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**Buy Now, Think Later: TikTok and the Rise of Impulsive Consumption in Jakarta**

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**Abstract**

Rapid advancements in digital technology and post-pandemic shifts in consumer behavior have led to a rise in the usage of social media, including when making decisions about what to buy. One of the social media sites that is expanding the fastest, TikTok, has a significant impact on its users' impulsive purchasing behavior. With Impulse Buying Intention acting as a mediating variable, this study looks at how Social Media Community and Social Media Advertisements affect Impulse Buying Behavior among TikTok users in Jakarta. Purposive sampling is employed in this study together with a descriptive and causal methodology. 262 of the 323 respondents satisfied the requirements, and the Structural Equation Modeling–Partial Least Squares (SEM-PLS) approach was used for analysis. The findings of the study show that Social Media Community and Social Media Advertisements positively influence impulse buying intention, which in turn influences Impulse Buying Behavior. Marketers can use these insights to improve community engagement and the efficiency of advertising material in promoting impulsive consumer purchases. In order to raise consumer trust and establish a strong brand image, marketers must create innovative and reliable social media advertising methods. Long-term customer loyalty and accurate information delivery depend on social media accounts and the company's official website being connected.

**Keywords:** social media community, social media advertisements, impulse buying intention, impulse buying behavior

## **1. Introduction**

### *1.1 Background*

Social media has become an essential part of people's lives in the rapidly changing digital world. In addition to being a means of communication and information sharing, social media sites like Facebook, Instagram, Twitter, and TikTok have developed into extremely effective marketing channels for business owners. Social media's high level of engagement, convenience, and ability to forge deep emotional bonds with users make it a powerful instrument for influencing consumer behavior. The choice to purchase anything on the spur of the moment, driven more by emotional impulses or social pressures from digitally consumed content than by necessity, is known as impulsive buying and is a form of consumer behavior that is most commonly seen on social media.

As digital technology has advanced, Indonesia's internet penetration rate has also grown dramatically, rising to 79.5 percent in 2024, based on Indonesia Internet Penetration Survey by the Indonesian Internet Service Providers Association (APJII). The Special Region of Yogyakarta has the greatest internet penetration rate, followed by Jakarta. This demonstrates how urban people, particularly those in Jakarta, have broad access to social media platforms and other digital services. These days, an increasing number of people are aware of how to use social media to suit their demands according to Briliana et al. (2021). According to Indonesia Internet Penetration Survey by the Indonesian Internet Service Providers Association (APJII), social media use is one of the primary reason Indonesians utilize the internet.

TikTok is one of the most popular social media in Indonesia, particularly in major cities like Jakarta. Jakarta is a great place to analyze the spending patterns of digital society, particularly those pertaining to impulsive purchases, as it is the epicenter of the economy, lifestyle, and digital innovation. According to We Are Social, the average Indonesian TikTok user logs on for 44 hours and 54 minutes every month, ranking the nation sixth globally in terms of TikTok usage length. Because of its extended use, users are more likely to be exposed to a variety of content, including product promotions, community suggestions, and adverts.

Additionally, it is well known that people in Jakarta lead consumptive lives and are highly receptive to social media trends. Many TikTok users in Jakarta buy things on the spur of the moment after viewing material from local influencers, creators, or online communities. Engaging, genuine, succinctly presented, and immediately obtainable content is a powerful inducer of impulsive buying. Additionally, TikTok has an interest-based algorithm that shows content to viewers individually, increasing the likelihood that they will continue to see information that is convincing.

Despite the significant shifts in consumer digital behavior that have occurred in the post-pandemic age, these dynamics have seldom ever been thoroughly examined in an academic setting. Research specifically analyzing the impact of Social Media Community and Social Media Advertisements on TikTok impulse buying is still extremely scarce, particularly when

considering Indonesian users. It's true that TikTok is becoming more and more popular among Indonesians, particularly in cities like Jakarta. However, little study has been done to date that thoroughly looks at how this platform affects impulsive purchasing behavior. Without going into detail about TikTok's particular psychological and environmental triggers fueled by algorithms and community-based content, the majority of earlier research has generalized the impact of social media on consumer decisions.

