



Research Article

Impulsive Buying Among Tiktok Users (Study on Gen Z)

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Abstract: This study aims to determine how much influence digital marketing strategies (content marketing, affiliate marketing and flash sales) have in encouraging impulsive purchasing behavior in Gen Z. The population of this study consists of all Generation Z TikTok users in Indonesia, with an unknown total number. The research method employed is a quantitative approach using a survey of 100 respondents selected through convenience sampling. The data were analyzed using multiple linear regression with inferential analysis or classical assumption testing. The results show that, partially, all three independent variables have a positive and significant effect on impulsive buying. Flash Sales have the greatest effectiveness influence, with a multiple regression coefficient value of 0.275. Although Flash Sales are statistically the most effective, descriptive analysis results indicate that affiliate marketing has the highest level of effectiveness based on the respondents' average score of 21.69. Therefore, an optimal digital marketing strategy can leverage all three methods to enhance impulsive buying behavior.

Keywords: affiliate marketing flash sale, content marketing, impulsive buying

1. Introduction

The development of technology and communication in the digital era has brought about major changes in various aspects of life, one of which is in people's consumption patterns. The emergence of the social commerce trend, which combines social interaction with buying and selling activities through digital platforms, is clear evidence of this change. This concept is in line with the thinking of Marketing 5.0 which emphasizes the importance of integrating technology with humanism values to create a more personal and relevant shopping experience (Nainggolan et al., 2023).

In Indonesia, the growth of social commerce is increasingly rapid, supported by an increase in internet and smartphone users. The value of social commerce transactions is estimated to reach IDR 300 trillion in 2025, jumping from IDR 44 trillion in 2022 (Gianie, 2023). Platforms like TikTok, Instagram, and Facebook are driving this trend, with Generation Z being the most dominant user group. Born between 1997 and 2012, this generation represents around 27.94% of Indonesia's total population and is known to be very adept at using technology (Qothrunnada, 2024).

Social commerce now offers features such as online stores, shopping carts, and user preference-based advertising, all integrated into social media platforms (Bakrie, 2024). According to Kastenholz (2022), more than 97% of social commerce users are from Generation Z, reinforcing the importance of understanding their consumption patterns in the digital age. This change has shifted the traditional shopping paradigm to a more instant and impulse-based shopping experience.

One platform that has greatly benefited from this trend is TikTok. Based on data from Santika (2023), the 18–24 age group is the largest TikTok user in Indonesia, reaching 34.9%

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of total users. TikTok, which was initially known only as a short video sharing platform, has now developed the TikTok Shop service that allows users to shop while enjoying entertainment content. TikTok optimizes strategies such as Content Marketing, Affiliate Marketing and Flash Sale to increase impulsive purchases. Generation Z, which has a tendency to be consumptive and a high desire to follow trends, is the strategic target of this approach (Eliot Simangunsong, 2018). Impulse purchases in the digital context, according to Kotler et al. (2017), are triggered by content that is able to attract attention and arouse emotional urges to buy without careful planning. Although a number of previous studies have shown that Content Marketing, Affiliate Marketing and Flash Sale have an effect on impulsive purchases, the results are still mixed. Several studies such as Kurniawan & Nugroho (2024) and Mahendra Indriawan & Hari Santoso (2023) found a significant positive effect, while other studies such as Edwin & Fitriyah (2024) and Putri & Hayu (2024) showed different results, depending on the strategy and platform used. This variation shows that the effectiveness of digital marketing strategies is highly dependent on the characteristics of the audience and the social media used.

Based on this phenomenon, research on impulsive purchasing decisions on TikTok users, especially Gen Z, was conducted to fill the gap in the literature and examine the extent to which Content Marketing, Affiliate Marketing and Flash Sales are effective in encouraging impulsive purchases. This study aims to determine how much influence digital marketing strategies (content marketing, affiliate marketing and flash sales) have in encouraging impulsive buying behavior in Gen Z.

2. Literature Review

The rapid growth of social commerce has reshaped consumer behavior, particularly among Generation Z, who dominate platforms such as TikTok (Kastenholz, 2022; Santika, 2023). Social commerce integrates entertainment, social interaction, and shopping features, creating an environment conducive to impulsive buying (Bakrie, 2024). Impulsive buying, defined as unplanned purchases triggered by emotional or situational stimuli, is strongly influenced by digital marketing strategies such as content marketing, affiliate marketing, and flash sales (Kotler & Armstrong, 2017; Gunawan et al., 2021).

