



## **The Influence of Influencers, Video Duration, and Discounts on Impulsive Buying of Bostanten Brand on TikTok Shop**

### ***Pengaruh Influencer, Durasi Video, dan Discount terhadap Impulsive Buying Merek Bostanten pada TikTok Shop***

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#### **Abstrak**

Penelitian ini bertujuan untuk mengetahui pengaruh influencer, durasi video, dan discount terhadap perilaku impulsive buying konsumen pada merek Bostanten di TikTok Shop. Penelitian dilakukan dengan pendekatan kuantitatif, menggunakan data primer melalui penyebaran kuesioner kepada 100 responden yang pernah melakukan pembelian produk Bostanten. Teknik analisis yang digunakan adalah regresi linier berganda dengan bantuan perangkat lunak SPSS versi 25.0. Hasil penelitian menunjukkan bahwa variabel influencer berpengaruh positif dan signifikan terhadap impulsive buying ( $p\text{-value } 0,002 < 0,05$ ;  $t\text{-hitung } 1,756 > t\text{-tabel } 1,665$ ). Durasi video juga berpengaruh positif dan signifikan ( $p\text{-value } 0,004 < 0,05$ ;  $t\text{-hitung } 2,943 > t\text{-tabel } 1,665$ ). Demikian pula, variabel discount memiliki pengaruh positif dan signifikan ( $p\text{-value } 0,001 < 0,05$ ;  $t\text{-hitung } 3,327 > t\text{-tabel } 1,665$ ). Nilai adjusted  $R^2$  sebesar 0,583 menunjukkan bahwa 58,3% variasi impulsive buying dapat dijelaskan oleh ketiga variabel independen, sedangkan sisanya sebesar 41,7% dipengaruhi oleh faktor lain di luar penelitian ini. Temuan ini menegaskan pentingnya strategi pemasaran digital, khususnya melalui pemanfaatan influencer, konten video yang menarik, serta penawaran harga melalui diskon dalam mendorong perilaku pembelian impulsif di platform social commerce seperti TikTok Shop.

**Kata Kunci : Discount, Influencer, Video Duration**

#### **Abstract**

This study aims to examine the influence of influencers, video duration, and discounts on impulsive buying behavior of Bostanten products in TikTok Shop. The research was conducted using a quantitative approach with primary data collected through questionnaires distributed to 100 respondents who had previously purchased Bostanten products. Multiple linear regression analysis with SPSS version 25.0 was employed to test the proposed hypotheses. The findings indicate that influencers have a positive and significant effect on impulsive buying ( $p\text{-value } 0.002 < 0.05$ ;  $t\text{-value } 1.756 > t\text{-table } 1.665$ ). Video duration also shows a significant and positive impact ( $p\text{-value } 0.004 < 0.05$ ;  $t\text{-value } 2.943 > t\text{-table } 1.665$ ). Similarly, discounts significantly influence impulsive buying ( $p\text{-value } 0.001 < 0.05$ ;  $t\text{-value } 3.327 > t\text{-table } 1.665$ ). The adjusted  $R^2$  value of 0.583 demonstrates that 58.3% of impulsive buying behavior can be explained by the independent variables, while the remaining 41.7% is influenced by other factors not included in this model. These results highlight the importance of social media marketing strategies, especially the role of



influencers, engaging video content, and price promotions, in shaping consumer impulsive buying decisions. The study contributes to the understanding of digital marketing effectiveness and provides insights for practitioners in designing promotional strategies on social commerce platforms such as TikTok Shop.

**Keywords : Discount, Influencer, Video Duration**

## **INTRODUCTION**

The development of digital technology has driven changes in consumer shopping behavior, particularly through social commerce platforms such as TikTok Shop. This platform not only provides online shopping features but also integrates creative video content, promotions, and social interactions, which are able to influence consumer purchasing decisions quickly and spontaneously (Baggozi & Dholakia, 2021:45). The phenomenon of impulsive buying has been increasing in Indonesia, driven by modern lifestyles, digital trends, and easy access to technology (Viva.co.id, 2023:12).

