

ABSTRACT

Research was conducted to find out the effect of Campaign Shopee Affiliate Social Media Marketing on Impulse Purchases of fashion products in TikTok with Hedonic Shopping Motivation as the intervening variable. The purpose of this research is to know the effect of Campaign Shopee Affiliate as Social Media Marketing on impulse purchases, the effect of Campaign Shopee Affiliate as Social Media Marketing on hedonistic shopping motivation, the effect of hedonistic shopping motivation on impulse purchases, The effect of Campaign Shopee Affiliate as Social Media Marketing mediated by hedonistic shopping motivation on impulse purchases of fashion products.

This research is included in quantitative research with descriptive approaches, multiple linear analysis and path analysis (due to the presence of intervening variables). The sample was taken with purposive sampling technique and in this study was taken as many as 106 respondents.

The results of the study stated that Campaign Shopee Affiliate as Social Media Marketing has a positive and significant effect on Hedonic Shopping Motivation, Campaign Shopee Affiliate as Social Media Marketing has no positive and significant effect on Impulse Purchases, Hedonistic Shopping Motivation has a positive and significant effect on Impulse Purchases, Hedonistic Shopping Motivation as an intervening variable Positive and significant influence among Campaign Shopee Affiliate as Social Media Marketing against Impulsive Purchase of fashion products.

Keywords: TikTok, Social Media Marketing, Impulse Buying, Hedonistic Shopping Motivation