Content Marketing plays a central role in stimulating impulsive buying by delivering engaging, persuasive, and trend-driven content that captures consumer attention. According to Gunelius (2011), content marketing builds emotional resonance and brand storytelling, which can trigger spontaneous purchase decisions. Empirical studies confirm that content marketing significantly influences impulse buying in social commerce contexts (Kurniawan & Nugroho, 2024; Mahendra Indriawan & Santoso, 2023). Thus, content marketing is expected to positively affect impulsive buying among Gen Z TikTok users.

Affiliate Marketing leverages trust in influencers and peer recommendations to drive consumer decisions. Affiliates act as credible intermediaries, enhancing product visibility and perceived reliability (RevoU, 2024). Prior research shows that affiliate marketing fosters impulsive purchases by combining social proof with ease of access (Fateekha Lireeh & Faizin, 2023; Putri & Hayu, 2024). Respondents in the current study also rated affiliate marketing as the most effective strategy in shaping impulsive buying behavior, highlighting its long-term impact on consumer trust and engagement. Therefore, affiliate marketing is hypothesized to have a positive and significant influence on impulsive buying.

Flash Sales exploit urgency and scarcity, creating time-limited offers that pressure consumers into immediate purchases. This strategy has been consistently identified as one of the strongest drivers of impulsive buying in digital commerce (Bih et al., 2023; Septiyani & Hadi, 2024). The regression results in the uploaded study confirm flash sales as the most statistically dominant factor, with the highest coefficient value ($\beta = 0.275$). This indicates that

flash sales are particularly effective in stimulating impulsive buying behavior among Gen Z TikTok users, who are highly responsive to trend-driven urgency.

Hypotheses Development

Based on the literature review and empirical findings, the following hypotheses are proposed:

1. H1: Content marketing has a positive and significant influence on impulsive buying among Gen Z TikTok users (Gunelius, 2011; Kurniawan & Nugroho, 2024).
2. H2: Affiliate marketing has a positive and significant influence on impulsive buying among Gen Z TikTok users (RevoU, 2024; Fateekha Lireeh & Faizin, 2023).
3. H3: Flash sales have a positive and significant influence on impulsive buying among Gen Z TikTok users (Bih et al., 2023; Septiyani & Hadi, 2024).

This framework positions impulsive buying as the dependent variable, influenced by three independent variables content marketing, affiliate marketing, and flash sales. Together, these strategies form an integrated digital marketing approach that enhances consumer engagement and drives spontaneous purchasing behavior in social commerce environments.

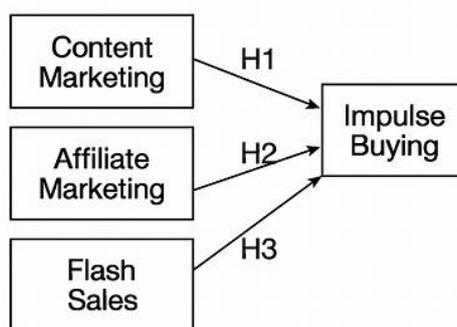


Figure 1. Concept framework of Content marketing, Affiliate Marketing, Flash Sales on Impulse Buying

The conceptual framework diagram illustrates the hypothesized influence of three digital marketing strategies Content Marketing, Affiliate Marketing, and Flash Sales on impulsive buying behavior among Generation Z TikTok users. Each strategy is represented as an independent variable, with arrows labeled H1, H2, and H3 pointing directly to the dependent variable, Impulsive Buying, signifying a positive and significant relationship. Content Marketing (H1) engages users through persuasive and trend-driven content, Affiliate Marketing (H2) builds trust via influencer endorsements, and Flash Sales (H3) create urgency through limited-time offers. The diagram visually reinforces the study's regression findings, where Flash Sales show the strongest statistical impact, while Affiliate Marketing garners the highest consumer preference highlighting the need for an integrated approach to optimize impulsive buying outcomes.

3. Research Method

The method used in this study is a quantitative method with an associative research type, because this study aims to determine the relationship between variables using statistical procedures. This study focuses on measuring the extent of influence of Content marketing, Affiliate marketing, and Flash Sale on impulsive purchases of TikTok users from Generation Z.