In the context of digital marketing, influencers play an important role in shaping consumer perceptions and trust. Influencer recommendations are often considered more credible than conventional advertising because they are perceived as more authentic (Freberg et al., 2011:89). In addition, video duration also affects the effectiveness of promotional messages. Short videos are able to capture attention and create a sense of social presence that accelerates purchasing decisions (Gao et al., 2022:103). Another factor that drives impulsive behavior is the presence of discounts, which can create a sense of urgency and increase consumer purchase interest (Baskara, 2023:77).

Bostanten, as one of the international fashion brands marketed through TikTok Shop, frequently utilizes influencer-based marketing strategies, short promotional videos, and discount offers. This condition is worth studying, considering that impulsive buying behavior has a significant impact on digital marketing strategies and sales sustainability.

Based on this description, this study aims to analyze the influence of influencers, video duration, and discounts on consumers' impulsive buying behavior toward the Bostanten brand on TikTok Shop.

## **RESEARCH METHOD**

This study was conducted on consumers of the Bostanten brand who shop through TikTok Shop. The research location is in Lhokseumawe, with the object of study being consumer impulsive buying behavior toward Bostanten products. The respondents of this study are individuals who have previously purchased Bostanten products through TikTok Shop.

This research employs a quantitative approach using the survey method. Primary data were obtained through the distribution of online questionnaires to 100 respondents selected using purposive sampling, namely consumers who have experience purchasing Bostanten products on TikTok Shop. The research instrument is a questionnaire with a five-point Likert scale, which was tested for validity and reliability before being used in the study.



The collected data were analyzed using SPSS software version 25.0. The analysis was conducted through classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests. Furthermore, the analytical method employed is multiple linear regression to examine the influence of influencers, video duration, and discounts on impulsive buying. Hypothesis testing was carried out through partial tests (t-test), simultaneous tests (F-test), and the coefficient of determination ( $R^2$ ) to measure the contribution of the independent variables to the dependent variable.

**Table 1.** Operational Definition of Variables

Variable	Main Indicators	Scale
<b>Influencer (X1)</b>	Credibility, popularity, expertise, attractiveness	Likert
<b>Video Duration (X2)</b>	Video length, suitability of duration with message, attention appeal	Likert
<b>Discount (X3)</b>	Discount amount, discount period, product type	Likert
<b>Impulsive Buying (Y)</b>	Spontaneous decision, unplanned purchase, emotion-driven	Likert

**Source:** Processed data from research (2025)

## RESULTS AND DISCUSSION

This study involved 100 respondents who met the criteria of “having purchased Bostanten products through TikTok Shop.” The characteristics and profiles of respondents (gender, age, income, occupation, experience using the product, and purchase frequency) were presented in the thesis manuscript and served as the basis for the quantitative analysis in this section. The research instrument was a five-point Likert scale questionnaire for the variables Influencer (X1), Video Duration (X2), Discount (X3), and Impulsive Buying (Y); the instrument had been tested for validity and reliability (Validity Test, Reliability Test). All stages of data processing were carried out using SPSS version 25.0.

### Instrument and Classical Assumption Testing

Instrument testing (validity and reliability) was first conducted to ensure that the questionnaire items were suitable for analysis. Subsequently, classical assumption tests including normality, multicollinearity, and heteroscedasticity were performed to ensure that the prerequisites for multiple linear regression were met. These tests established the foundation that the regression model used could be interpreted inferentially.

### Main Regression Results and Hypothesis Testing

The analysis was conducted using multiple linear regression with impulsive buying as the dependent variable and three independent variables (influencer, video duration, and discount). The partial test results (t-test) indicated that all three independent variables had a positive and significant effect on impulsive buying, as summarized below: Influencer was significant ( $p = 0.002 < 0.05$ ; t-statistic  $1.756 > t\text{-table } 1.665$ ), Video Duration was significant ( $p = 0.004 < 0.05$ ; t-statistic  $2.943 > 1.665$ ), and Discount was significant ( $p = 0.001 < 0.05$ ; t-statistic  $3.327 > 1.665$ ). The Adjusted  $R^2$  value of 0.583 indicated that 58.3% of the variation in impulsive buying was jointly



explained by the three independent variables, while the remaining 41.7% was influenced by other factors outside the model.