In order to close the research gap, this study looks at a number of interconnected factors that are believed to have a big impact on TikTok users' impulsive purchasing behavior, particularly in an urban digital ecosystem like Jakarta. These components include Impulse Buying Intention, Social Media Advertising, and Social Media Community. The distinctive features of TikTok, like its short video format, highly customized content, peer pressure, and quickly changing viral trends, encourage impulsive and emotional purchasing. Thus, this study aims to give a better knowledge of how digital communities and advertising tactics on platforms like TikTok can influence the intents and impulsive purchasing behavior of digital consumers.

In order to comprehend how urban socio-digital factors interact with TikTok's content ecosystem to shape Impulse Buying Behavior, Jakarta was chosen as the study location. This study aims to examine the impact of Social Media Community and Social Media Advertisements on Impulse Buying Behavior, with Impulse Buying Intention serving as a mediating variable, among TikTok users in Jakarta. This study is also consistent with the increased urgency to comprehend platform-based consumer behavior, particularly in emerging markets like Indonesia that are expanding quickly. It is anticipated that the study's conclusions would help marketers create more focused plans, particularly in boosting community involvement and the efficiency of digital advertising in promoting impulsive purchases. Marketers must create creative and reliable social media advertising strategies in order to increase consumer trust and fortify brand perception. In a competitive and constantly changing digital world, it's also critical to maintain a consistent integration between a business's official websites and social media accounts to guarantee the delivery of accurate information that can lead to impulsive purchases and promote recurring and sustainable Impulse Buying Behavior.

### *1.2 Grand Theory*

The dynamics of contemporary consumer behavior are significantly shaped by social media, particularly in relation to the promotion of impulsive purchasing inclinations. Social media can provide powerful impulses that might impulsively affect consumer decisions because of its visually appealing content, quick social interactions, and simple information accessibility. Social media is the technological component of a business's communication, transaction, and relationship-building activities that leverages its network of customers and prospects to promote value co-creation, according to marketing and sales research in Adegbie and Akinbowale (2025). Social media has the power to convert conventional one-way communication into two-way communication, enabling both parties to react to the message based on Kurniawan dan Indriyanti (2023). The primary theoretical framework for explaining the process of impulsive buying in this situation is the Stimulus-Organism-Response (S-O-R) theory. According to Kühn and Petzer

(2018) in Singh et al. (2023), the Stimulus-Organism-Response (S-O-R) theory is sequential or chronological in nature. This indicates that a stimulus will be the first step that affects the internal states of consumers (organisms), including motivation, emotion, and perception, eventually leading to behavior as a reaction based on Kühn and Petzer (2018) in Singh et al. (2023). The Stimulus-Organism-Response (S-O-R) theory is useful for comprehending how social media activities operate as stimuli that affect customer involvement and perception stated by Al-Hujri et al. (2025). In this regard, a variety of stimuli, including advertising, brand interactions, and social media user reviews, can influence consumers' internal states, including their perceptions of value, emotions, and interests. These factors then influence responses in the form of buying behavior, including impulsive buying. Advertisements and marketing communications are used by retailers to generate stimuli, which in turn prompt consumers to make impulsive purchases stated by Singh et al. (2023).

### *1.3 Hypothesis Development*

#### *1.3.1 Impulse Buying Behavior*

Impulsive Buying Behavior, according to Gong and Jiang (2023) in Tran et al. (2025), is defined as an instant, firm, persistent, irresistible, and spontaneous impulse to buy a thing. Purchases made by impulsive consumers are typically unforeseen. One characteristic of this conduct is the hasty or impulsive decision to purchase a product without giving it careful thought stated by Beatty and Ferrell (1998) and Rook and Gardner (1993) in Banjongprasert (2024). Based on Singh et al. (2023), Social media can significantly impact consumers' Impulse Buying Behavior. This platform can significantly contribute to the generation of Impulse Buying Intention, both through Social Media Community and Social Media Advertisements.

#### *1.3.2 Social Media Community*

The term "Social Media Community" describes online communities of people who are linked together by shared interests, needs, or experiences and who communicate with one another according to Singh et al. (2023). Members of these communities are able to exchange information, product reviews, and compelling recommendations through active, two-way interactions. People can actively connect, share, and engage with one another in a Social Media Community, which fosters a sense of community and social interaction. The practice of exchanging viewpoints, product evaluations, and suggestions among community members not only fosters user trust but also significantly affects consumers' Impulse Buying Intention stated by Heinemann (2023) and Reynolds et al. (2023) in Singh et al. (2023).