The population in this study is all Generation Z TikTok users in Indonesia, with an unknown population size. The sampling technique used is non-probability sampling, which is a sampling technique that does not provide equal opportunities for each member of the population to be selected as a sample. The sampling method used is convenience sampling, which is sampling based on the ease of access of respondents who are in accordance with the research criteria (Etikan, 2016). The respondent criteria in this study are: 1) Generation Z

(born 1997–2012), 2) Domiciled in Indonesia, 3) Have an active TikTok application and account.

Primary data in this study were collected through an online questionnaire using Google Form, using a 5-point Likert scale to measure respondents' responses to each variable. This study involved 100 respondents selected based on these criteria. The data analysis technique used in this study was multiple linear regression analysis with the help of SPSS 23 software. In addition, classical assumption tests were also carried out such as normality tests, multicollinearity tests, heteroscedasticity tests, and linearity tests to ensure the validity of the regression model, as well as hypothesis tests

4. Results and Discussion

Results

Instrument Testing

The research instrument testing (pilot test) includes validity tests and reliability tests conducted on 30 respondents, which are part of the total research sample (100 respondents) and have characteristics, namely Generation Z who actively use TikTok. Statistical results related to validity and reliability tests are shown in the following table:

Table 1. Validity and Reliability Test

Variabel	Cronbach Alpha	α	Ket	Item	r Hitung	r Tabel	Ket
Impulse buying (Y)	0,748	> 0,6	R E L I A B E L	Y.1	0,879	> 0,296	V A L I D
				Y.2	0,750		
				Y.3	0,540		
				Y.4	0,622		
Content marketing (X1)	0,836			X.1.1	0,489		
				X.1.2	0,802		
				X.1.3	0,754		
				X.1.4	0,817		
				X.1.5	0,877		
Affiliate marketing (X2)	0,882			X.2.1	0,778		
				X.2.2	0,851		
				X.2.3	0,699		
				X.2.4	0,630		
				X.2.5	0,785		
Flash Sale (X3)	0,851			X.3.1	0,778		
				X.3.2	0,805		
		X.3.3	0,615				
		X.3.4	0,636				

Source: Primary data processing results, 2025

Based on Table 1. the instrument test consisting of validity test and reliability test shows that the results of the data tested are reliable and valid, using r table with a significance level for one-way test. So it can be concluded that the research instrument used has met the validity and reliability test standards, which can be seen that all r Calculation values > r Table and Crombach Alpha values > 0.60

Inferential Analysis. As for the results of this classical assumption test are shown in Table 2 to Table 6.

Table 2. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		100	
Normal Parameters ^{a, b}	Mean	,0000000	
	Std. Deviation	1,62390687	
Most Extreme Differences	Absolute	,065	
	Positive	,049	
	Negative	-,065	
Test Statistic		,065	
Asymp. Sig. (2-tailed) ^c		,200 ^d	
Monte Carlo Sig. (2- tailed) ^e	Sig.	,389	
	99% Confidence Interval	Lower Bound	,376
		Upper Bound	,402

Source: Primary Data Processed, 2025

Based on the table above, it can be seen that the sig value > 0.05 is 0.200. This value can be concluded that the residual data is normally distributed and the regression modal has met the normality assumption.

Table 3. Homogeneity Test Results

Tests of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
<i>Content marketing</i>	Based on Mean	2,113	7	92	,050
	Based on Median	1,634	7	92	,136
	Based on Median and with adjusted df	1,634	7	83,664	,137
<i>Affiliate marketing</i>	Based on trimmed mean	2,119	7	92	,049
	Based on Mean	1,502	7	91	,176
	Based on Median	,873	7	91	,531
	Based on Median and with adjusted df	,873	7	72,679	,532
<i>Flash Sale</i>	Based on trimmed mean	1,539	7	91	,164
	Based on Mean	1,409	7	91	,211
	Based on Median	1,052	7	91	,401
	Based on Median and with adjusted df	1,052	7	81,384	,402
	Based on trimmed mean	1,391	7	91	,219

Source: Primary data processing results, 2025

Based on the results of the homogeneity test using the Levene Test in the table above, it shows that the significant value of Content Marketing, Affiliate Marketing and Flash Sale is greater than the significant value (0.05), so the data in this study is homogeneous and means that the sample data studied has the same variance (measure of data distribution). These results can be ascertained that the effectiveness of each marketing strategy can be compared fairly.

