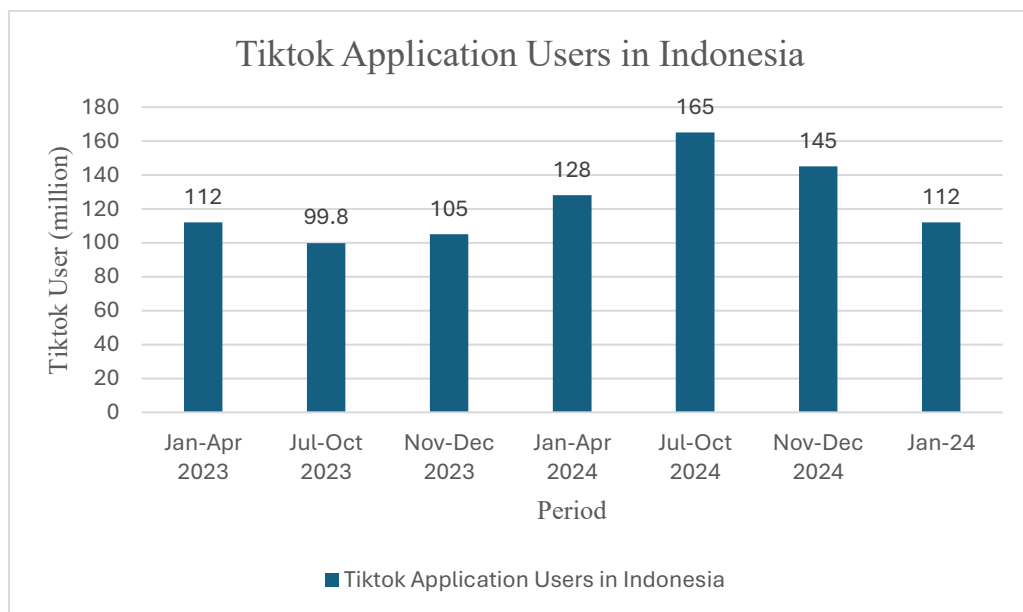


# CHAPTER I

## INTRODUCTION

### 1.1 Research Background

The growth of digital technology and social media has changed the way consumers interact with products and make purchasing decisions. One platform that is currently very popular among young people, especially university students, is TikTok. TikTok is not only used for entertainment, but it has also developed into an e-commerce platform through the TikTok Shop feature. This feature combines video content with online shopping activities, allowing users to buy products directly while watching videos.



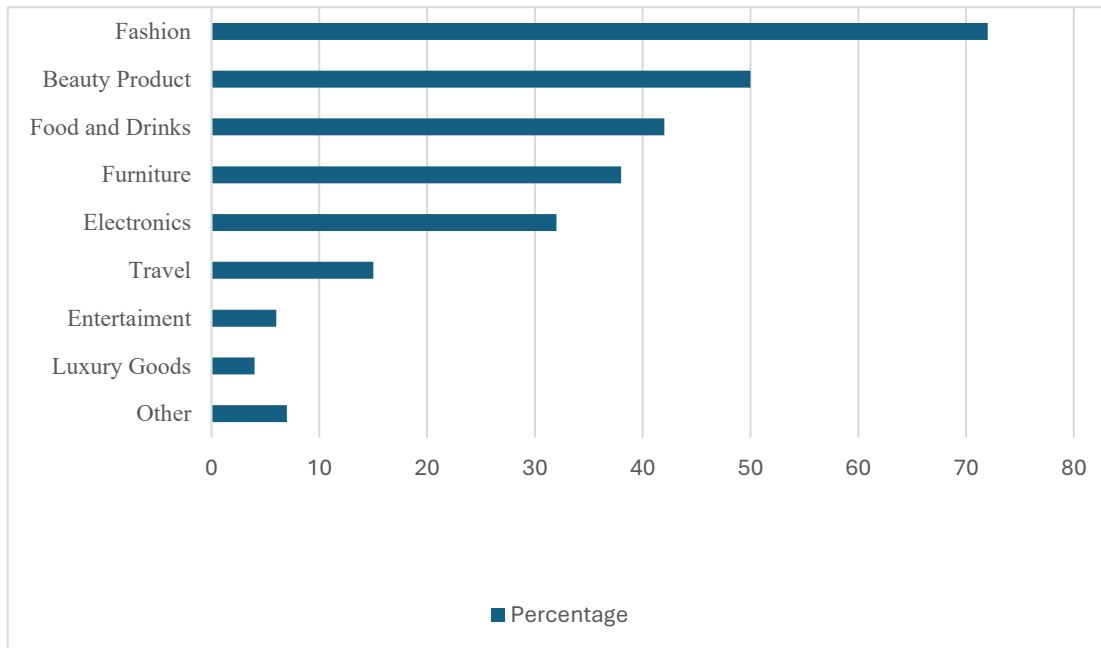
**Figure 1.1 Tiktok Application Users in Indonesia**

Source: We Are Social & Meltwater

Based on data from We Are Social and Meltwater, the number of TikTok users in Indonesia experienced significant fluctuations from January 2023 to January 2025. The data show a non-linear growth pattern, with periods of growth

followed by sharp declines. The highest number of users was recorded in July-October 2024, reaching 165 million users, while the lowest number occurred in July-October 2023, with 99.8 million users.

Period-by-period analysis provides a deeper understanding of the dynamics of TikTok adoption in Indonesia, which are influenced by various factors, including platform policies, digital trends, competition with other applications, and changes in consumer behavior, especially in the use of TikTok Shop as an e-commerce platform.



**Figure 1.2 Online Shopping preferences of Indonesian People (2023)**

Source: Standard Insight

Fashion products are one of the most popular categories on TikTok Shop. According to the Consumer Report Indonesia 2023 published by Standard Insights, about 24.11% of Indonesians make online purchases at least once a month, while another 4.05% shop online every day. The report also revealed that fashion products, including clothing and footwear, are the most dominant category in online

shopping, with 70.13% of respondents stating that fashion products are the items they purchase most frequently online.