**H1: There is an influence of Social Media Community on Impulse Buying Intention among Tiktok users in Jakarta.**

#### *1.3.3 Social Media Advertisements*

Advertisements is a type of organized, paid communication that comes from a recognizable source and is intended to persuade the listener to buy something now or later, according to

Shimp (2014, 192) in Bahi et al. (2020). Through social media, this mode of communication has changed in tandem with the advancement of digital technology. One type of contemporary advertisements is Social Media Advertisements, which makes use of digital platforms like TikTok to reach customers in a more intimate, engaging, and real-time manner. Social Media Advertisements can more precisely target consumers and evoke strong emotions that may lead to impulsive purchases by using algorithms that adapt user preferences. Social Media Advertisements encourages consumers to make impulsive purchases by showcasing goods and services through captivating content formats, taking use of social media platforms' wide reach based on Wegmann et al. (2023) and Xiang et al. (2022) in Singh et al. (2023).

**H2: There is an influence of Social Media Advertisements on Impulse Buying Intention among Tiktok users in Jakarta.**

1.3.4 Impulse Buying Intention

Impulse buying intention is the term used to describe customers' psychological propensity to feel the need to buy something without giving it much thought according to Beatty and Ferrell (1998) and Shahpasandi et al. (2020) in Renming et al. (2024). A pleasant emotional impulse, an inspiring advertisement, or an appealing product presentation are examples of environmental cues that can cause this intention to emerge. Dennis W. Rook (1987) in Indrajaya and Mahesha (2022) defined impulsive buying as when a customer feels a sudden, intense, and enduring desire to buy a goods right now. This impulse is typically unplanned and brought on by specific emotional or situational reasons. Impulse buying intention, also known as the intention to make an impulsive purchase, is the first stage of consumer behavior that represents the irrational urge to purchase a product. This desire can swiftly turn into Impulse Buying Behavior, which is the actual act of making an impulsive buy, if it is bolstered by the appropriate contextual cues, such as appealing advertising or a welcoming shopping environment. As a result, the intention to make an impulse purchase serves as a crucial mediator between outside influences and actual purchasing choices.

