

ABSTRACT

TikTok Shop is an innovative e-commerce feature of the TikTok platform that offers a collaborative experience between sellers, buyers, and content creators within a single platform. Launched in Indonesia in 2021 as a development of the live shopping feature, TikTok Shop has rapidly grown in popularity. Bandung, as one of the trend-setting cities with a young generation highly active on social media, presents an opportunity for further research.

This study aims to examine the influence of Shopping Lifestyle and Hedonic Shopping Motivation on Impulse Buying in TikTok Shop with Positive Emotion as a mediating variable among Gen Z and Millennials, amid the phenomenon of doom spending in society. A quantitative approach was employed, with a research population of 385 respondents selected through non-probability purposive sampling. Data was collected via online questionnaire using Google Form and analyzed using Partial Least Square-Structural Equation Modeling (PLS-SEM) with SmartPLS 3.2.9.

The results indicate that Shopping Lifestyle has a positive and significant effect on Impulse Buying through Positive Emotion, with a T-Value of $4.125 > 1.96$ and a P-Value of $0.000 < 0.05$. Furthermore, Positive Emotion successfully mediates the relationship between both independent variables and the dependent variable, with path coefficients of 12.5% and 11.4%. Based on these results, it is recommended that TikTok Shop optimize its promotional algorithms and maintain features such as live streaming to enhance user comfort and satisfaction when shopping on the platform.

Keywords: *Shopping Lifestyle, Hedonic Shopping Motivation, Positive Emotion, Impulse Buying, TikTok Shop*