**Figure 1.3 Indonesian TikTok user demographics**

Source: Ginee (2021)

Although the infographic does not provide a separate percentage for Bekasi, the city is included within the 13% of TikTok users in West Java. Bekasi one of the largest urban areas in West Java and forms part of the Greater Jakarta (Jabodetabek) metropolitan region. Due to its high population density, rapid urbanization, widespread internet access, and strong adoption of digital technology, Bekasi represents a significant market for Tiktok users. These characteristics make Bekasi highly relevant for research on consumer behavior in social commerce Particularly.

The increasing use of social media have brought significant changes in consumer behavior, especially in online shopping activities. The rise of social commerce has made the buying process not only focused on meeting functional needs, but also on the emotional experience and , entertainment that consumers feel

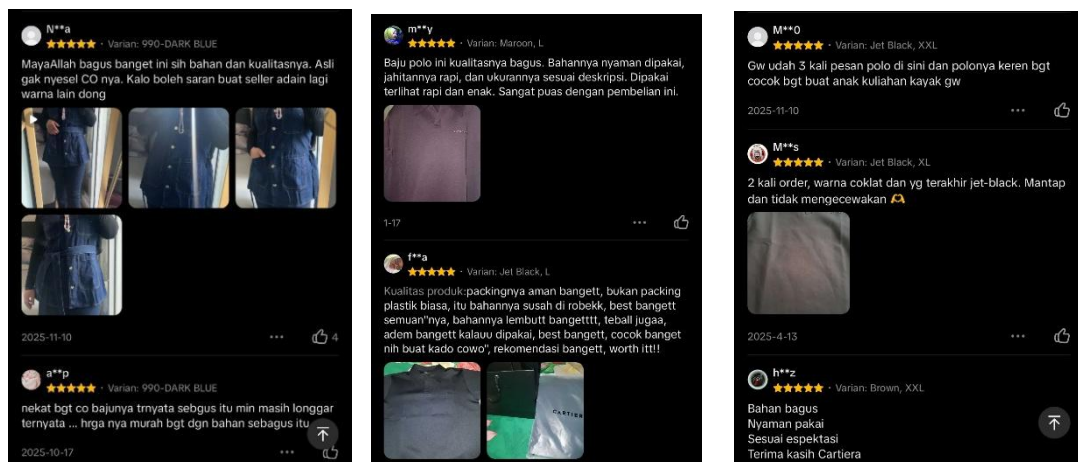
while using digital platforms (Wang et al. 2024). One form of social commerce that is growing rapidly in Indonesia is TikTok Shop, which combines short videos, social interaction, and direct shopping features in one platform.

Furthermore, the S-O-R theory explains that consumer behavior is influenced by environmental stimuli (Stimulus) that influence the individual's internal psychological state (Organism), which then leads to a behavioral response (Response). In the context of TikTok Shop, customer reviews and product visual presentations can be categorized as external stimuli because they provide information, visual appeal, and social influence to consumers. These stimuli can evoke positive emotional and cognitive reactions, such as enjoyment, joy, and satisfaction, which are reflected through perceived enjoyment as a component of the organism. When consumers experience a high level of enjoyment while exploring product content on TikTok Shop, they are more likely to make spontaneous purchase decisions. Therefore, impulse buying behavior can be understood as a response resulting from the interaction between external stimuli and consumers' internal psychological processes. The S-O-R framework provides a comprehensive explanation of how customer reviews and product visual presentations influence impulse buying through perceived enjoyment.

TikTok Shop offers a different shopping experience compared to traditional e-commerce because it focuses on visual content, interaction, and entertainment. Consumers do not only see product catalogs, but also watch creative content such as videos, live streams, and reviews from other users that are shown in real time. This situation creates a shopping environment that is enjoyable and entertaining,

and it can encourage impulsive buying behavior, which is when people make purchases suddenly without planning them before (Ariasih et al., 2023).

In the online shopping process, impulsive buying is often caused by external factors that can affect consumers' feelings and thoughts. One factor that has a strong effect is customer reviews, which are a form of electronic word of mouth (e-WOM). Customer reviews provide information about product quality, user experience, and the satisfaction of previous customers, so they can shape the perceptions and emotions of potential buyer by Ratih Amelia et al. (2023). Empirical studies show that positive and trustworthy customer reviews, especially those with visual evidence, can reduce consumers' doubts and increase the tendency to make impulsive purchases (Christanto Edy & Sri Haryanti, 2024).



**Figure 1.4 TikTok Shop User Review After Impulsive Buying**

Source: TikTok Shop

Consumer expressions in product reviews on TikTok Shop show signs of impulsive buying. Some reviews indicate spontaneous purchases, such as, “*nekat banget CO bajunya...*” (“It was so spontaneous and determined of me to directly place an order for this shirt...”), which suggests an unplanned purchase and a low

level of self-control. Other expressions such as, “*asli ga nyesel CO-nya*” (“I really don't regret buying it”), “worth it”, and “*sudah pesan 2 kali... bagus dan tidak kecewa*” (“I have ordered it twice... it's good, and I am not disappointed”) show emotional triggers and immediate buying intentions, meaning that consumers make quick purchase decisions without thinking too much. On TikTok, spontaneous expressions such as “*nekat*” (“spontaneous/determined”) and “*langsung CO*” (“directly placing an order”) provide empirical evidence of impulsive buying behavior in fashion purchases.

This is supported by the journal “*The Effect of Customer Reviews on Impulsive Buying at TikTok Stores*” by Irwan Christanto Edy and Setyani Sri Haryanti, which found that customer reviews have a positive and significant effect on impulsive buying among Generation Z in Indonesia. The study also found that customer reviews increase consumer trust, which then encourages impulsive buying. This shows that customer reviews act as a factor that motivates impulsive purchases on TikTok Shop.