**H3: There is an influence of Impulse Buying Intention on Impulse Buying Behavior among Tiktok users in Jakarta.**

**2. Method**

*2.1 Research Model*

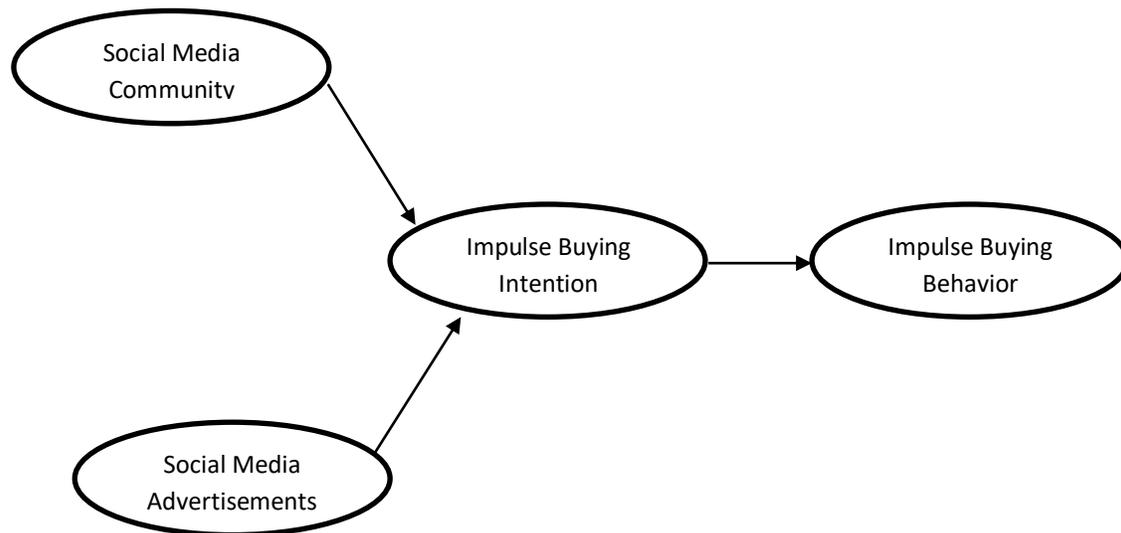


Figure 1: Research Model

## 2.2 Research Methods

This study aims to determine the effects of Social Media Community and Social Media Advertisements on Impulse Buying Behavior by employing Impulse Buying Intention as a mediating variable. Both descriptive and causal research methods are used in this study. Questionnaires were used to gather the primary data. Sekaran and Bougie (2019, 143) define a questionnaire as a method of gathering data that consists of a set of written questions that are presented to respondents to complete. The sampling technique employed in this study is purposive sampling. The following are the selection criteria used in this study:

1. Respondents need to be at least 17 years old.
2. The respondents' ID cards and places of residence are in Jakarta.
3. The respondents are compensated.
4. The respondents have an active Tiktok account on their smartphone.
5. Within the last three month, the respondents had made at least one purchase using their own Tiktok account.
6. Respondents have the ability to make decisions regarding transactions on their Tiktok account.

## 3. Results

In this study, TikTok users who lived in DKI Jakarta made up the sample. At least ten times the greatest number of arrows pointing to any latent variable should be the minimum sample size in a structural model, according to Hair *et al.* (2021, 16). The data used in this study came from 262 of the 323 respondents who completed the questionnaire and met the requirements. The majority of respondents, according to the analysis findings, were students, between the ages of 17 and 22, and earned between Rp1.000.000 and Rp3.999.999. Every respondent was a resident of Jakarta, possessed an ID card, and had an active TikTok account on their smartphone. In the last three months, respondents had made at least one purchase using their own TikTok account, and all of

them acted as decision makers in every transaction made through the account. Using SmartPLS software, the Partial Least Square-Structural Equation Modeling (PLS-SEM) technique is applied in this work. PLS-SEM is used in two main stages. First, measurement model, which defines the methodology for measuring latent variables and ensures the construct's validity and reliability. Second, structural model, which offers a theoretical framework for elucidating the interrelationships among latent variables based on Hair *et al.* (2021, 7–8).

3.1 Measurement Model (Outer Model)

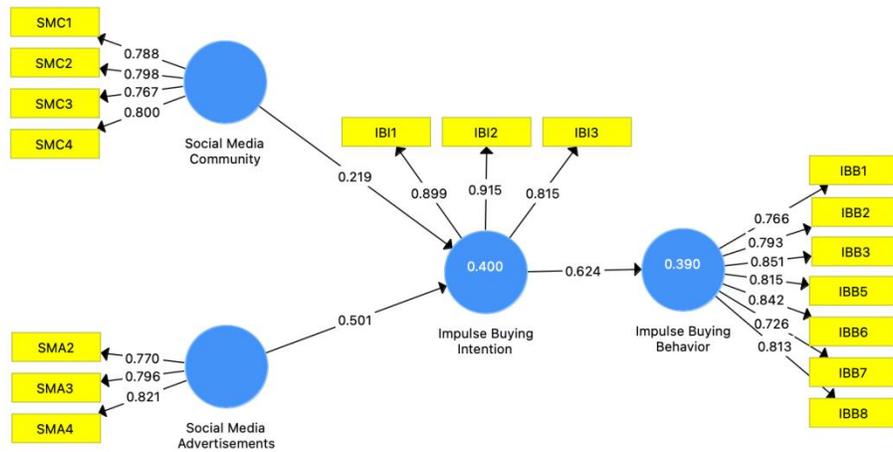


Figure 2: Outer Model Analysis

Sugiyono (2021, 175) defines a validity test as an examination used to gauge how closely gathered data and actual data about the subject of the study match. Sekaran and Bougie (2019, 211) define a reliability test as one that assesses an instrument's capacity to produce consistent measurement findings over time. According to Table 1, every item in every variable has an outside loading value greater than 0.70. Furthermore, all of the generated Average Variance Extracted (AVE) values are higher than 0.50. This shows that convergent validity standards have been satisfied by the collected data. Additionally, the heterotrait-monotrait ratio of correlations (HTMT), Fornell-Larcker criterion, and all cross loading values demonstrate results that satisfy the computation requirements for testing discriminant validity. Furthermore, all variables have composite reliability and Cronbach's alpha values that are above the 0.70 level, indicating good quality. Therefore, it can be said that the data in this study satisfies the criterion for validity and reliability.

