

Analysis of the Effect of Fear of Missing Out, Sales Promotion, E-wallet on Impulse Buying on Tik Tok Shop Users at the Three Largest Universities in Purwokerto

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ABSTRACT

This study analyzes the influence of FoMO Sales Promotion, E-wallet on Impulse Buying on Tiktok Shop users at the three largest universities in Purwokerto. The object of this research is Tiktok Shop user students at the three largest universities in Purwokerto. This research is quantitative, the number of samples in this study were 130 respondents with the IBM SPSS version 25 analysis tool. FoMO and Sales Promotion have a positive and significant effect on Impulse Buying. Not all consumers make Impulse Buying. Not all consumers make Impulse Buying by transacting payments using E-wallet because there are other features on Tiktok Shop such as cash on delivery, virtual account transfers, then using a credit or debit card.

INTRODUCTION

The majority of people are familiar with shopping technology through a digital platform known as e-commerce. According to Utama et al. (2024) e-commerce is another term for online transaction activities in the digital world, for example Shopee, Tokopedia, TikTok Shop, Lazada and various other online shopping platforms. The presence of e-commerce has made changes to consumer behavior which previously only shopped offline by coming directly to shopping centers, markets, and the store itself can now be easily done online at home (Sari, 2021).

According to Tempo.co (2024) which quoted the statement of the Director General of According to the Ministry of Trade's domestic trade, e-commerce transactions rose 13–16% in the first semester of 2024 when compared to the same period in 2023. The Ministry of Trade noted that the worth of online purchases in in 2023 reached Rp 453.75 trillion. The Director General of Trade estimates that e-commerce transactions in 2024 will touch Rp 487 trillion. In addition to the increasing transaction value, the figure below shows the number of people using e-commerce keeps rising year in tandem with the value of transactions.

Source: Statista (processed by PSDI, Ministry of Trade) 2024.

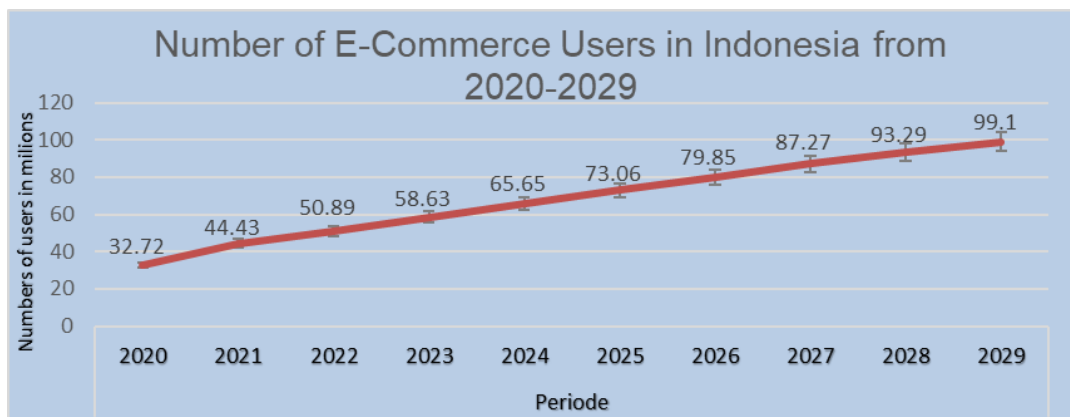


Figure 1. Data on e-commerce users in Indonesia

Since 2020, Indonesia's e-commerce user base has been steadily growing. until in 2024 quantity of e-commerce users in Indonesia was 65.65 million users. It is anticipated that Indonesia's e-commerce user base will keep growing until 2029, reaching 99.1 million users (PDSI Kementerian Perdagangan, 2024).

TikTok Shop is one of the numerous e-commerce platforms that are available. One of the features in the TikTok app is TikTok Shop. The TikTok Shop feature allows users to shop and buy the desired products directly from the platform without using other applications (Papatungan et al., 2024). Some types of goods available at TikTok Shop include fashion, food and beverages, electronics, sports, cosmetics, and so on. After launching in 2021, TikTok Shop experienced problems because it did not have an e-commerce license in Indonesia, then TikTok Shop was officially closed on October 4, 2023 Some types of goods available at TikTok Shop include fashion, food and beverages, electronics, sports, cosmetics and so on. After launching in 2021, TikTok Shop experienced problems because it did not have an e-commerce license in Indonesia, then TikTok Shop was officially closed on October 4, 2023

kompas.com (2023), but TikTok Shop reopened on December 12, 2023, after 2 months of closure, TikTok Shop collaborated with Tokopedia by controlling 75.01% of shares in the company (CNBC.com, 2023).