Besides customer reviews, visual product presentation is also an important factor in making products attractive on social commerce platforms. Attractive visuals, such as high-quality images, aesthetic videos, or live demonstrations, can increase consumer attention and create strong emotional feelings. According to the Stimulus-Organism-Response (S-O-R) theory, strong visual stimuli can affect consumers' emotions, which can then lead to impulsive buying behavior by Ariasih et al., (2023). Recent studies show that immersive and interactive product

presentations have a significant effect on impulsive buying on video-based platforms such as TikTok Shop.

However, the effect of customer reviews and visual product presentation on impulsive buying does not always happen directly. Several studies show that there are internal psychological factors that help explain this relationship, and one of them is perceived enjoyment. Perceived enjoyment refers to the feeling of happiness or satisfaction that people get when they use information technology. Previous studies have shown that this feeling of enjoyment is one of the key factors that affects consumer behavior. In live-streaming transactions, consumers' comfort in using the technology is very important. When consumers feel uncomfortable or find the technology difficult to use, they are less likely to continue using or return to the service Qadri et al., (2024). In social commerce, consumers who feel entertained and enjoy exploring product content tend to have lower self-control, making them more likely to make impulsive purchases (Yazida Salsa Biila & M Alfan Hadiar Dhofir, 2024).

Several previous studies have shown mixed results regarding the effect of customer reviews and visual product presentation on impulsive buying. Some studies found a positive and significant effect, while others showed inconsistent results, particularly when consumer psychological variables were not included in the research model Saputra & Fietroh (2025). This shows a research gap that highlights the importance of studying consumers' internal feelings, especially perceived enjoyment, as a mediating variable in the relationship between external factors and impulsive buying behavior by Ach Iqmal Herdiansyah et al., (2025).

Based on the explanation above, this study considers customer reviews and visual product presentation as the main stimuli in the TikTok Shop environment, while perceived enjoyment acts as a psychological response that connects these stimuli with impulsive buying behavior. Therefore, it is important to examine the effect of customer reviews and visual product presentation on impulsive buying, with perceived enjoyment as a mediating variable, among fashion product consumers on TikTok Shop, especially in Bekasi Regency. This study is expected to add to the existing research on digital consumer behavior and provide useful insights for businesses in the social commerce industry.

Based on the S-O-R theory, this study positions customer reviews and visual product presentation as the stimulus variables that consumers encounter while using TikTok Shop. Perceived enjoyment represents the organism variable, reflecting consumers' internal emotional responses toward the shopping experience. Meanwhile, impulsive buying serves as the response variable, representing the behavioral outcome triggered by these psychological reactions. Therefore, the S-O-R framework is considered appropriate for explaining the mechanism through which customer reviews and visual product presentation influence impulsive buying behavior among TikTok Shop users.

So that, this conceptual relationship is grounded in the Stimulus-Organism-Response (S-O-R) Theory, where customer reviews and visual product presentation function as stimuli, perceived enjoyment represents the organism, and impulsive buying constitutes the behavioral response."Based on the background above, there are differences in the findings of previous studies, which indicate that these

variables need to be examined further with the addition of other variables. Therefore, the researcher is interested in conducting a study entitled **“The Effect of Customer Review and Visual Product Presentation Through Perceived Enjoyment on Impulsive Buying.”**

### **1.2 Research Questions**

Based on the background that has been explained, the research questions in this study are as follows:

- a) How does customer review affect perceived enjoyment?
- b) How does visual product presentation affect perceived enjoyment?
- c) Does perceived enjoyment affect impulsive buying among consumers of fashion products on TikTok Shop?
- d) Does customer review affect impulsive buying among consumers of fashion products on TikTok Shop?
- e) Does visual product presentation affect impulsive buying among consumers of fashion products on TikTok Shop?
- f) Does customer review affect impulsive buying through perceived enjoyment?
- g) Does visual product presentation affect impulsive buying through perceived enjoyment?

### **1.3 Research Purposes**

This study aims to:

- a) Analyze the effect of customer review on perceived enjoyment among consumers of fashion products on TikTok Shop

- b) Analyze the effect of visual product presentation on perceived enjoyment among consumers of fashion products on TikTok Shop
- c) Analyze the effect of perceived enjoyment on impulsive buying among consumers of fashion products on TikTok Shop
- d) Analyze the effect of customer review on impulsive buying among consumers of fashion products on TikTok Shop
- e) Analyze the effect of visual product presentation on impulsive buying among consumers of fashion products on TikTok Shop
- f) Analyze the indirect effect of customer review on impulsive buying through perceived enjoyment
- g) Analyze the indirect effect of visual product presentation on impulsive buying through perceived enjoyment

#### **1.4 Research Objective**

The objective of this study is to gain a deeper understanding of the effect of customer review and visual product presentation on impulsive buying through perceived enjoyment. This study is expected to provide several benefits, including the following:

##### **1.4.1 For the Researcher**

- a. This study serves as a way to apply the knowledge, theories, and insights gained during university studies into real-life practice.
- b. This study aims to increase the researcher's knowledge and experience as preparation for applying the knowledge that has been learned effectively.

### **1.4.2 For the Readers**

- a. This study is expected to provide additional knowledge and insights, so that it can be a useful reference and support the development of more reliable research.
- b. Readers are also expected to gain a better understanding of the related topic, so that they can use more accurate and specific references.

## **1.5 Theoretical Framework**

### **1.5.1 Definition of Customer Review**

Customer review is a form of electronic communication shared by consumers based on their real experiences after using a product or service. It is presented on digital platforms in the form of text, images, or videos. In e-commerce and social commerce, customer reviews serve as an important source of information for potential consumers because they provide an overview of product quality, customer satisfaction, and seller credibility. Customer reviews also help shape consumers' perceptions and emotions before they make a purchase decision by Edy & Haryanti (2024).