Table 4. Linearity Test Results

Statistic	Significant Value Deviation from Linearity		Significance Level
<i>Content marketing</i>	0,086	>	0,05
<i>Affiliate marketing</i>	0,079		
<i>Flash Sale</i>	0,335		

Source: Processed Primary data, 2025

Based on the table, it can be seen that Content marketing, Affiliate marketing, and Flash Sale have a significance value greater than 0.05. This shows that the data from all independent variables have a linear data model pattern, so that regression analysis can be carried out.

Table 5. Collinearity Test Results

Model	Coefficients ^a	Collinearity Statistics	
		Tolerance	VIF
1	<i>Content marketing</i>	,618	1,617
	<i>Affiliate marketing</i>	,513	1,948
	<i>Flash Sale</i>	,539	1,855

a. Dependent Variable: Impulse buying; Source: Processed primary data, 2025

Based on the table above, Content marketing has a tolerance value of 0.618 > 0.1 and a VIF of 1.617 < 10, which means that Content marketing does not experience multicollinearity. Affiliate marketing has a tolerance value of 0.513 > 0.1 and a VIF of 1.948 < 10, so Affiliate marketing does not experience multicollinearity. Then Flash Sale has a tolerance value of 0.539 > 0.1 and a VIF of 1.855 < 10, so Flash Sale does not experience multicollinearity.

Table 6. Heteroscedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	1,839	1,226		1,500	,137
<i>Content marketing</i>	,022	,070	,041	,315	,753
<i>Affiliate marketing</i>	,015	,060	,035	,248	,805
<i>Flash Sala</i>	-,081	,067	-,166	-1,207	,231

a. Dependent Variable: ABS_RES

Source: Processed primary data, 2025

To confirm the results of the heteroscedasticity test, the researcher conducted a Glejser test. With the provision that if the significant value between the independent variable and the absolute residual is greater than 0.05, there is no heteroscedasticity. Then based on Table 4.13, all variables have significant values of more than 0.05.

Multiple Linear Regression Analysis

Regression analysis is a statistical method used to study the relationship between one dependent variable (the variable to be predicted or explained) and one or more independent variables (explanatory variables). which aims to 1) Predict the value of the dependent variable based on the value of the independent variable 2) Assess the strength of the relationship between variables and 3) Know the form of the relationship (positive/negative, linear/non-linear) between the variables

Table 7. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,456	2,091		,696	,488
<i>Content marketing</i>	,253	,119	,216	2,132	,036
<i>Affiliate marketing</i>	,220	,103	,239	2,143	,035
<i>Flash Sale</i>	,288	,114	,275	2,528	,013

a. Dependent Variable: Impulse buying

Source: Primary data processing results, 2025

Based on Table 7. the equation can be calculated:

$$Y = 0.216X_1 + 0.239 X_2 + 0.275 X_3.$$

The regression equation can be explained as follows:

- a. The multiple regression coefficient value of the Content marketing variable (X1) shows a positive value of 0.216, which indicates a change for the better. If Content marketing increases by 0.216, then impulsive buying will also increase by the same amount, namely 0.216, and vice versa.
- b. The multiple regression coefficient value of the Affiliate marketing variable (X2) shows a positive value of 0.239, which indicates a change for the better. If Affiliate marketing increases by 0.239, then impulsive buying will also increase by the same amount, namely 0.239, and vice versa.
- c. The multiple regression coefficient value of the Flash Sale variable (X3) shows a positive value of 0.275, which indicates a change for the better. If Flash Sale increases by 0.275, then impulsive purchases will also increase by the same amount, namely 0.275, and vice versa.

Table 8. Results of the Determination Coefficient Test (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,623 ^a	,388	,369	1,64909

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y (Impulse buying)

Source: Primary data processing results, 2025

Based on Table 8. the coefficient of determination test shows that there is an influence between the independent variables on the related variables. In this study, an adjusted R Square value of 0.369 or 36.9% can be obtained, which means that the value of Content Marketing, Affiliate Marketing and Flash Sale influences impulsive buying by 36.9% while the remaining 63.1% is influenced by other variables, which are not explained by this study.

Table 9. t-Test Results (Partial Test) Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	1,456	2,091		,696	,488
<i>Content marketing</i>	,253	,119	,216	2,132	,036
<i>Affiliate marketing</i>	,220	,103	,239	2,143	,035
<i>Flash Sale</i>	,288	,114	,275	2,528	,013

a.