With the joining of Tokopedia and TikTok Shop, TikTok Shop is now preferred by consumers compared to Tokopedia. In February, quoting from databoks.katadata.co.id (2024) Tokopedia's active users are 18 million, while TikTok Shop is 125 million. There are also differences in consumer behavior in using Tokopedia and TikTok Shop. Tokopedia users have planned shopping behavior and use a variety of payment methods, but TikTok Shop users tend to have impulsive shopping behavior by liking live streaming and using the cash-on-delivery payment method according to GoTo's exposure (databoks.katadata.co.id, 2024). An increase in the use of e-commerce can also trigger impulse Buying made by the public, but not all consumers act rationally when buying online.

Impulse buying is the behavior of consumers who buy products or goods suddenly without prior planning, often driven by external stimuli. The factor of impulse buying also results from the existence of e-commerce which is very influential because it can save time in shopping, impulse buying factors also occur because of the emotional impulse that occurs, this is caused by short videos circulating in the TikTok application which contain promotional elements, TikTok Shop feature services, one of which is the yellow basket, often appears along with short videos and then, promos or large discounts that occur so that someone is interested in buying these items without a prior purchase plan. Then, other factors that influence Impulse Buying include FoMO Saputra and Aulia (2024), Sales Promotion Masitoh et al. (2022) and Salsabilla et al. (2024), E-wallet Emanuella (2024) and (Wei et al., 2023). Students are one of the targets with a combination of emotional influences (FoMO, attractive promotions), E-wallet as a technological convenience then the yellow basket is a factor in students making Impulse Buying at TikTok Shop. Students who are prone to irrational purchases are likely to influence Impulse Buying strongly.

Various new trends that emerge today create a FoMO on these trends. In general, FoMO is characterized by an uncontrollable desire to stay connected to what others are doing (Siddik et al., 2020). According to Alt, (2018) A condition known as FoMO occurs when people become anxious when others enjoy experience but the individual is not directly involved so they try to stay connected with others on social media, in this context meaning FoMO on the rising trends circulating on TikTok social media. FoMO is important to research because it often occurs among teenagers who are worried about being left behind because of the new trends that have emerged, especially the trend of new items that have appeared on the TikTok Shop application. . Previous research Muharam et al. (2023), Keysia et al. (2024), Qathrinnada and Pandjaitan (2024), Ganiyah (2024) and Saputra & Aulia (2024) shows that FoMO has a positive and significant effect on impulse Buying, but on the other hand the results Roliyanah et al. (2024) FoMO has no partial effect on Impulse Buying.

Sales promotions at TikTok Shop that consumers can use to stimulate the Buying of goods provided by sellers at TikTok Shop such as free shipping,

discounts, flash sales, and shopping vouchers. Sales promotion is a type of marketing that can swiftly increase sales by offering incentives or additional value to distributors, sales representatives, or major clients (Felita & Oktivera, 2019). That way sales promotions can increase sales growth. With large discount promotions and special offers that are hard to resist. In addition, the ease of the transaction and delivery process also increases the possibility that people tend to be more easily tempted to impulse Buying. There are previous research results according to Nuri (2022), Masitoh et al. (2022), Chasanah et al. (2021) and Salsabilla et al. (2024) which states that Sales Promotion has a positive and significant effect on impulse Buying, but in the research conducted but in the research conducted Septiana and Wisyastuti (2021) Sales promotion has no significant effect on impulse Buying.

With the advancement of increasingly sophisticated technology in the modern era, there are many kinds of digital payment methods, one of which is E-wallet. E-wallet is a technology that provides a new view for people about non-cash payments that are far more practical and secure in transactions (Rizkiyah et al., 2021). With the presence of E-wallets, people cannot be separated from the use of E-wallets to meet their needs and lifestyle. With E-wallets, consumers can more easily make Impulse Buying because they are more efficient to use and easily accessed at any time. Types of E-wallets include Ovo, Dana, ShopeePay, Gopay, LinkAja and many application platforms that provide E-wallets. There is previous research by Wei et al. (2023), Emanuella (2024), Aulia et al. (2023), which states that E-wallets are positively related to Impulse Buying, and the occurrence of gap differences in research Sinaga (2022) which states that E-wallet or digital payment does not affect Impulse Buying.

The inconsistency in previous research made the authors decide to re-examine the effect of FoMO, Sales Promotion, and E-wallet on Impulse Buying on the Tiiktok Shop application. This study develops in the field of FoMO, and Sales Promotion from research (Fitriyani dan Akbar, 2024) about the influence of FoMO, Sales Promotion, and Payment Methods on Impulse Buying, then develop in the field of E-wallet from research Sari et al. (2021) about the influence of online shopping and E-wallets on Impulse Buying. There are differences from the two previous research titles, this study focuses on the E-wallet variable which is a novelty in this study.