Customer reviews do not only work as a source of information, but also as an emotional factor that can influence consumers' attitudes and behavior. Reviews that are positive, detailed, and supported by visual evidence tend to increase consumers' trust, comfort, and emotional involvement when shopping online. According to Filieri & Mariani (2021) recent studies show that on content-based platforms such as TikTok Shop,

customer reviews play an important role in encouraging consumers' emotional responses and increasing the tendency to make impulsive purchases, especially for fashion products that rely heavily on visual and social experiences

### **1.5.2 Definition of Visual Product Presentation**

Visual product presentation refers to the way products are presented visually through digital media, such as images, videos, and interactive features, with the purpose of providing product information while also creating an attractive visual experience for consumers. According to Djafarova & Bowes, (2021), in the context of social commerce, visual product presentation does not only serve as a source of information, but also as an emotional stimulus that can increase consumers' attention, imagination, and involvement during the product exploration process

In this study, visual product presentation is considered as a stimulus (S) that comes from the digital shopping environment, such as product videos, live streaming, and visual displays on TikTok Shop. This stimulus affects the consumer's internal condition, or organism (O), in the form of an emotional response called perceived enjoyment. Then, this change in the consumer's psychological condition leads to a response (R) in the form of impulsive buying behavior by Yazida Salsa Biila & M Alfan Hadiar Dhofir (2024). The S-O-R framework is used because it can explain how visual stimuli and digital shopping experiences affect consumers' emotions and encourage impulsive buying decisions on social commerce platforms.

Effective visual product presentation is characterized by high-quality visuals, attractive visual design, and interactive elements such as short videos, live streaming, and real-time product demonstrations. Recent studies show that on video-based platforms such as TikTok Shop, immersive and dynamic product presentations can create a more enjoyable shopping experience, increase perceived enjoyment, and encourage consumer behaviors such as impulsive buying, especially for fashion products Ariasih et al., (2023).

### **1.5.3 Definition of Perceived Enjoyment**

Perceived enjoyment is the level of enjoyment that consumers feel when using an online shopping platform, which comes from the experience itself and not from the functional benefits they get. In the context of social commerce, this enjoyment is shown through feelings of entertainment, excitement, and emotional involvement when consumers explore digital content, such as reading customer reviews, watching product videos, or joining live streaming sessions. According to Jean et al., (2019), this enjoyable experience plays an important role in creating positive perceptions of the platform and the overall shopping process.

Then, perceived enjoyment acts as an emotional response that can influence consumers' purchasing behavior, especially impulsive buying. When consumers enjoy the process of exploring products and feel entertained by the visual displays and interactive features on digital platforms, their cognitive control tends to become weaker. As a result,

purchase decisions are more likely to be driven by emotions rather than rational thinking. In the context of TikTok Shop, Qadri et al., (2024) stated that a high level of perceived enjoyment significantly increases consumers' tendency to make impulsive purchases, especially for fashion products that are presented through short video-based visual content.

#### **1.5.4 Definition of Impulsive Buying**

Impulsive buying is defined as a purchasing behavior that happens spontaneously, quickly, and without prior planning. It is triggered by emotional urges and external factors from the digital shopping environment. In e-commerce and social commerce, impulsive buying often occurs when consumers are exposed to attractive visual content, persuasive customer reviews, or interactive features that create a sense of urgency and temporary enjoyment. As a result, consumers make purchase decisions without careful and rational consideration by Akbar & Sugiarto (2024).

Djafarova & Bowes (2021) stated impulsive buying is understood as an emotional response of consumers to marketing stimuli that can reduce self-control and increase the emotional urge to buy immediately. Recent studies show that on video-based platforms such as TikTok Shop, immersive visual elements, social interaction, and enjoyable shopping experiences strengthen the tendency of impulsive buying, especially in the fashion product category.

## 1.6 Previous Research

Table 1.1 Previous Research

No	Author & Year	Title	Variable	Results
1	(Ach Iqmal Herdiansyah et al., 2025)	<p><i>“Pengaruh Online Customer Review, Live Streaming, dan Voucher Gratis Ongkir terhadap Impulsif Buying pada Konsumen TikTok Shop”</i></p> <p>Translated Version:  <i>“The Effect of Online Customer Reviews, Live Streaming, and Free Shipping Vouchers on Impulsive Buying Among TikTok Shop Consumers”</i></p>	Online Customer Review, Live Streaming, Free Shipping Voucher, Impulsive Buying	Online customer reviews have a positive and significant effect on impulsive buying, while free shipping vouchers do not have a significant effect.
2	(Silvia Dewi Pratama, 2023)	<p><i>“Pengaruh Online Customer Review, Harga, dan Affiliate Marketing terhadap Pembelian Impulsif Produk Fashion pada Pengguna TikTok”</i></p> <p>Translated Version:  <i>“The Effect of Online Customer Reviews, Price, and Affiliate Marketing on Impulsive Buying of Fashion Products Among TikTok Users”</i></p>	Online Customer Review, Price, Affiliate Marketing, Impulsive Buying	Online customer reviews and price do not have a significant effect on impulsive buying, while affiliate marketing has a significant effect.

No	Author & Year	Title	Variable	Results
3	(Ria Sombe et al., 2023)	<p><i>“Pengaruh Online Customer Review dan Diskon Harga terhadap Online Impulsive Buying Pengguna Shopee”</i></p> <p>Translated Version: “The Effect of Online Customer Reviews and Price Discounts on Online Impulsive Buying Among Shopee Users”</p>	Online Customer Review, Price Discount, Impulsive Buying	Online customer reviews and price discounts have a positive and significant effect on impulsive buying by increasing consumer trust and emotions.
4	(Ariasih et al., 2023)	“Exploring the Influence of Visual Content Quality Marketing on Impulsive Buying in TikTok Shop: The Mediating Role of Copywriting”	Visual Content Quality Marketing, Copywriting, Impulsive Buying	Visual content does not have a direct effect on impulsive buying. However, visual content has a positive effect on copywriting, and copywriting has been shown to increase impulsive buying. Copywriting also mediates this relationship, meaning that visual content can encourage impulsive buying through copywriting.
6	(Edy & Haryanti, 2024)	“The Effect of Customer Reviews on Impulsive Buying at TikTok Stores (Study Generation Z in Indonesia)”	Customer Review, Risk Perception, Price Consciousness, Impulsive Buying	Customer reviews have been proven to significantly increase impulsive buying because they can increase trust and reduce risk perception. The more positive the reviews, the higher the trust and the lower the perceived risk, which