**Table 2.** Summary of Multiple Linear Regression Results (Partial Test)

Variable	t-statistic	Sig. (p)	Description	Variable
<b>Influencer (X1)</b>	1.756	0.002	Significant (+)	Influencer (X1)
<b>Video Duration (X2)</b>	2.943	0.004	Significant (+)	Video Duration (X2)
<b>Discount (X3)</b>	3.327	0.001	Significant (+)	Discount (X3)
<b>Adjusted R<sup>2</sup></b>	–	0.583	58.3% variation explained	Adjusted R <sup>2</sup>

Source: Author's data processing, SPSS 25.0

### Discussion by Variable (Partial Test)

**The Influence of Influencers on Impulsive Buying.** The test results show a positive and significant effect. Substantively, influencer credibility, attractiveness, and relevance strengthen social proof and parasocial interaction, thereby stimulating consumers' spontaneous decisions within the social commerce ecosystem. This finding aligns with the theoretical explanation presented in the literature review and reinforces that influencer recommendations on TikTok Shop effectively trigger impulsive buying for the Bostanten brand.

**The Influence of Video Duration on Impulsive Buying.** An appropriate video duration (concise, clear, and message-oriented) facilitates information absorption, sustains attention, and enhances perceived social presence. The positive and significant test results confirm that packaging promotional messages with an optimal video duration in TikTok content contributes to accelerating the evaluation process, leading to spontaneous purchasing decisions.

**The Influence of Discounts on Impulsive Buying.** Discounts psychologically reduce price perception, create a sense of urgency (scarcity/FOMO), and enhance perceived deal value. The positive significance of the discount variable demonstrates that price promotions (discount size, discount period, and product relevance) act as a strong trigger for impulsive buying of Bostanten products on TikTok Shop.

### Simultaneous Discussion and Model Explanation Power

Simultaneously, the combination of influencers, video duration, and discounts explains 58.3% of the variation in impulsive buying (Adjusted R<sup>2</sup> = 0.583). This figure reflects the substantial contribution of the digital marketing mix to spontaneous purchasing behavior on a video-first platform. The remaining 41.7% indicates opportunities for other factors (e.g., consumer personality, mood, in-app user experience, product quality/after-sales service, and situational influences) to be explored in future research.



## **Theoretical and Managerial Implications**

From a theoretical perspective, the findings reinforce consumer behavior models based on social proof and the attention economy in the context of social commerce, showing that endorsement (influencers), content packaging (video duration), and price promotion (discounts) act as complementary drivers of impulsive buying.

From a managerial perspective, the findings suggest the following:

1. Curate influencers who are credible, relevant, and have a strong audience fit.
2. Optimize video duration to sustain attention (a strong opening within the first 3–5 seconds and a clear call-to-action).
3. Design discount programs with the size and period that create urgency without eroding brand equity (e.g., limited-time offers, stackable vouchers).

An integrated implementation of these three strategies has the potential to increase spontaneous purchase conversion in Bostanten's TikTok Shop campaigns.

## **CONCLUSION**

This study demonstrates that influencers, video duration, and discounts have a positive and significant effect on consumers' impulsive buying behavior toward the Bostanten brand on TikTok Shop. Credible and relevant influencers enhance consumer trust, thereby encouraging spontaneous purchasing decisions. Short, clear, and engaging video durations were proven to capture consumer attention and accelerate the decision-making process. Meanwhile, discount programs effectively create perceived added value and a sense of urgency, which trigger unplanned purchases. Simultaneously, these three variables explain more than half of the variation in impulsive buying behavior, leading to the conclusion that digital marketing strategies based on influencers, video content, and price promotions are key factors in boosting sales on social commerce platforms.

This study has limitations, as it only examined three independent variables with a sample restricted to Bostanten consumers. Future research is recommended to broaden the scope to other brands, include additional variables such as lifestyle, emotions, or product quality, and employ mixed-method approaches to gain a more comprehensive understanding of the factors influencing impulsive buying behavior in the digital marketing era.

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