



## The Effect of Price Perception and Shopping Lifestyle on Impulse Buying at TikTok Shop among Generation Z in Surabaya City

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### ABSTRACT

During this era of rapid technological advancement, human needs for access to information and the ability to interact with others have become easier to achieve through one of the main means, namely the use of social media platforms. The aim of this study was to determine the impact of price perceptions and shopping lifestyles on impulse buying at TikTok Shop among generation Z in Surabaya city. This study applies a quantitative approach by collecting primary data obtained from questionnaires. The sampling method used is non-probability sampling and purposive sampling, where 104 individual respondents who live in Surabaya and use TikTok Shop are the subjects in this study. Data analysis was analyzed using SmartPLS 4.0. This study reveals that price perception and shopping lifestyle have a positive and significant influence on impulse buying at TikTok Shop, especially for generation Z in Surabaya.

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## **INTRODUCTION**

During this era of rapid technological advancement, the human need to find information and be able to communicate with each other can be done easily. One of the generations that has a very close relationship with technology is generation Z. The generation Z was born between 1997 and 2012, is known as a generation that is information literate and connected through the internet and digital social media networks. Based on data released by the Badan Pusat Statistik (BPS), generation Z is the main pillar in the demographic structure of Indonesian society in 2020, which is around 27.94% of the total population in Indonesia (Databoks.katadata, 2021). This has triggered many social media platforms to emerge in Indonesia where users can customize their needs.

A social media platform that is currently popular in Indonesia is TikTok. Based on a datareportal report, by early 2023 the number of TikTok users in Indonesia reached around 109.9 million users with a percentage of female users of 66.1% and male users of 33.9% (Datareportal, 2023). TikTok is a social media launched in 2016 by technology company Bytedance in China. TikTok is an application that presents short videos and users can add music and filters to make their videos more interesting.

TikTok is currently used as a promotional tool by businesses that can provide information without having to spend high advertising costs, save energy, and can be done in a short time. Not only that, TikTok also launched the TikTok Shop and TikTok Live features in 2021. TikTok Shop is a social commerce innovation that integrates sellers or companies, consumers or buyers, and content creators to provide a fun, convenient, and practical shopping experience. Users can make purchases directly through the platform without the hassle of moving to another platform. (Campus Digital, 2022)

In September 2022 Populix released the results of a survey conducted on 1,020 respondents in Indonesia reporting that 86% had made purchases through social media and 14% had never done so. TikTok Shop is the most chosen platform at 46%, followed by Whatsapp at 21%, Facebook Shop at 10%, Instagram Shop at 10%, and others at 10% (DailySocial, 2022). This shows that social commerce in Indonesia is increasingly in demand because it facilitates online transactions and enriches consumers' online shopping experience. (Rahma & Ridanasti, 2022)

Planned buying behavior is starting to shift to unplanned buying. People with unplanned behavior often act quickly and look for things quickly. They look for products that can help solve problems in the near future. This causes consumers to act based on attraction, emotion, or desire; in other words, impulse purchases can occur (Sari & Hermawati, 2020). Impulse buying is a sudden purchase action because consumers notice a product or brand that they often encounter and feel attracted to buy it often due to attractive encouragement from the store environment. (Sinaga & Marpaung, 2023)

It is important for entrepreneurs who use social media as a promotional medium to pay attention to the pricing aspects of their products and provide the quality and benefits that have been offered, because this can affect consumers' views on the price of a product. According to Peter and Olson's opinion in

research (Dewanti & Haryono, 2021) that buyer's responses to price information are called price perceptions. This gives a deep impression to them before deciding to buy something.

In addition, consumer needs are growing as a result of increased income and consumer spending. Indonesian people have fallen into a pattern of consumptive behavior, namely shopping, which has become one of their lifestyles, both in obvious and unclear ways as a result of globalization. A consumer's shopping lifestyle can be influenced by advertising, brands and personality. Consumers who have a lot of money and free time can easily be attracted to spend their money and time shopping so that they can increase the purchasing power of a product or service. (Devino & Engriani, 2023)

Based on data released by datareportal, in early 2023 Indonesia ranked second in the average time spent on TikTok social media at 29 hours/month. Meanwhile, the average time spent on TikTok worldwide is 23.5 hours/month (Datareportal, 2023). This is an opportunity for businesses to maximize TikTok social media as a promotional medium because users in Indonesia spend longer. Even 81% of users from generation Z plan to use TikTok for the same or longer duration in the future (TikTok For Business, 2021).