				encourages impulsive buying.
				Price consciousness acts as a moderator. This variable can weaken the effect of customer reviews on impulsive buying, but it strengthens the effect of customer reviews on trust. Price consciousness also strengthens the relationship between risk perception and impulsive buying, while at the same time weakening the effect of risk perception on trust.
7	(Yazida Salsa Biila & M Alfan Hadiar Dhofir, 2024)	“The Mediating Role of Perceived Enjoyment in Customer Reviews and Impulsive Buying”	Customer Review, Perceived Enjoyment, Impulsive Buying	Perceived enjoyment has been proven to significantly mediate the effect of customer reviews on impulsive buying.
8	(Hutapea et al., 2025)	“The Effect of Price Discount and Shopping Lifestyle on Impulsive Buying with Positive Emotion as An Intervening Variable on E-Commerce Shopee Users (Study on Students of the Faculty of Economics and Business, University of North Sumatra)”	Price Discount, Shopping Lifestyle, Impulsive Buying, Positive Emotion	Discount has a positive and significant effect on consumers’ positive emotions, and shopping lifestyle also has a positive effect on positive emotions. In addition, both discount and shopping lifestyle have a positive and significant effect on impulsive buying. Positive emotions are also proven to have a direct effect on impulsive buying.

No	Author & Year	Title	Variable	Results
9	(Siregar & Firdausy 2024)	Perceived Enjoyment, Perceived Risk, and Scarcity Message on Impulsive Buying in Live Shopping in E-Commerce	Perceived Enjoyment, Perceived Risk, Scarcity Message, Impulsive Buying	Perceived enjoyment and scarcity messages have a positive and significant influence on impulsive buying in the context of live shopping. Consumers who enjoy shopping are more likely to buy items impulsively.
10	(Zhang, Qin, Wang, & Luo 2019)	The Impact of Live Video Streaming on Online Purchase Intention	Live Video Streaming, Psychological Distance, Perceived Uncertainty, Online Purchase Intention	Live streaming strategies can increase online purchase intention by reducing psychological distance and perceived uncertainty. Real-time engagement and visual product demonstrations increase consumer trust and interest in purchasing products.

### 1.7 Synthesis of Previous Research

Based on previous studies, it can be concluded that customer reviews and visual product presentation are important factors that influence impulsive buying behavior in the context of e-commerce and social commerce. However, the results of previous studies show inconsistent findings, especially regarding the direct effect of customer reviews on impulsive buying. Some studies found a significant effect, while others showed non-significant results when consumer psychological variables were not included. In addition, there are still relatively few studies that explicitly place perceived enjoyment as a mediating variable in the relationship between customer reviews and visual product

presentation on impulsive buying, especially on TikTok Shop, which is based on short video content. Therefore, this study aims to fill this research gap by examining the role of perceived enjoyment as a psychological mechanism that connects external stimuli and impulsive buying behavior among fashion product consumers on TikTok Shop in Bekasi Regency.

## **1.8 Effect Between Research Variables**

### **1.8.1 The Effect of Customer Reviews on Perceived Enjoyment**

According to Halim & Tyra (2020). Customer reviews play an important role in shaping consumers' emotional experiences during online shopping, especially in increasing perceived enjoyment. In social commerce, customer reviews do not only function as an information source, but also as an emotional stimulus that can create feelings of happiness, comfort, and enjoyment when consumers interact with product content. Edy & Haryanti (2024) explained that customer reviews that are presented in an informative and authentic way can increase consumers' emotional involvement, so that the experience of exploring products feels more enjoyable and less boring.

Research by Yazida Salsa Biila & M Alfan Hadiar Dhofir (2024) showed that customer reviews that are persuasive and include visual elements, such as photos or videos, can strengthen consumers' emotional responses and increase the level of perceived enjoyment. On video-based platforms such as TikTok Shop, the presence of positive and credible customer reviews can create a hedonic shopping atmosphere, where

consumers enjoy the process of exploring products before making a purchase. Therefore, the more positive and attractive the customer reviews received by consumers are, the higher the level of perceived enjoyment they feel while shopping for fashion products online.

- H1: It is hypothesized that customer reviews (X1) have an effect on perceived enjoyment (Z) among fashion product consumers on TikTok Shop in Bekasi Regency.

### **1.8.2 The Effect of Visual Product on Perceived Enjoyment**

Visual product presentation plays an important role in shaping consumers' emotional experiences during online shopping, especially in increasing perceived enjoyment. Product presentation through high-quality images, short videos, live streaming, and interactive features can create an attractive and immersive visual experience, so that consumers feel more entertained and emotionally involved. In the context of social commerce, visual displays do not only function as a source of product information, but also as a form of entertainment that enriches the shopping experience Ariasih et al., (2023).

Research by Djafarova & Bowes (2021), showed that on video-based platforms such as TikTok Shop, aesthetic and dynamic visual product presentation significantly increases consumers' perceived enjoyment. When consumers enjoy product visual content that is presented in a creative and interactive way, they tend to experience positive emotions and higher psychological involvement during product exploration. This condition

confirms that the more attractive and immersive the visual product presentation is, the higher the level of perceived enjoyment felt by consumers in online shopping activities.

- H2: It is hypothesized that visual product presentation (X2) has an effect on perceived enjoyment (Z) among fashion product consumers on TikTok Shop in Bekasi Regency.

### **1.8.3 The Effect of Perceived Enjoyment on Impulsive Buying**

Perceived enjoyment has a significant effect on impulsive buying in the context of online shopping and social commerce. Perceived enjoyment represents a positive emotional state felt by consumers when the process of exploring products provides a pleasant, entertaining, and emotionally engaging experience. When consumers enjoy interacting with digital content, such as product videos, live streaming, or customer reviews, their cognitive focus on rational evaluation tends to decrease, so purchase decisions are more driven by emotional impulses Akbar & Sugiarto (2024).