LITERATURE REVIEW

SOR Theory (Stimulus-Organism-Response)

Stimulus-Organism-Response (SOR), introduced by Mehrabian (1974) in Sunanto (2024) explains how a stimulus from the environment (S) can trigger an emotional response (O), which then affects the behavioral response (R). then used by Jacoby (2002) quoted by Fara and Hartono (2024) to modify the theory so that it becomes the SOR theory by adding an organism element between stimulus and response according to Ming et al., (2021) cited by (Fara and Hartono, 2024). Some previous studies used the Stimulus-Organism-Response (SOR) model to explain Impulse Buying behavior. In the context of this study Stimulus (S) external stimuli that affect individuals, Organism (O) individual internal processes, including emotions, perceptions, and motivations that are influenced by stimuli,

Response (R) consumer reactions or behaviors that trigger impulse Buying that are influenced by external stimuli. This SOR theory is relevant because it can explain the complex relationship between external factors and customer responses and find the psychological mechanisms involved in making Impulse Purchase decisions at TikTok Shop.

Impulse Buying

Impulse buying is an irrational purchase because it is done quickly and not planned, followed by a flurry of thought conflicts and emotional impulses in the individual according to Varplenken & Herabadi, 2001 (Mukaromah et al., 2021). Impulse Buying is also defined as purchasing behavior that is driven suddenly and unplanned by a strong and continuous urge, after which consumers experience a series of emotions, cognitive traits, and/or behaviors according to Luo et al 2021, Xiao et al, 2013 in (Buana et al., 2023). This SOR theory is relevant for researching Impulse Buying. The Impulse Buying indicators used in this study are Spontaneous, Seeing immediately, acting without thinking, and Buying now (Hausman, 2000).

The Effect of FoMO on Impulse Buying

FoMO refers to a persistent worry that others might be enjoying rewarding experiences that one is not part of. FoMO is also marked by a longing to remain continually connected to the activities of others (Przybylski et al., 2013). This widespread anxiety stems from the concern of potentially missing valuable experiences that others are enjoying. FoMO can be seen as a phenomenon linked to internet addiction (Carolina dan Mahestu, 2020). According to Przybylski et al. (2013) FoMO is identified by three elements: Fear, Worries, and Anxiety.

The relationship between the S-O-R FoMO theory and Impulse Buying occurs when a stimulus generated from the surrounding environment where consumers see instinctively to take similar actions to what others do so that a person's psychology is driven by individual emotions. Organisms that create a feeling of fear of loss trigger anxiety and the desire to buy products, which causes consumers to respond to Impulse Buying behavior with a negative emotional impulse. The FoMO assumption has a positive and significant effect on Impulse Buying, which means that the higher the level of FoMO in a person, the higher the Impulse Buying. This statement is reinforced by the results of research by Qathrinnada & Pandjaitan (2024) and Arifin et al. (2024) that FoMO has a positive and significant effect on Impulse Buying.

H1: FoMO has a positive and significant effect on Impulse Buying

The Effect of Sales Promotion on Impulse Buying

Sales promotion plays a crucial role in a marketing strategy, comprising a collection of incentive tools that are primarily short-term and aimed at encouraging quicker or larger purchases of specific products or services by consumers or retailers (Kotler & Keller, 2016). Sales promotion serves as a direct method of persuasion through various incentives arranged to prompt immediate buying behavior and boost the quantity of products purchased by consumers (Widyastuti, 2017). According to Kotler & Keller (2016), Sales Promotion

indicators are measured using the following: Coupons, Product warranty, and Price cut.

Based on the S-O-R theory, this Sales Promotion is an external stimulus in the form of special offers, coupons, and discounts. This stimulus is designed to attract consumer attention and encourage Impulse Buying actions. Organism attractive offers also create positive emotions and encourage consumers to take action. Consumer responses are encouraged to buy because they see opportunities not short so they make Impulse Buying. The assumption is that Sales Promotion has a positive and significant effect on Impulse Buying, namely the more attractive the promotion and the better the Sales Promotion that is implemented, the higher the Impulse Purchase occurs. Previous research according to Kharisma et al. (2022) and Chasanah et al. (2021) states that Sales Promotion has a positive and significant effect on Impulse Buying.

