

ABSTRACT

The Influence of Promotional Strategies and Live Streaming on Impulse Buying Through Shopping Emotion as an Intervening Variable (Study of TikTok Shop Users)

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This research aims to test the influence of the Promotion variable, Live Streaming on Impulse Buying through the Shopping Emotion variable. This research uses quantitative research methods with the research object being TikTok Shop users. In this research, researchers used the purposive sampling method to collect sample data totaling 140 samples. The samples that have been collected are then processed using Structural Equation Modeling (SEM) data analysis techniques based on Partial Least Square (PLS) using SmartPLS version 3.0 software. The final results of data processing in this research are that promotion has a significant effect on shopping emotion, promotion has a significant effect on impulse buying, live streaming has a significant effect on shopping emotion, live streaming has no significant effect on impulse buying, shopping emotion has a significant effect on impulse buying, promotion has an effect significant effect on impulse buying through shopping emotion, and live streaming has a significant effect on impulse buying through shopping emotion.

Keywords: *Tiktok Shop, Promotion, Live Streaming, Shopping Emotion, Impulse Buying*