Table 1: Outer Model Analysis

Indicator	Outer Loadings	AVE	Validity	Cronbach's Alpha	Composite Reliability
SMC1	0,788	0,621	VALID	0,799	0,868
SMC2	0,798		VALID		
SMC3	0,767		VALID		
SMC4	0,800		VALID		
SMA2	0,770	0,634	VALID	0,712	0,838
SMA3	0,796		VALID		
SMA4	0,821		VALID		
IBI1	0,899		VALID		
IBI2	0,915	0,769	VALID	0,849	0,909
IBI3	0,815		VALID		
IBB1	0,766		VALID		
IBB2	0,793	0,643	VALID	0,907	0,926
IBB3	0,851		VALID		
IBB5	0,815		VALID		
IBB6	0,842		VALID		
IBB7	0,726		VALID		
IBB8	0,813		VALID		

Table 2: Summary of the structural model

Path	Original Sample (O)	T Statistics	P Value	Supported
H1 SMC → IBI	0,219	3,431	0,001	YES
H2 SMA → IBI	0,501	9,573	0,000	YES
H3 IBI → IBB	0,624	14,328	0,000	YES

Based on Table 2, the computation results indicate that every hypothesis put forth in this study is accepted because each one has a t-value greater than 1,96 and a p-value less than 0,05.

#### 4. Discussion

The following discussion can be made considering the data analysis results:

1. There is an influence of Social Media Community on Impulse Buying Intention among Tiktok users in Jakarta. Social reinforcement from a community's existence can promote Impulse Buying Intention. Seeing other members of the community doing the same thing tends to boost consumer confidence and motivation to purchase, particularly on platforms like TikTok that rely on user-generated content. Positive community interactions, such fervent remarks, endorsements, and reviews, provide the impression that the product is well-liked, worthwhile, and in style. This heightens the emotional desire and sense of urgency, two essential elements of the intention to make an impulse purchase.

2. There is an influence of Social Media Advertisements on Impulse Buying Intention among Tiktok users in Jakarta. Singh et al. (2023) research, which discovered that Social Media Advertising influences Impulse Buying Intention, also supports this conclusion. There is a positive relationship between the variables. As a result, the greater the Social Media Advertisements variable, the higher the Impulse Buying Intention variable.
3. There is an influence of Impulse Buying Intention on Impulse Buying Behavior among Tiktok users in Jakarta. This conclusion is further supported by research by Singh et al. (2023), which found that Impulse Buying Intention increases Impulse Buying Behavior. The variables have a positive relationship with one another. Therefore, the Impulse Buying Behavior variable increases as the Impulse Buying Intention variable increases.

### **5. Limitations and Recommendations**

There are multiple limitations to this study. The generalizability of the research findings may be impacted by these constraints. The scope and particular conditions of the study must therefore be taken into account when interpreting the results. The following are a few of the study's limitations:

1. Restricted to the Jakarta region, the findings of this study may not be applicable to TikTok users in other parts of Indonesia with distinct features.
2. There may be additional factors that influence Impulse Buying Behavior but were not looked at in this study because of the limited number of variables employed in the research model.
3. The majority of respondents in the sample are students and those between the ages of 17 and 22, which may not accurately reflect all TikTok user demographics.

As a result, several recommendations can serve as a framework for additional study. These recommendations are meant to give guidance for a further investigation of TikTok users impulsive purchasing behavior. It is envisaged that more study will help us better understand the elements influencing this behavior while intentionally promoting an increase in impulsive buying. Among the recommendations made in this study are the following:

1. To ensure that the research findings are more reflective of TikTok users throughout many regions, not just in Jakarta, more study is advised to broaden the geographic coverage.
2. Incorporating other variables into the study model to give a more thorough knowledge of the elements influencing Impulsive Buying Behavior.
3. To have a more comprehensive understanding of Impulsive Buying Behavior, respondents from a wider range of age groups and backgrounds should be included.

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