Based on the background explanation, this research or study is expected to provide information on the impact of price perceptions and shopping lifestyles on impulse buying by generation Z in Surabaya City.

## **THEORETICAL REVIEW**

### ***The Effect of Price Perception on Impulse Purchases***

Findings from research (Sahetapy et al., 2018) show that price perceptions have a considerable impact on impulse purchases, so changes in consumer judgment can cause a substantial increase or decrease in impulse buying. Similar to the study results from (Nuryani et al., 2022) that price perception has a real influence on impulse buying. From some of the results of the research carried out, it can be concluded that consumers who view the price of the product offered as competitive and match the quality or usefulness of the product tend to be able to trigger purchases without any prior plans.

H1 : It is suspected that price perception has a positive influence on impulse buying at TikTok Shop for generation Z in Surabaya city.

### ***The Effect of Shopping Lifestyle on Impulse Buying***

Findings from research (Yulinda et al., 2022) indicate that shopping lifestyle has a significant impact on impulse buying. In addition, according to (Ika et al., 2020) also states that shopping lifestyle has a significant effect on impulse buying. The results of several studies that have been carried out indicate that consumers adopt a lifestyle that follows the latest product trends. By choosing to buy these latest products, consumers feel satisfaction in fulfilling their lifestyle. Therefore, consumers are willing to make certain sacrifices to achieve this, and this tends to lead to impulse buying or unplanned purchases.

H2 : It is suspected that shopping lifestyle has a positive influence on impulse buying at TikTok Shop for generation Z in Surabaya city.

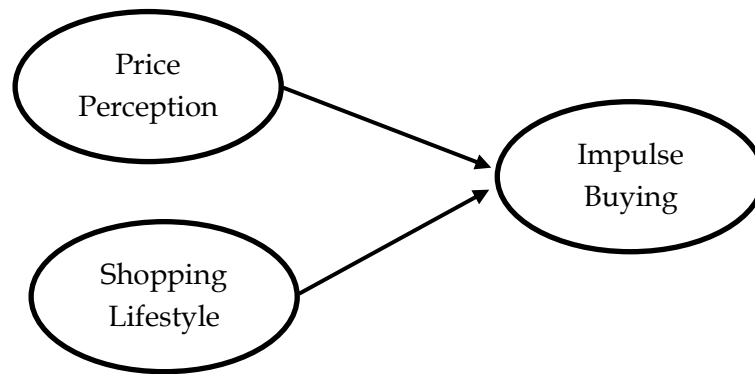


Figure 1. Conceptual Framework

**METHODOLOGY**

This research applies a quantitative approach by collecting primary data obtained from questionnaires distributed through the google form platform to participating respondents. The population sampled is generation Z consumers who have shopped at TikTok Shop and live in the city of Surabaya. The sampling approach uses a nonprobability sampling method and the sampling technique applied is purposive sampling, based on Sugiyono's views in (Wahyudianto, 2021) where sample members are selected according to the criteria desired by the researcher. The uncertain population size causes the determination of the sample size based on the recommendation of Hair et al. through (Yulinda et al., 2022), which is 5-10 times the total number of indicators. In this case, the sample size is 104 respondents who meet the criteria of 18-25 years of age, live in Surabaya, and have shopped at TikTok Shop. Data analysis using the Partial Least Square (PLS) method with the help of the SmartPLS 4.0 tool

**RESULTS**

Table 1. Outer Loading (Mean, STDEV, T-Values)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
X1.1 <- Price Perception	0.873	0.868	0.032	27.286	0.000
X1.2 <- Price Perception	0.926	0.926	0.014	67.349	0.000
X1.3 <- Price Perception	0.895	0.896	0.015	58.878	0.000
X1.4 <- Price Perception	0.882	0.880	0.024	36.795	0.000
X2.1 <- Shopping Lifestyle	0.819	0.816	0.045	18.392	0.000
X2.2 <- Shopping Lifestyle	0.832	0.828	0.044	19.006	0.000