H2: Sales Promotion has a positive and significant effect on Impulse Buying

The Effect of E-wallet on Impulse Buying

Digital wallets are tools for non-cash payment transactions; typically, they utilize an application or card system that serves as payment instruments, facilitating easier transactions for users (Mujahidin and Astuti, 2020). E-wallet E-wallet is a form of financial technology that uses and utilizes the internet to provide easy access to transactions anywhere and anytime (Diva & Anshori, 2024). An Electronic Wallet is an electronic wallet used to store electronic money funds that can be used as a means of payment (Inggiharti, 2020). According to Sari et al. (2021) there are eight indicators used in his research, which include: The influence of service features, advertising, perceived benefits, perceived usefulness, consumer attitudes, security, risk, and discounts.

Based on the S-O-R theory E-wallet becomes a Stimulus that facilitates payment transactions made by consumers, the Organism of its presence E-wallet can reduce obstacles in the purchasing process. Consumer responses with psychological factors have an attitude of comfort, convenience, and trust so that they can save time and are easily accessible anywhere so that consumers make Impulse Buying. The assumption that E-wallets have a positive and significant effect on Impulse Buying means that the higher the use of E-wallets and the attractive features in it make Impulse Buying increase. With that, whether E-wallet can be applied to the theory of consumer psychology, there is previous research which states that E-wallet has a positive and significant effect on Impulse Buying Wei et al. (2023) and (Emanuella, 2024).

H3: E-wallet has a positive and significant effect on Impulse Buying.

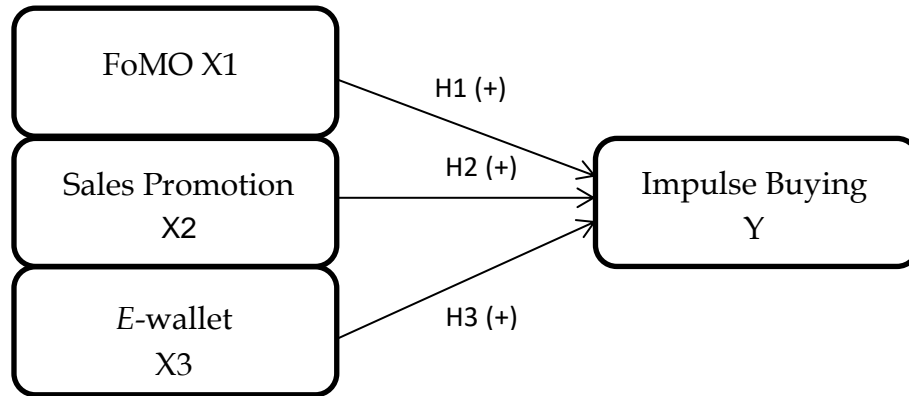


Figure 2. Framework of Thought

METHODOLOGY

This research is a quantitative study with a population of students at three universities with the most students in Purwokerto, namely Jenderal Soedirman University, Muhammadiyah Purwokerto University, and SAIZU Purwokerto State Islamic University who have bought goods at TikTok Shop. The sampling technique for this study used Purposive Sampling with the sample criteria in this study, namely students who have bought goods at TikTok Shop Impulsively, use E-wallets in transactions at TikTok Shop, and are students at Jenderal Soedirman University, Muhammadiyah Purwokerto University, and Saizu Purwokerto State Islamic University. The number of respondents was 130, this number followed the sampling method from Roscoe's Theory in the book (Sugiyono, 2019) which states that a feasible sample size in research is between 30 and 500. Respondent data collection uses Google Forms which are distributed online and the measurement refers to a Likert scale with the lowest scale 1 (strongly disagree) to the highest scale 5 (Strongly Agree). The analysis techniques used are the Instrument Test, Classical Assumption Test, Goodness of Fit test, and Multiple Linear Regression Analysis and the data processing process uses the help of the IBM SPSS version 25 application.

RESEARCH RESULT

Characteristics Responden

The characteristics in this study were obtained by 130 respondents. Based on the origin of the university most respondents came from Jenderal Soedirman University 43.1% (56 respondents) due to the population factor of Jenderal Soedirman University students as many as 24,230 compared to Muhammadiyah Purwokerto University 20,549 and Saizu Purwokerto State Islamic University 11,290, data taken on November 10, 2024. Most of the respondents live in the Banjarnegara, Purbalingga, Banyumas, Cilacap, and Kebumen (Barlingmascakeb) areas with a percentage of 90% (116 respondents) this is that the research is more focused on the local area. The respondents in this study were dominated by women 70.8% as many as 92 respondents because, women tend to be more active in shopping online, especially on the TikTok Shop platform which often promotes fashion and cosmetic products. The age group in this study is dominated by 20-22 years 79.3% with 103 respondents, this age group is an active

age of students who have better purchasing power, most likely they are also more frequent with the use of social media and online shopping among students. For the characteristics of pocket money, the majority of respondents have a monthly pocket money of less than Rp. 1,500,000 (55.4%) as many as 72 respondents, with the many promotions available at TikTok Shop students, are still able to make Impulse Buying with their limited monthly pocket money. A total of 78 respondents purchased 70% of the types of fashion goods at TikTok Shop, this shows that respondents make Impulse Buying the type of fashion because fashion products often provide large discounts.

