

ABSTRACT

The growth of TikTok Shop as a social commerce platform has spurred the emergence of various digital marketing strategies, such as influencer endorsements, livestreaming shopping, and flash sales, which have the potential to influence consumers to engage in impulsive buying. This study aims to analyze the impact of influencer endorsement, livestreaming shopping, and flash sales on the impulsive purchasing behavior of Muslim consumers in Semarang City on TikTok Shop. The study employs a quantitative approach using the Structural Equation Modeling-Partial Least Square (SEM-PLS) method. Primary data was collected through an online questionnaire using a Likert scale administered to 182 respondents. The results indicate that influencer endorsements have a positive and significant impact on impulsive buying. Flash sales were also found to have a positive and significant impact and emerged as the most dominant variable in driving impulsive buying. Meanwhile, livestreaming shopping has a negative and insignificant effect on impulsive buying. These findings suggest that promotion strategies based on urgency and the appeal of influencer are more effective in driving spontaneous purchases compared to livestreaming features, which consumers tend to use primarily as a means of seeking product information.

Keywords: *Influencer endorsement, Livestreaming shopping, Flash sale, Impulsive buying, TikTok Shop.*