Research by Yazida Salsa Biila & M Alfan Hadiar Dhofir, (2024) showed that an enjoyable shopping experience on visual content-based platforms can increase consumer impulsivity, especially among younger generations. In the context of video-based platforms such as TikTok Shop, perceived enjoyment acts as a key trigger of impulsive buying because it can create entertainment, emotional engagement, and a sense of purchase urgency at the same time. Recent empirical findings also confirm that the higher the level of perceived enjoyment felt by consumers, the greater their

tendency to make spontaneous purchases without prior planning, especially for fashion products that rely heavily on visual appeal and trends Ariasih et al., (2023).

Based on the explanation above, it can be concluded that perceived enjoyment is an important psychological factor that directly influences impulsive buying among fashion product consumers on TikTok Shop.

- H3: It is hypothesized that perceived enjoyment (Z) has an effect on impulsive buying (Y) among fashion product consumers on TikTok Shop in Bekasi Regency.

#### **1.8.4 The Effect of Customer Reviews on Impulsive Buying**

Customer reviews have now become one of the main references in purchase decision making, especially in online shopping on platforms such as TikTok Shop. Edy & Haryanti (2024) stated that credible reviews based on real experiences and delivered in a persuasive way can trigger consumers' emotional responses. Reviews that are supported with photos or videos also add a sense of realism and emotional appeal. This condition can reduce self-control and encourage spontaneous purchases, known as impulsive buying.

Thus, customer reviews do not only serve as an information source, but also as a strong psychological trigger that encourages spontaneous purchase decisions.

- H4: It is hypothesized that customer reviews (X1) have an effect on impulsive buying (Y) among fashion product consumers on TikTok Shop in Bekasi Regency.

#### **1.8.5 The Effect of Visual Product Presentation on Impulsive Buying**

Visual product presentation plays a strategic role in influencing consumers' impulsive buying behavior, especially on social commerce platforms that rely on visual strength and content interactivity. Product presentation through high-quality images, short videos, and dynamic visual features can create strong sensory stimuli that quickly attract consumer attention. In a digital shopping environment, these visual stimuli can trigger positive emotions and a sense of momentary interest that encourages consumers to make unplanned purchases Qadri et al., (2024).

Recent studies show that on video-based platforms such as TikTok Shop, immersive and aesthetic visual presentation strengthens a hedonic shopping experience, which weakens consumers' rational decision-making process. This makes consumers more vulnerable to impulsive buying, especially in fashion product categories that heavily depend on visual appeal by Akbar & Sugiarto (2024). Based on the explanation above, it can be concluded that the more attractive and interactive the visual product presentation shown on TikTok Shop is, the greater the likelihood that consumers will be encouraged to make impulsive purchases.

- H5: It is hypothesized that visual product presentation (X2) has an effect on impulsive buying (Y) among fashion product consumers on TikTok Shop in Bekasi Regency.

#### **1.8.6 The Effect of Customer Review on Impulsive Buying Through Perceived Enjoyment**

Customer reviews play an important role in shaping consumers' emotional responses, which can ultimately encourage impulsive buying behavior through perceived enjoyment. In social commerce, customer reviews do not only function as a rational source of information, but also as an emotional stimulus that can create feelings of happiness, comfort, and psychological involvement when consumers interact with product content. Positive, authentic, and attractively presented customer reviews, whether in text, images, or videos, can improve the enjoyable shopping experience, thereby strengthening consumers' perceived enjoyment Christanto Edy & Sri Haryanti (2024).

An increase in perceived enjoyment caused by exposure to convincing customer reviews can reduce consumers' cognitive control and encourage spontaneous purchase decisions. Research by Yazida Salsa Biila & M Alfian Hadiar Dhofir (2024) showed that perceived enjoyment acts as a significant mediating variable in the relationship between customer reviews and impulsive buying on digital content-based shopping platforms. These findings indicate that the higher the level of enjoyment consumers feel when reading and evaluating customer reviews, the greater their tendency to

engage in impulsive buying, especially for fashion products on platforms such as TikTok Shop.

- H6: It is hypothesized that customer reviews (X1) have an effect on impulsive buying (Y) through perceived enjoyment (Z) among fashion product consumers on TikTok Shop in Bekasi Regency.

### **1.8.7 The Effect of Visual Product Presentation on Impulsive Buying Through Perceived Enjoyment**

The development of visual-based social commerce platforms has made visual product presentation a key stimulus that influences consumers' emotional states during online shopping. Attractive visual product presentations, such as short videos, live streaming, high-resolution displays, and aesthetic and interactive visual elements, can create an enjoyable and entertaining shopping experience. This visual experience increases perceived enjoyment, which is the intrinsic pleasure felt by consumers when interacting with product content, making consumers more emotionally involved and less reliant on rational considerations when making purchase decisions Ariasih et al. (2023).

Perceived enjoyment acts as a psychological mechanism that mediates the effect of visual product presentation on impulsive buying. When consumers enjoy exploring product visuals and feel entertained by the content presented, their emotional urge to buy increases significantly. Recent studies show that on video-based platforms such as TikTok Shop, immersive visual presentation can increase perceived enjoyment, which

ultimately leads to impulsive buying, especially for fashion products that are hedonic and trend-driven Yazida Salsa Biila & M Alfan Hadiar Dhofir, (2024)

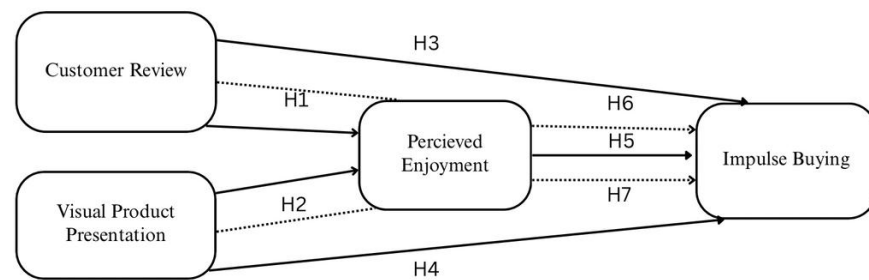
- H7: It is hypothesized that visual product presentation (X2) has an effect on impulsive buying (Y) through perceived enjoyment (Z) among fashion product consumers on TikTok Shop in Bekasi Regency.