<b>X2.3 &lt;- Shopping Lifestyle</b>	0.787	0.789	0.040	19.623	0.000
<b>X2.4 &lt;- Shopping Lifestyle</b>	0.827	0.829	0.033	25.194	0.000
<b>X2.5 &lt;- Shopping Lifestyle</b>	0.752	0.749	0.058	12.944	0.000
<b>Y.1 &lt;- Impulse Buying</b>	0.777	0.777	0.044	17.596	0.000
<b>Y.2 &lt;- Impulse Buying</b>	0.918	0.916	0.017	53.336	0.000
<b>Y.3 &lt;- Impulse Buying</b>	0.883	0.882	0.023	39.153	0.000
<b>Y.4 &lt;- Impulse Buying</b>	0.822	0.818	0.040	20.444	0.000

*Source: Data Processed*

With reference to the outer loading table above, the indicators that reflect the variables of Price Perception (X1), Shopping Lifestyle (X2), and Impulse Buying (Y) show factor loading (original sample) that exceeds 0.50 and/or shows significance (T-Statistic value that exceeds the value of  $Z\alpha = 0.05$  (5%) = 1.96). Therefore, all estimated results from these indicators meet the requirements of convergent validity or sufficient validity.

The validity of each indicator's measurement can also be explored through the cross loading table. If the factor loading of each indicator on one variable exceeds the factor loading of the indicator on another variable, then the loading value is considered valid. But, if the loading factor is lower than the indicators on other variables, it is considered invalid.

**Table 2.** Cross Loading

	<b>Shopping Lifestyle</b>	<b>Impulse Buying</b>	<b>Price Perception</b>
<b>X1.1</b>	0.344	0.377	0.873
<b>X1.2</b>	0.457	0.510	0.926
<b>X1.3</b>	0.464	0.525	0.895
<b>X1.4</b>	0.421	0.410	0.882
<b>X2.1</b>	0.819	0.487	0.391
<b>X2.2</b>	0.832	0.558	0.366
<b>X2.3</b>	0.787	0.569	0.392
<b>X2.4</b>	0.827	0.576	0.407
<b>X2.5</b>	0.752	0.389	0.358
<b>Y.1</b>	0.510	0.777	0.520
<b>Y.2</b>	0.611	0.918	0.411
<b>Y.3</b>	0.605	0.883	0.505
<b>Y.4</b>	0.474	0.822	0.300

*Source: Data Processed*

The findings from the results of cross loading data analysis illustrate that all loading factor values on each indicator, namely the variables of Price

Perception (X1), Shopping Lifestyle (X2), and Impulse Buying (Y), show a loading factor value that is superior when compared to the loading factor of the indicators of other variables. This situation indicates that all indicators used in this study meet the validity standards or have a fairly strong level of validity.

**Table 3.** Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
<b>Shopping Lifestyle</b>	0.646
<b>Impulse Buying</b>	0.726
<b>Price Perception</b>	0.800

*Source: Data Processed*

Based on the results of the Average Variance Extracted (AVE) evaluation, the Price Perception variable (X1) reached a score of 0.800, while the Shopping Lifestyle variable (X2) reached a score of 0.646 and the Impulse Buying variable (Y) had a score of 0.726. All of these three variables show numbers that exceed the 0.5 threshold, which indicates that the validity of the variables in this study as a whole can be considered sufficient.

**Table 4.** Composite Reliability

	Composite Reliability
<b>Shopping Lifestyle</b>	0.901
<b>Impulse Buying</b>	0.913
<b>Price Perception</b>	0.941

*Source: Data Processed*

The results of the Composite Reliability test above, found that the Price Perception variable (X1) resulted in a score of 0.941, while the Shopping Lifestyle variable (X2) had a value of 0.901, and Impulse Buying (Y) had a score of 0.913. All of these three variables show a Composite Reliability value above 0.70, illustrating that the variables in the context of this study have a sufficient level of reliability.