Dependent Variable: Impulse buying
Source: Processed primary data, 2025

Based on Table 9. then it can be analyzed as follows:

- a. The coefficient value of the Content marketing variable is $0.216 > 0$ with a calculated t value $>$ t table, which is $2.132 > 1.660$ and sig $0.036 < 0.05$, it can be concluded that the Content marketing variable has a positive and significant effect on impulsive buying.
- b. The coefficient value of the Affiliate marketing variable is $0.239 > 0$ with a calculated t value $>$ t table, which is $2.143 > 1.660$ and sig $0.035 < 0.05$, it can be concluded that the Affiliate marketing variable has a positive and significant effect on impulsive buying.
- c. The coefficient value of the Flash Sale variable is $0.275 > 0$ with a calculated t value $>$ t table, which is $2.528 > 1.660$ and sig $0.013 < 0.05$, it can be concluded that the Flash Sale variable has a positive and significant effect on impulsive purchases.

Descriptive Analysis Results

In addition to the results of multiple linear regression, this study also conducted a descriptive analysis to see how respondents assessed the effectiveness of each marketing strategy in influencing impulsive purchasing decisions. Descriptive analysis aims to determine the level of effectiveness of digital marketing strategies (Content Marketing, Affiliate Marketing and Flash Sale) and the intensity of impulsive purchases based on the average score of all respondents' answers.

Table 10. Descriptive Analysis Results

<u>Variable</u>	Mean
<i>Impulse buying</i>	16,45
<i>Content marketing</i>	21,56
<i>Affiliate marketing</i>	21,69
<i>Flash Sale</i>	16,54

Source: Processed primary data, 2025

The results of the descriptive analysis show that Affiliate marketing has the highest average score (21.69), followed by Content marketing (21.56), and Flash Sale has the lowest average (16.54).

This shows that although the results of the hypothesis test show that Flash Sale has the most dominant influence statistically, respondents are more likely to rate Affiliate marketing as a more effective strategy in influencing impulsive purchasing decisions.

Thus, although Flash Sale is more dominant in regression, Affiliate marketing is superior in terms of consumer trust and preference, which can have a long-term impact on impulsive purchasing behavior. Therefore, the most optimal marketing strategy is not only relying on Flash Sale, but also integrating Affiliate marketing and Content marketing to create a stronger marketing effect.

The Most Effective Variable

From the results of the regression analysis, it is known that the Flash Sale strategy has the most dominant influence on impulsive purchases, with a regression coefficient value (β) of 0.275, which is higher than Content marketing ($\beta = 0.216$) and Affiliate marketing ($\beta = 0.239$). This shows that statistically, strategies based on urgency and stock scarcity are more effective in encouraging impulsive buying behavior. However, the results of the descriptive analysis show that Affiliate marketing has a higher level of trust in the eyes of respondents.

These results provide insight for business actors that Flash Sale is the most effective marketing strategy in encouraging impulsive purchases. However, to achieve optimal results, this strategy can be combined with Affiliate marketing and Content marketing, so that it can increase the level of consumer engagement and encourage higher impulsive purchases.

5. Conclusion

This study aims to test the effect of content marketing, affiliate marketing and flash sales on impulsive purchases of Generation Z TikTok users, using multiple linear regression analysis and partial t-test.

The results of the study show that content marketing has a positive and significant effect on impulsive purchases, with a calculated t value of 2.132 > t table 1.660 and a significance of 0.036 < 0.05. This means that an effective content marketing strategy increases the tendency of impulsive purchases. Affiliate marketing also has a positive and significant effect, with a calculated t value of 2.143 > t table 1.660 and a significance of 0.035 < 0.05. This shows that trust in affiliates drives impulsive purchases. Flash Sale has the most dominant effect on impulsive purchases, with a calculated t value of 2.528 > t table 1.660 and a significance of 0.013 < 0.05, proving its effectiveness through creating a sense of urgency and scarcity. Descriptive analysis shows that affiliate marketing received the highest average perception score from respondents (21.69), followed by Content marketing (21.56) and Flash Sale (16.54). Thus, although Flash Sale is more dominant statistically, affiliate marketing is more believed to be the most effective strategy. The optimal marketing strategy is to integrate flash sale, affiliate marketing, and content marketing to strengthen trust, engagement, and encourage long-term impulse buying.

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