### 1.9 Hypotheses

The temporary research hypotheses conclusions of this study are as follows:

- **H1:** It is hypothesized that customer reviews (X1) have an effect on perceived enjoyment (Z) in fashion product consumers on TikTok Shop among people in Bekasi Regency.
- **H2:** It is hypothesized that visual product presentation (X2) has an effect on perceived enjoyment (Z) in fashion product consumers on TikTok Shop among people in Bekasi Regency.
- **H3:** It is hypothesized that perceived enjoyment (Z) has an effect on impulsive buying (Y) among fashion product consumers on TikTok Shop in Bekasi Regency.
- **H4:** It is hypothesized that customer reviews (X1) have an effect on impulsive buying (Y) among fashion product consumers on TikTok Shop in Bekasi Regency.
- **H5:** It is hypothesized that visual product presentation (X2) has an effect on impulsive buying (Y) among fashion product consumers on TikTok Shop in Bekasi Regency.

- **H6:** It is hypothesized that customer reviews (X1) have an effect on impulsive buying (Y) through perceived enjoyment (Z) among fashion product consumers on TikTok Shop in Bekasi Regency.
  - **H7:** It is hypothesized that visual product presentation (X2) has an effect on impulsive buying (Y) through perceived enjoyment (Z) among fashion product consumers on TikTok Shop in Bekasi Regency.
- Based on the hypothesis formulation above, the hypotheses are arranged in a model as follows:



**Figure 1.5 Conceptual Framework**

### 1.10 Conceptual Definition

The conceptual definition aims to give a clear limit to the variables being studied, so there will be no different interpretations during the research process. This definition is made based on theories, and especially on the TikTok Shop platform. The conceptual definitions of each variable in this study are as follows:

- Customer review is a form of electronic word of mouth (e-WOM) that is shared by consumers based on their real experience after using a

product, either in the form of text, pictures, or videos. It works as an information source and a reference for potential consumers in the process of making a buying decision. Customer reviews that are informative, trustworthy, and convincing can influence consumer perception and emotional responses in digital shopping environments Christanto Edy & Sri Haryanti (2024).

- b) Visual product presentation is defined as the way a product is shown visually through digital media, such as high-quality pictures, product videos, live streaming, and other interactive visual features. It aims to attract consumers' attention and create an immersive visual experience. In the context of video-based social commerce, visual product presentation acts as the main stimulus that builds aesthetic perception, emotional engagement, and consumers' imagination about the product being offered Ariasih et al., (2023).
- c) Perceived enjoyment is a feeling of satisfaction or pleasure that appears when someone interacts with information technology such as an online shopping platform. This feeling comes from the experience of exploring digital content and visual or social interaction, without depending on the functional benefits of the product. Perceived enjoyment is shown through feelings of satisfaction or happiness. When consumers feel uncomfortable or have difficulty using the technology, they are likely not to continue or repeat using the service Qadri et al., (2024).

- d) Impulsive buying is a buying behavior that happens suddenly, quickly, and without prior planning. It is triggered by emotional urges caused by exposure to digital marketing stimuli such as attractive visual displays, persuasive video content, and social interaction on social commerce platforms. In video-based shopping environments like TikTok Shop, impulsive buying often happens when a pleasant shopping experience reduces consumers' cognitive control and increases the urge to buy immediately Akbar & Sugiarto (2024).

### **1.11 Operational Definition**

In order for a concept to be able to be studied in a real research way, the concept needs to be made operational. This means it is changed into variables that can be measured and have certain values.

#### **1. Customer Review**

Customer review is operationalized as respondents' perception of the quality and characteristics of customer reviews available on TikTok Shop, which are used as an information source and reference before buying fashion products. According to Christanto Edy & Sri Haryanti (2024), this variable is measured based on the following indicators:

- a) Informativeness, the level of completeness and clarity of the information delivered in product reviews
- b) Credibility, the level of respondents' trust in the honesty and authenticity of customer reviews

- c) Experience Sharing, the extent to which reviews reflect the real experiences of previous consumers
- d) Persuasiveness, the ability of reviews to influence confidence and purchase decisions
- e) Visual Support, the presence of supporting photos or videos in customer reviews

## **2. Visual Product Presentation**

Visual product presentation is operationalized as respondents' perception of the quality and attractiveness of the visual presentation of fashion products on TikTok Shop. This variable is measured through the following indicators by Ariasih et al., (2023):

- a) Visual Quality, the clarity and quality of product images or videos
- b) Visual Appeal, the aesthetic attractiveness of the product's visual display
- c) Interactive Features, the presence of interactive features such as short videos, live streaming, or detailed product displays
- d) Mental Visualization, the ability of product visuals to help consumers imagine how the product is used
- e) Attention Attraction, the ability of product visuals to attract and maintain consumers' attention

### **3. Perceived Enjoyment**

Perceived enjoyment is operationalized as the level of pleasure and entertainment felt by respondents while interacting with shopping content on TikTok Shop. This variable is measured based on the following indicators Qadri et al., (2024):

- a) Emotional Satisfaction, the level of emotional satisfaction when viewing or exploring product content
- b) Entertainment Value, the extent to which product content provides enjoyable entertainment
- c) Enjoyable Interaction, the experience of interacting with content that feels enjoyable and not boring
- d) Positive Feeling, feelings of happiness, relaxation, and enthusiasm during the shopping process
- e) Psychological Involvement, the level of respondents' psychological involvement in enjoying product content

### **4. Impulsive Buying**

Impulsive buying is operationalized as respondents' tendency to make spontaneous and unplanned purchases of fashion products on TikTok Shop. This variable is measured through the following indicator (Akbar & Sugiarto (2024):

- a) Unplanned Purchase, the purchase is made without prior planning.
- b) Spontaneous Desire, a sudden urge to buy a product when viewing content

- c) Emotional Trigger, the purchase is triggered by feelings of happiness, interest, or being entertained
- d) Reduced Self-Control, a decrease in self-control when making purchasing decisions
- e) Immediate Purchase Intention, the desire to buy immediately without delaying the decision

## **1.12 Research Method**

### **1.12.1 Research Type**

The type of research used is causal associative research with a quantitative approach. According to Sugiyono (2019), causal associative research is a type of research that aims to find out the cause-and-effect relationship between two or more variables. Based on a statement of John W. Creswell (2023), quantitative research focuses on testing theories using numbers and statistical analysis. The results obtained through research instruments are analyzed quantitatively using statistical techniques to test the hypotheses that have been set beforehand.