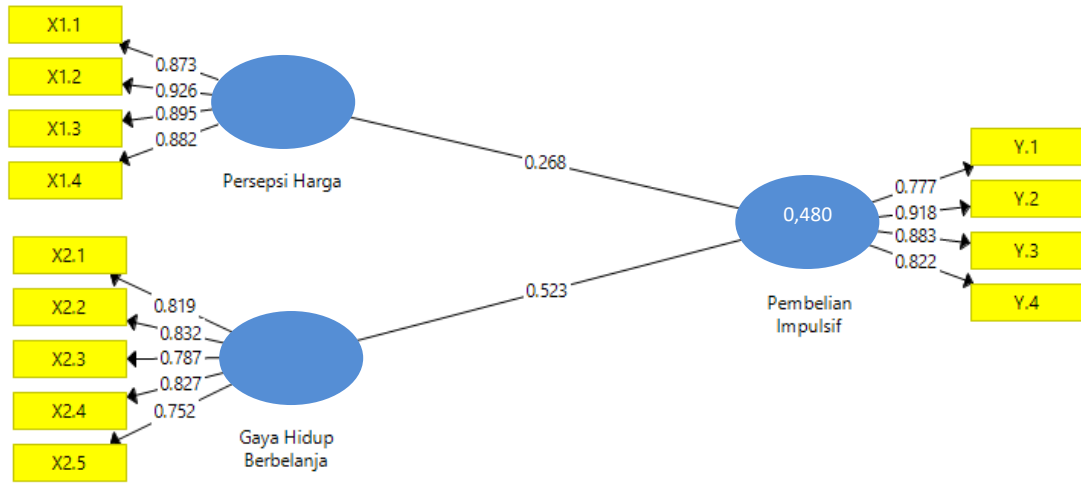
**Table 5.** Latent Variable Correlations

	Shopping Lifestyle	Impulse Buying	Price Perception
<b>Shopping Lifestyle</b>	1.000	0.652	0.477
<b>Impulse Buying</b>	0.652	1.000	0.518
<b>Price Perception</b>	0.477	0.518	1.000

*Source: Data Processed*

From the latent variable correlations table above, it shows that the average value of the correlation between various variables shows an average number that exceeds 0.5. The highest correlation or relationship is observed between the Shopping Lifestyle (X2) and Impulse Buying (Y) variables, reaching 0.652. This illustrates that within the framework of this research model, the correlation between Shopping Lifestyle (X2) and Impulse Buying (Y) has a stronger

correlation when compared to the correlation between the other variables. Therefore, it can be concluded that the level of Impulse Buying (Y) is more likely to be influenced by Shopping Lifestyle (X2) than by Price Perception (X1) in the context of this research model.



**Figure 2.** Outer Model with Factor Loading, Path Coefficient and R- Square  
 Source: Data Processed , SmartPLS Output (2023)

**Table 6.** R-Square

	R Square	R Square Adjusted
<b>Impulse Buying</b>	0.480	0.470

Source: Data Processed

The coefficient of determination ( $R^2$ ) of 0.480 indicates that the model in this study is able to explain about 48% of the variation in the Impulse Buying phenomenon, which is influenced by independent variables such as price perception (X1) and shopping lifestyle (X2). The remaining variance of about 52% is explained by other external factors outside the scope of this study not included in variables such as price perception (X1) and shopping lifestyle (X2).

**Table 7.** Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
<b>Shopping Lifestyle -&gt; Impulse Buying</b>	0.523	0.535	0.084	6.236	0.000
<b>Price Perception -&gt; Impulse Buying</b>	0.268	0.264	0.097	2.764	0.006

Source: Data Processed

According to the path coefficients table above, it can be inferred that the positive effect of Price Perception on Impulse Buying has been verified with a path coefficient value of 0.268 and a positive direction of influence. Meanwhile, the significance test (T-statistic) with a value of 2.764 far exceeds the  $Z_{0,05}$  value ( $2.764 > 1.96$ ) or with a p-value  $<0.05$  ( $0.006 < 0.05$ ), indicating a real (positive) level of significance. Shopping Lifestyle also has a positive influence on Impulse Buying, with a path coefficient value of 0.523 and a positive direction of influence. The result of the statistical significance test (T-statistic) which reaches 6.236 is greater than the  $Z_{0,05}$  value ( $6.236 > 1.96$ ) or with a p-value  $<0.05$  ( $0.000 < 0.05$ ), explaining that this influence has a very strong level of significance (positive).

