puspasari, E. (2023). Tipe Perilaku Impulsive Buying, Etnografi Para Digital Natives. *Jkbn (Jurnal Konsep Bisnis Dan Manajemen)*, 10(1), 42–55. <https://doi.org/10.31289/jkbn.v10i1.10157>
- Nuraeni Nina, Adam Hermawan, & Btari Mariska Purwaamijaya. (2024). Pengaruh Social Media Marketing Activities terhadap Consumer Brand Engagement: (Studi pada akun TikTok @alfamartku). *Jurnal Transformasi Bisnis Digital*, 1(5), 59–66. <https://ejournal.arimbi.or.id/index.php/JUTRABIDI/article/view/318>
- Oktaviani, M., & Baehaqi, M. (2026). Pengaruh Flash Sale dan Scarcity Message terhadap Impulse Buying Gen Z dengan Mediasi Fear of Missing Out (FOMO) pada Live Streaming Tiktok Shop. 6(2), 356–373.
- Pakpahan, A. K., Ekasari, A., & Chandra, K. (2026). Nilai emosional dan minat beli konsumen : Studi empiris pada platform TikTok Shop di Indonesia. 6(1), 481–494.
- Rahmandani, S. A., & Rahmidani, R. (2025). Pengaruh Scarcity Message dan Shopping Enjoyment terhadap Impulse Buying melalui Fear of Missing Out (FoMO) sebagai variabel intervening dalam studi pada konsumen live streaming Shopee di Kota Padang. *Sibatik Journal | Volume* 4(6), 981–1000. <https://publish.ojs-indonesia.com/index.php/SIBATIK>
- Ramadhan, M. R., & Wardi, Y. (2025). Pengaruh flash sale terhadap impulse buying: peran emosi positif sebagai mediator pada pengguna aplikasi Shopee. *Jurnal Informatika Ekonomi Bisnis*, 7(2021), 551–557. <https://doi.org/10.37034/infeb.v7i3.1225>
- Rifka Alkhilyatul Ma'rifat, I Made Suraharta, I. I. J. (2024). PENGARUH CONTENT MARKETING DAN PERCEIVED VALUE TERHADAP CITRA PERUSAHAAN (STUDI KASUS: INSTAGRAM PT REDI). *CENDEKIA: Jurnal Ilmu Pengetahuan*, 2(3), 306–312.
- Rifki Hariadi, M., & Ariyanti, M. (2025). The Influence of Social Media Marketing on Purchase Intention with E-Wom and Brand Awareness as Intervening Variables on Indibiz Services (Instagram @Indibiz.Id). *International Journal of Science, Technology & Management*, 6(1), 92–104. <https://doi.org/10.46729/ijstm.v6i1.1260>
- Sembiring, T. H., & Nisa, P. C. (2024). Perceived Value of Online Reviews, Trust, Risk Perception, Purchase Intention, and Actual Purchase. *Jurnal Ilmiah Manajemen Kesatuan*, 11(3), 1423–1436. <https://doi.org/10.37641/jimkes.v11i3.2274>
- Setiawan et al. (2025). The Influences of Social Media Marketing on the Purchase Intention. *Research Horizontal*, 05(02), 97–108.
- Siang, L. L. (2026). Analisis Pengaruh Social Media Marketing Activities terhadap Purchase Intention: Peran Mediasi Trust dan Perceived Value. *Journal of Global Digital Business Transformation (JGDBT)*, 01(01), 1–9.
- Trio Febriyanto, M., Reza Fahlevi, D., Jasmine, N., & Rahmawati, R. (2025). Pengaruh Social Media Marketing dan Perceived Value terhadap Purchase Intentions melalui Consumer Trust pada produk Skintific. *Sanskara Manajemen Dan Bisnis*, 4(01), 225–247. <https://doi.org/10.58812/smb.v4i01>
- Vidyanata, D. (2022). Understanding the Effect of Social Media Marketing on Purchase Intention : A Value-Based Adoption Model. *JDM (Jurnal Dinamika Manajemen)*, 13(2), 305–321. <https://journal.unnes.ac.id/nju/index.php/jdm/article/view/37878>

- Widyadhana, I. N. A., Laksmi, K. W., Manajemen, P. S., & Nasional, U. P. (2026). *Pengaruh Social Media Marketing , Influencer Endorsement , dan Diskon Harga terhadap Impulsive Buying dengan Trust sebagai Mediasi pada Produk Parfum Bohe di Kota Denpasar*. 7(3), 1860–1881.
- Yabestania Shekinah, G. G., Andriana, M., & Teknologi Semarang, dan. (2025). *Determinants of Impulsive Buying in Live Streaming Commerce Users Among Digital Natives*. 8.
- Zulfan, I. F., & Abidin, Z. (2024). The Effect of Online Customer Reviews, Perceived Value, and Perceived Trust on Purchase Intention at the Shopee Marketplace with the Technology Acceptance Model Approach ARTICLE HISTORY. *Journal of Advances in Information Systems and Technology*, 6(2), 326–345.