### **1.12.2 Population and Sample**

#### **1.12.2.1 Population**

According to Sugiyono (2019), population is a group of objects or subjects that have a certain number and specific characteristics determined by the researcher to be studied, with the aim of drawing conclusions that represent the whole. The population in this study consisted of TikTok Shop users in Bekasi Regency.

### **1.12.2.2 Sample**

Sample in this study is a part of the population that is selected based on certain criteria and is considered to represent the overall characteristics of the population. Sugiyono (2019) stated that sample is a part of the number and characteristics of the population. Therefore, the sample taken from the population must be truly representative so that the conclusions drawn can be accounted for.

In this study, the sample criteria consisted of people in Bekasi Regency who, in fact, actively use TikTok Shop and have purchased fashion products at least once in the last three months. The sample size can be determined using the Slovin formula if the population size is known, or by referring to previous studies that used a minimum sample of 80–130 respondents for consumer behavior studies on TikTok Shop.

Based on that consideration, this study employed a sample of 100 respondents who met the established criteria. This number was considered sufficient and representative to analyze the effect of customer review and visual product presentation through perceived enjoyment on impulsive buying among fashion consumers on TikTok Shop, while also meeting the minimum requirements for valid and reliable statistical analysis.

### **1.12.3 Sampling Techniques**

The sampling technique used non-probability sampling with a purposive sampling method. Sugiyono, (2019) stated that sampling technique is the process of selecting a sample from a population that is used

as a source of data by paying attention to the characteristics and distribution of the population, because not all members of the population meet the specified criteria. Therefore, the researcher deliberately selects the sample based on certain considerations. Purposive sampling is a sampling method that is carried out based on specific considerations or criteria determined by the researcher, with the aim that the selected sample is truly relevant, useful, and able to properly represent the population. The criteria in this study are as follows:

1. Aged at least 17 years old
2. Residing in Bekasi Regency
3. TikTok Shop user
4. Have Experienced impulsive buying
5. Willing to be a respondent in the research

#### **1.12.4 Data Types and Data Sources**

##### **1.12.4.1 Data Types**

- a) Primary data is data obtained directly from the first source or research respondents without any intermediary. This data is collected directly by the researcher through techniques such as interviews, observation, or questionnaires, and is used to answer specific research questions or objectives Sugiyono (2019).
- b) Secondary data is data that is not obtained directly from the original source, but has already been collected and compiled by

other parties. This data is usually available in the form of documents or publications that can be accessed by researchers to support the analysis by Sugiyono (2019). In the context of this study, the secondary data were taken from references such as scientific journals, books, previous research reports, lecture notes, and trusted internet sources relevant to the topic.

#### **1.12.5 Measurement Scale**

In this study, a Likert scale was used to measure the level of respondents' agreement with the statements in the questionnaire. The Likert scale is a scale that measures the attitudes, opinions, and perceptions of an individual or group toward social phenomena Sugiyono (2019) with a numerical scale (1–5), where

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

#### **1.12.6 Data Collection Techniques**

##### **a) Questionnaire**

This data collection technique is carried out by providing a number of written questions or statements to respondents to be answered. A questionnaire functions as a tool to obtain information from respondents, either individually or in groups, using a structured and efficient method Sugiyono (2019).

## b) Literature Review

Literature review is a data collection technique carried out by examining various literature sources, such as books, scientific journals, articles, written documents, and other electronic sources. This method is used to obtain theoretical foundations, strengthen arguments, and support analysis in research. The literature review in this study included searching for information from academic references relevant to the topic, both in printed and digital forms.

### **1.12.7 Data Processing Method**

The data obtained in this research were processed through several stages, such as:

1. Editing: The initial stage involves checking the questionnaire to ensure that the data have been completely filled in, are consistent, and free from error.
2. Coding: The data, either in the form of numbers or text, are grouped and assigned specific codes (numeric or alphanumeric) to make it easier to analyze.
3. Scoring: Each respondent's answer is given a score according to the measurement scale used in the study.
4. Tabulating: The data that have been scored are then organized into tables to make the analysis process and conclusion drawing easier.

### **1.12.8 Analysis Method**

This study is a quantitative approach involving a moderating variable, so data analysis was carried out using the Structural Equation Modeling (SEM) method. According to Imam Ghozali (2018), SEM is an analytical technique that is able to test complex causal relationships, both between latent variables and observed variables.

In this study, the SEM method used is Partial Least Squares (SEM-PLS). Data processing was carried out using SmartPLS 3.0 software because of its ability to analyze data with a relatively small sample size, test relationships between variables, and still be applicable to data that were not normally distributed.

### **1.12.9 Reliability and Validity Tests**

Before conducting further analysis, validity and reliability tests were carried out on the research instrument (questionnaire) to ensure that the measurement tool used could produce valid and consistent results. (Imam Ghozali, 2018) stated that validity shows the extent to which an instrument truly measures what is intended in the research. Validity is used to ensure that each item in the questionnaire actually measures the intended variable. In this study, the validity was tested using the Pearson correlation technique to determine the extent of the relationship between items in the questionnaire and the concept being measured.

According to Suharsimi Arikunto (2019), reliability is the consistency of the measurement results of the instrument on the same

object at different times. Reliability testing is done to determine the consistency of the instrument in measuring the same research object. One method used for reliability testing is by calculating the Cronbach's Alpha value. A Cronbach's Alpha value greater than 0.7 indicates that the research instrument is trustworthy and has high reliability.