## DISCUSSION

### *The Effect of Price Perception (X1) on Impulse Buying (Y)*

The results showed that price perception contributes to impulse buying at TikTok Shop for generation Z in Surabaya city. That means, the greater the perception that users feel TikTok Shop's prices are affordable, the higher their impulse purchases with the service. The results of this study also shows that the findings have a large contribution statistically, meaning that they are reliable and relevant.

The highest factor loading was observed on the indicator of price match with product quality. When the products offered by TikTok Shop have the same price as the quality offered, consumers tend to assume that every product in the store has a high quality. Through this view, consumers feel that every expense they spend has a value comparable to the benefits they receive from TikTok Shop. Thus, there is a tendency for consumers to make impulse or sudden purchases, because they feel that what they get from TikTok Shop is in accordance with their expectations.

The findings of this study are consistent with the results of research conducted by (Gorga et al., 2022), where it was found that Price Perception has a positive influence on Impulse Buying. Similar findings were also found in research conducted by (Simangunsong et al., 2022) which indicated that the relationship between Price Perception and Impulse Buying has a direction that is positive and significant.

### *The Influence of Shopping Lifestyle (X2) on Impulse Buying (Y)*

The results showed that shopping lifestyle has contribution to impulse buying at TikTok Shop for generation Z in the city of Surabaya. That means, the greater the shopping lifestyle, the higher their impulse purchases. The results of this study also show that of the findings have a large contribution statistically also means that it is reliable and relevant.

The largest factor loading result was found in the indicator of buying the latest model when you see it. TikTok itself is a social media that introduces the latest trends that can influence consumer interests and lifestyles. TikTok Shop is a place for consumers to find and buy products that are trending in society, especially generation Z and millennials without having to bother looking for the products they want through other applications. The more trends that are

developing, the more the latest models and product choices are offered so that they can trigger impulse buying to fulfill lifestyles and follow trends so that consumers feel current or not outdated.

The findings of this study are consistent with the results of research conducted by (Bih et al., 2023), where it was concluded that Shopping Lifestyle has a positive influence on Impulse Buying. Similar findings were revealed in the results of research conducted by (Ahmad et al., 2022) which implied a positive and significant influence between Shopping Lifestyle and Impulse Buying.

## **CONCLUSIONS AND RECOMMENDATIONS**

The aim of this study was to determine the effect of price perception and shopping lifestyle on impulse buying at TikTok Shop among generation Z in Surabaya. According to the results of the analysis that has been conducted, the following conclusions can be drawn, namely price perception has a strong and important influence on impulse purchases at TikTok Shop among generation Z in Surabaya City. When consumers who have good price perceptions will assume that every product they see has a quality that matches the price so that it does not take long to consider making a purchase which results in impulse buying. Shopping Lifestyle has a strong and important influence on impulse buying at TikTok Shop among generation Z in Surabaya City. When consumers have a high shopping lifestyle, consumers will often make impulse buying without prior consideration just to fulfill their lifestyle.

Recommendations that can be given based on the results of the research that has been done, namely the company is expected to provide product recommendations at a price that matches the quality. This will make consumers and potential consumers think that every product at TikTok Shop is of good quality and the value of money they spend is worth what they get. Companies are expected to find and develop trends that are currently popular in society, especially among generation Z and millennials. This can encourage consumers to make impulse buying to fulfill their lifestyle and stay updated with the latest trends. For future researchers, these findings can be used as additional references in conducting future research. In addition, other researchers can develop this research by including more other variables that have the potential to determine their impact on impulse buying.

## **FURTHER STUDY**

For future research can expand on this study by including more other variables that have the potential to determine their impact on impulse buying. In addition, the scope of research conducted can be broader because research on TikTok Shop is still limited and has not been done much so it has the potential to be explored further.

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