Descriptive Statistical Analysis

Descriptive statistics provide a comprehensive overview of data, capturing key aspects such as the average value (mean), standard deviation, variance, maximum and minimum values, sum, and range, as well as measures of distribution like kurtosis and skewness (Ghozali, 2018).

Table 1. Descriptive Statistics

Descriptive Statistics	N		Mean	
	Statistic	Statistic	Statistic	Std. Error
Fear of Missing Out	130	3.02	0.077	
Sales Promotion	130	3.96	0.048	
E-wallet	130	3.84	0.046	
Impulsive Buying	130	3.55	0.059	
Valid N (listwise)	130			

Source: Data processed, 2024

Table 1. The results of the descriptive statistical analysis above show that the number of respondents (N) is 130. The mean value of all variables is higher than the standard deviation value, indicating that the data does not deviate much. FoMO obtained a statistical mean value of 3.02 on a Likert scale of 3, which means neutral. This can mean that FoMO which can influence students depends on the sense of losing the trend at TikTok Shop. Sales Promotion obtained a mean statistic of 3.96 on a Likert scale of 3-4, which means close to agree. This can be interpreted that students who are respondents in this study tend to agree with the TikTok shop promotion strategy. E-wallet obtained a mean statistic of 3.84 on a Likert scale almost close to 4 which means close to agreeing. It can be concluded that students who are respondents in this study tend to agree with the features available in E-wallet for transactions at TikTok Shop. Impulse buying obtained a statistical mean of 3.55 on a Likert scale of 3 which means neutral. This can be interpreted that respondents do not always behave Impulse Buying behavior because students do not always make Impulse Purchases, but in some conditions they do.

Instrument Testing

Validity Test

Validity testing for a questionnaire indicates that it is valid when the questions effectively assess the intended concept according to (Ghozali, 2018) a

questionnaire is deemed valid if the calculated correlation coefficient (r) exceeds the critical value found in the table if the calculated r is less than or equal to the table r , it is considered invalid.

Table 2. Validity Test Results

Variable	Indicator	Item	rcount	rtable
Fear of Missing Out X1 (Przybylski et al., 2013)	Fear	FoMO 1	0,752	0,1449
		FoMO 2	0,857	0,1449
	Worries	FoMO 3	0,864	0,1449
		FoMO 4	0,834	0,1449
	Anxiety	FoMO 5	0,707	0,1449
Sales Promotion X2 (Kotler & Keller, 2016)	Coupons	SP 1	0,737	0,1449
		SP 2	0,735	0,1449
	Product warranty	SP 3	0,591	0,1449
	Rebeats	SP 4	0,758	0,1449
		SP 5	0,700	0,1449
E-wallet X3 (Sari et al., 2021)	Service Feature Influence	E-wallet 1	0,695	0,1449
	Advertising	E-wallet 2	0,503	0,1449
	Perceived Benefits	E-wallet 3	0,731	0,1449
	Perceived Usefulness	E-wallet 4	0,759	0,1449
	Consumer Attitude	E-wallet 5	0,730	0,1449
	Security	E-wallet 6	0,807	0,1449
	Risk	E-wallet 7	0,710	0,1449
	Discounts	E-wallet 8	0,743	0,1449
Impulse Buying Y (Hausman, 2000)	Spontaneous	IB 1	0,809	0,1449
	Seeing Immediately Buy	IB 2	0,777	0,1449
	Act Without Thinking	IB 3	0,821	0,1449
		IB 4	0,756	0,1449
	Buy Now	IB 5	0,310	0,1449

Source: Data processed, 2024

This study, all statement items are confirmed to be valid based on these criteria.

Reliability Test

Reliability testing is a method used to assess the effectiveness of a questionnaire as an indicator of a particular variable. A questionnaire is deemed reliable when its Cronbach's Alpha value exceeds 0.6. The closer the Cronbach's Alpha is to 1, the greater the internal consistency reliability. Therefore, if the SPSS calculations yield a Cronbach's Alpha greater than 0.6, the questionnaire can be considered reliable. Conversely, a value lower than 0.6 indicates unreliability (Suliyanto, 2011).

