

## **The Influence of Influencers, Content Marketing, and Brand Awareness on Impulse Buying Behavior Among TikTok Social Commerce Users in Lamongan Regency**

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### **ABSTRACT**

This study aims to examine the influence of influencers, content marketing, and brand awareness on impulse buying behavior among TikTok social commerce users in Lamongan Regency. This research employs a quantitative method with a sample of 96 respondents. Data collection was conducted through a questionnaire survey, and data analysis was performed using the Statistical Package for the Social Sciences (SPSS) version 20. The results indicate that simultaneously, influencers, content marketing, and brand awareness have a positive and significant effect on impulse buying. However, partially, only influencers have a significant influence, while content marketing and brand awareness do not have a significant effect on impulse buying. Furthermore, the multiple linear regression results show that the influencer variable is the most dominant factor affecting impulse buying behavior.

## **INTRODUCTION**

Impulse buying is a consumer behavior that frequently occurs in the daily lives of modern society. It is defined as unplanned purchases driven by strong urges without careful consideration and rational decision-making processes. Impulse buying behavior often has negative impacts on society in Indonesia, such as increased spending, particularly affecting financial health due to the high desire to shop (Tysara, 2024).

The focus of this study is on impulse buying behavior experienced by TikTok Shop users in Lamongan Regency. TikTok Shop is an online shopping feature within the TikTok application that allows users to shop directly without having to switch to another app to complete the purchase transaction. Thus, all processes, including purchase transactions, chatting with sellers, and payment, are conducted within the TikTok application (Anjelina & Dzulfaroh, 2024).

TikTok's e-commerce business, TikTok Shop, is reported to have an estimated gross merchandise value (GMV) of USD 32.6 billion in 2024. This amount is equivalent to IDR 528.6 trillion.

GMV refers to the total transactions or revenue of a company based on the accumulated spending of consumers. Indonesia is reported to be the country with the second-largest total transactions globally. The GMV of TikTok Shop in Indonesia, which has now been rebranded as Shop Tokopedia, is estimated to reach USD 6.198 billion (approximately IDR 100.5 trillion), growing 39 percent year-on-year (YoY) (Riyanto & Pertiwi, 2025).

In this study, the researcher conceptualizes the variables of influencer, content marketing, and brand awareness to analyze their influence on impulse buying behavior in Lamongan Regency. According to Narawati and Rachman (2024), influencers are individuals who have the ability to affect online behavior, often through various strategies to increase their popularity on the internet by sharing content and interacting with their followers.

Meydila and Cempena (2024) define content marketing as a marketing strategy in which content is planned, created, and distributed in various engaging forms to attract the audience's attention with the goal of encouraging them to become customers. According to Dabbous and Barakat (2020), brand awareness is the ability of potential customers to recognize or recall that a brand belongs to a particular product category. Brand awareness measures how well consumers can identify or remember a brand within a specific category.

The purpose of this study is to examine the partial and simultaneous effects of influencers, content marketing, and brand awareness on impulse buying behavior among TikTok social commerce users in Lamongan Regency. The expected contribution of this research is to serve as a reference for future researchers who wish to explore in greater depth the relationship between brand awareness, content marketing, and influencers on impulse buying behavior.

## **RESEARCH METHODS**

In this study, the author uses a quantitative method. The population consists of TikTok social commerce users in Lamongan Regency who have experienced impulse buying, and the sample used consists of 96 respondents.

### **A. Impulse buying**

In this study, the author uses research indicators from Handriani et al. (2024), which include: spontaneous purchases, purchases without thinking, purchases influenced by emotions, purchases influenced by trends, and purchases made without considering the consequences.

### **B. Influencer**

In this study, the author uses research indicators from Ahmadi et al. (2024), which include: visibility, credibility, attractiveness, engagement, and knowledge.

### **C. Content marketing**

In this study, the author uses research indicators from Kurniawan and Nugroho (2024), which include: relevance, accuracy, value, consistency, and ease of finding.

### **D. Brand awareness**

In this study, the author uses research indicators from Nurfadilah and Hutauruk (2024), which include: brand recall, brand recognition, purchase decision, consumption, and brand unawareness.