Table 3. Reliability Test Results

Variable	Cronbach's Alpha
Fear of Missing Out	0,873
Sales Promotion	0,742
E-wallet	0,855

Impulsive Buying	0,759
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Source: Data processed, 2024

As shown in Table 3, all variables have Cronbach's Alpha values above 0.60, confirming that all instruments used in the study are reliable. This means the collected data can be trusted for further analysis.

Classical Assumption Test

Normality Test

A normality test is performed to ascertain whether each distribution is normal or abnormal. The Kolmogorov-Smirnov test is employed for this purpose. If the residuals exhibit a significance value greater than 0.05, they can be considered normally distributed. Conversely, a significance value less than or equal to 0.05 indicates that the residuals are not normally distributed (Ghozali, 2018).

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		130
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	0,53412512
	Most Extreme Differences	
	Absolute	0,058
	Positive	0,058
	Negative	-0,056
Test Statistic		0,058
Asymp. Sig. (2-tailed)		0,200 ^{c,d}

Source: Data processed, 2024

In Table 4 the Normality Test results above show the Asymp. Sig. (2-tailed) of 0.200 is greater than 0.05. So it can be concluded that the residual data in this study is normally distributed.

Multicollinearity Test

The multicollinearity test is designed to assess whether there is a relationship between independent variables within a regression model (Ghozali, 2018). The absence of multicollinearity is indicated by a tolerance value greater than 0.10, while the presence of multicollinearity is suggested by a tolerance value below 0.10. In this context, a regression model is considered free of multicollinearity when the Variance Inflation Factor (VIF) is less than 10. Conversely, a VIF value exceeding 10 indicates potential multicollinearity. According to the results presented in Table 5, the multicollinearity test for all variables shows no signs of multicollinearity, as all independent variables have a Collinearity Tolerance above 0.10 and a VIF statistic below 10.

Table 5. Multicollinearity Test Results

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	0.795	0.397			
	Fomo	0.292	0.060	0.381	0.808	1.238
	Sales_Promotion	0.277	0.109	0.224	0.642	1.557
	E_Wallet	0.202	0.115	0.156	0.639	1.566

a. Dependent Variable: Impulsif_Buying

Source: Data processed, 2024

From the results of Table 5 Multicollinearity Test, all variables state that there are no symptoms of multicollinearity because all independent variables get a Collinearity Tolerance value above 0.10 and a Statistics VIF value below 10.

Heteroscedasticity Test

Heteroscedasticity Test According to Ghozali (2018), one effective method for detecting heteroscedasticity is the Glejser test. The decision-making process for this statistical test is based on the significance level: if the level exceeds 5%, it indicates that heteroscedasticity is not present. Conversely, a significance level below 5% suggests the existence of heteroscedasticity.

Table 6. Heteroscedasticity Test Results (Glejser Test)

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	0.263	0.216		1.218	0.225
	Inv_Fomo	0.438	0.231	0.184	1.899	0.060
	Inv_Sales_Promotion	-0.734	0.931	-0.089	-0.788	0.432
	Inv_E_Wallet	0.672	0.913	0.080	0.736	0.463

a. Dependent Variable: Abs_RES

Source: Data processed, 2024

Referring to Table 6, which presents the results of the Glejser test for heteroscedasticity, we observe significant values of 0.060, 0.432, and 0.463. These findings lead us to conclude that there is no evidence of heteroscedasticity in this data set.

Multiple Regression Analysis

Multiple Linear Regression Test

Multiple regression analysis in this study aims to determine the magnitude of the influence of independent variables on the dependent. There is a form of multiple regression equation used in this study as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Dimana :

Y = Impulse Buying

a = Constanta

X₁ = FoMO

X₂ = Sales Promotion

X₃ = E-wallet

b₁,b₂,b₃= The magnitude of the coefficient of each variable

e = residual/error

The following results of the Multiple Linear regression test processing are presented in the table below

Table 7. Multiple Linear Regression Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	0.795	0.397		2.002	0.047
	FoMO	0.292	0.060	0.381	4.852	0.000
	Sales_Promotion	0.277	0.109	0.224	2.537	0.012
	E_Wallet	0.202	0.115	0.156	1.764	0.080

a. Dependent Variable: Impulsif_Buying

Source: Data processed, 2024

From the results of table 7 of the regression analysis above, there is a regression equation below:

$$Y = 0,795 + 0,292X_1 + 0,277X_2 + 0,202X_3 + e$$

The following is the interpretation of the regression equation above:

- 1) When the FoMO, Sales Promotion, and E-wallet variables are zero, the average value of the Impulse Purchase variable is 0.795.
- 2) The Fomo coefficient value is 0.0292, if Fomo increases by one unit, the Impulse Purchase value increases by 0.292 assuming sales promotion and E-wallet remain constant.
- 3) The sales promotion coefficient value is 0.277, if the Sales Promotion increases by one unit, the Impulse Purchase value increases by 0.277 assuming Fomo and E-wallet remain constant.
- 4) The E-wallet coefficient value is 0.202, if the E-wallet increases by one unit, the Impulse Purchase value increases by 0.202 assuming Fomo and Sales Promotion remain constant.

Test Coefficient of Determination R2

The coefficient of determination, known as R², measures how well the model explains changes in the dependent variable. A low R² value suggests that the independent variables have a limited ability to capture the variance in the dependent variable, while a value close to one indicates that almost all the necessary information for predicting changes in the dependent variable is provided by those independent variables (Ghozali, 2018).

Table 8. Test Results of the Coefficient of Determination R2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,610 ^a	0,372	0,357	0,540

Source: Data processed, 2024

In Table 8, we observe an Adjusted R Square value of 0. 357. This indicates that 35. 7% of the variations in the Impulse Purchase variable can be attributed to the FoMO, Sales Promotion, and E-wallet variables. The remaining 64. 3% of the variance is explained by factors not included in the research model.

Goodness of Fit Test

Model Feasibility Test (F Test)

The F statistic is employed to evaluate our hypothesis by comparing the calculated F value to the corresponding value from the F table. If the computed F value exceeds the F table value, we reject the null hypothesis (H0) and accept the alternative hypothesis (HA). Essentially, the F test serves as a comprehensive significance test for the observed or estimated regression line.

Table 9. F Test Results

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	21.783	3	7.261	24.859	0,000 ^b
Residual	36.802	126	0,292		
Total	58.585	129			

Source: Data processed, 2024

Based on Table 9 above, it is known that the value of the F table with the formula $df = df = (k-1), (n-k)$ is $(3-1), (128) = 3.07$. Then there is a calculated F value in the regression model of 24,859, so F count $(24,859 > 3.07)$ with a significance value of $0.000 < 0.05$, then the FoMO, Sales Promotion, and E-wallet variables simultaneously affect Impulse Buying. Thus the model can be said to be feasible.

Test t (Partial)

This partial t-test is designed to evaluate the extent to which an individual independent variable contributes to the variation in the dependent variable. To conduct the t-test, we compare the significance probability value of the independent variable. If this value is less than 0. 05, it indicates that the variable significantly affects the dependent variable. Conversely, if the probability value

exceeds 0.05, it suggests that the variable does not have a significant impact. In this analysis, the critical value obtained is 1.656, with degrees of freedom (df) equal to 128 (calculated as 130 - 3).

Table 10. t-test results

Coefficients ^a			
	Model	t	Sig.
1	(Constant)	2.002	0.047
	Fomo	4.852	0.000
	Sales_Promotion	2.537	0.012
	E_Wallet	1.764	0.080

Source: Data processed, 2024

Based on table 10, the results show that the t-table value is 1.656 and the significance value with a probability of 0.05, which can be explained as follows:

The effect of FoMO on Impulse Buying

Based on the above calculations, a positive t-count value of 4.852 is greater than the t-table of 1.656 and a significance value of 0.000 < 0.05. Based on these two results, H1 is accepted which states that FoMO has a positive and significant effect on Impulse Buying on TikTok shop user students at the three largest universities in Purwokerto.

The Effect of Sales Promotion on Impulse Buying

Based on the above calculations, a positive t-count value of 2.537 is greater than the t-table of 1.656 and a significance value of 0.012 < 0.05, so with these results, H2 is accepted because Sales Promotion has a positive and significant effect on Impulse Buying on TikTok shop user students at the three largest universities in Purwokerto.

The Effect of E-wallet on Impulse Buying

With the results of the above calculations on the E-wallet variable, a positive t-count value of 1.764 is greater than the t-table 1.656 and a significance value of 0.080 > 0.05, with these results, H3 is rejected because the significance value is greater than the significance value with a probability of 0.05, so H4 is rejected E-wallet has no effect on Impulse Buying on TikTok shop user students at the three largest universities in Purwokerto.