## RESULTS AND DISCUSSION

### Multiple Linear Regression Analysis Test

Table 1. Results of Multiple Linear Regression Test

Model	Coefficients <sup>a</sup>			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	5.485	2.180		2.516	.014
1 X1	.409	.168	.365	2.435	.017
X2	.066	.171	.058	.388	.699
X3	.242	.172	.196	1.413	.161

a. Dependent Variable: Y

Source: Primary Data Processed, 2025

Based on the data above, the multiple linear regression equation can be formulated as follows:  
 $Y = 5,485 + 0,409X_1 + 0,066X_2 + 0,242X_3 + e$

It can be interpreted as follows:

- The constant value of 5.485 can be interpreted as follows: when the independent variables are equal to zero, the dependent variable has a value of 5.485. This represents a condition in which the dependent variable is not influenced by any of the independent variables.
- The regression coefficient for the influencer variable is 0.409, which means that if influencer increases by one unit, impulse buying will increase by 0.409 units, and vice versa.
- The regression coefficient for the content marketing variable is 0.066, which means that if content marketing increases by one unit, impulse buying will increase by 0.066 units, and vice versa.
- The regression coefficient for the brand awareness variable is 0.242, which means that if brand awareness increases by one unit, impulse buying will increase by 0.242 units, and vice versa.

### Coefficient of Determination Test

Table 2. Results of the Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.577 <sup>a</sup>	.333	.311	2.682

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

b. Dependent Variable: Y

Source: Primary Data Processed, 2025

The R square value for the independent variables— influencer, content marketing, and brand awareness—is 0.311 or 31.1%. This indicates that these three independent variables have a 31.1% influence on the dependent variable, while the remaining 68.9% is explained by other factors not examined in this study.

Partial T-Test

Table 3. Results of the Partial t-Test

Coefficients <sup>a</sup>						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	5.485	2.180		2.516	.014
	X1	.409	.168	.365	2.435	.017
	X2	.066	.171	.058	.388	.699
	X3	.242	.172	.196	1.413	.161

a. Dependent Variable: Y

Source: Primary Data Processed, 2025

To determine the results of the t-test, two methods can be used: by comparing the significance value with 0.05, and by comparing the calculated t-value (t-count) with the critical t-value (t-table). In this study, the t-table value is 1.985, which is obtained from the formula  $df = 96 - 3 - 1 = 92$  with a significance level of 0.05. Based on the table above, it can be concluded that:

- Influencer has a significant effect on impulse buying because the significance value of 0.017 is less than 0.05, and the t-value of 2.435 is greater than the t-table value of 1.985. Therefore, it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted.
- Content marketing does not have a significant effect on impulse buying because the significance value of 0.699 is greater than 0.05, and the t-value of 0.388 is less than the t-table value of 1.985. Therefore, it can be concluded that  $H_0$  is accepted and  $H_a$  is rejected.
- Brand awareness does not have a significant effect on impulse buying because the significance value of 0.161 is greater than 0.05, and the t-value of 1.413 is less than the t-table value of 1.985. Therefore, it can be concluded that  $H_0$  is accepted and  $H_a$  is rejected.

From the testing of the three variables on impulse buying, the influencer variable has the highest coefficient value of 0.409 compared to the other variables. Therefore, it can be concluded that the influencer variable has the most dominant effect on impulse buying compared to the other variables.

Simultaneous F-Test

Table 4. Results of the Simultaneous F-Test

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	329.871	3	109.957	15.290	.000 <sup>b</sup>
	Residual	661.618	92	7.192		
	Total	991.490	95			

a. Dependent Variable: Y

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

Source: Primary Data Processed, 2025

In the calculation, the F-table value is 2.699 and the F-calculated value is 15.290, thus  $F_{\text{calculated}} > F_{\text{table}}$  ( $15.290 > 2.699$ ). It can be concluded from these results that influencer, content marketing, and brand awareness simultaneously have a significant effect on impulse buying.

**CONCLUSION**

This study concludes that the variables influencer, content marketing, and brand awareness simultaneously have a positive and significant effect on impulse buying among social commerce TikTok users in Lamongan Regency. However, partially, only the influencer variable has a significant

effect, while content marketing and brand awareness do not have a significant impact on impulse buying. The most dominant variable influencing impulse buying is the influencer. These findings indicate that the primary driving factor of impulse buying behavior is the influence of influencers. This is because TikTok users tend to trust the opinions of the influencers they follow, making them more prone to engage in impulse buying without careful consideration. Meanwhile, the insignificant results for the content marketing variable indicate a weak influence on impulse buying behavior due to fundamental differences in psychological processes. The goals and types of stimuli used in content marketing are more effective in building brand awareness, trust, and loyalty, which in turn drive consumers spontaneously. Therefore, the most effective stimulus in increasing impulse buying is the influencer.

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