DISCUSSION

Hypothesis 1 Effect of FoMO on Impulse Buying

Based on these results, it can show that the second hypothesis is accepted which states that FoMO has a positive and significant effect on Impulse Buying, this can show that consumers who experience FoMO are often afraid of being left behind by trends that are on the rise with all the offers available. The results of this study are also in line with previous research conducted by Nurjanah et al. (2023) and Arifin et al. (2024) which states that FoMO has a positive and significant effect on Impulse Buying. FoMO buys an item to get immediate satisfaction, this feeling can trigger an urge to make a purchase immediately

without carefully considering the needs or consequences of the purchase (Qathrinnada dan Pandjaitan, 2024a).

An interesting finding in this study is that respondents who come from students of the three largest universities in Purwokerto do not show strong FoMO behavior, this is evidenced by the mean value of the FoMO variable of 3.02 (Table 1), this is thought to have something to do with the items purchased by respondents, namely fashion. Students may prioritize needs over simply following trends, especially if the fashion items purchased do not have high exclusivity e.g. widely available or can be purchased at a later date. In addition, fashion Buying by students may be more driven by personal preferences. Although in this study FoMO behavior is not strong, it has a positive influence on Impulse Buying at TikTok Shop. Impulse buying, especially in college students, is driven by FoMO using the S-O-R theory, the stimulus of fear of loss triggers anxiety and the desire to immediately own items that come from social media, conversations with friends, or advertisements that emphasize exclusivity. Organism The fear of missing out triggers anxiety to immediately own then is driven by strong emotions so that consumers respond by behaving Impulsively.

Hypothesis 2 Effect of Sales Promotion on Impulse Buying

The third hypothesis for the findings of this study states that the Sales Promotion variable has a positive and significant effect on the Impulse Purchase variable. The results of this study are also in line with previous research by research from Yastuti dan Irawati (2023) which resulted in Sales Promotion having a positive and significant effect on Impulse Buying.

The findings in this study are that respondents who are students at the three largest universities in Purwokerto tend to use coupons, discounts, and special offers to make Impulse Buying at TikTok Shop, this is evidenced by the mean value of the Sales Promotion variable of 3.96. (Table 1). S-O-R theory can also explain that students have an external stimulus to make Impulse Buying. Special offers, coupons, and attractive discounts create positive emotions and encourage students to take Impulse Buying actions. Students have a response to buy because they see a short opportunity at that moment, which triggers Impulse Buying.

Hypothesis 3 The Effect of E-wallet on Impulse Buying

The fourth hypothesis with the findings of this study states that the E-wallet variable does not affect Impulse Buying. This shows that not all consumers make Impulse Buying by making payment transactions using E-wallets, the ease of transactions offered by E-wallets can be one of the factors that encourage this behavior. The results of previous research by Sinaga (2022) which compared three types of digital payments Ovo, Gopay, and Shopeepay have differences, namely due to differences in other functions and products and different offers from each digital payment application such as discounts, free shipping, cashback, and others, so that digital payments do not affect Impulse Buying.

The findings in this study are that respondents who are students of the three largest universities in Purwokerto have a tendency to use E-wallet, this can be proven by the mean value of the variable of 3.55 because according to them E-

wallet makes it easy to make transactions, they feel E-wallet provides many benefits, is useful in online transactions, feels safe when using e wallet, and there are special discounts for E-wallet users. Despite offering various benefits in using E-wallets, students do not directly encourage emotions or perceptions that trigger Impulse Buying in this study. Not all students like to make Impulse Buying by transacting payments using E-wallets because there are other features on TikTok Shop such as cash on delivery, virtual account transfers, then using a credit or debit card.

CONCLUSIONS AND RECOMENDATIONS

Based on the results of this study, FoMO and Sales Promotion have a positive and significant effect on Impulse Buying on TikTok Shop users. Meanwhile, E-wallet has no effect on Impulse Buying. Impulse Buying are driven by FoMO and sales promotion and not driven by E-wallets. Students from three universities in Purwokerto tend to have a level of Fomo and impulse Buying that are not high. This is thought to be because it has to do with the product purchased. Not all consumers make Impulse Buying by transacting payments using E-wallets because there are other features on TikTok Shop such as cash on delivery, virtual account transfers, then using a credit or debit card. Impulse buying also occurs due to anxiety or fear of being left behind by the rising trend at TikTok Shop, and with large discounts, free shipping vouchers and so on are Sales Promotion tools that greatly benefit consumers so that impulse buying behavior can occur. The determination result shows that 35.7% with the remaining 64.3% states that the influence on each variable is weak so that it can be influenced by other variables outside the research model.

ADVANCED RESEARCH

It is necessary to conduct further research related to the variables studied by considering the products purchased. The author suggests that future research should add other variables such as live streaming, flash sales, discounts and expand research objects in other e-commerce such as Shopee, Tokopedia, Lazada, and Bukalapak.

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