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The Effect of TikTok Usage Intensity on Impulsive Buying Behavior of UKRI Communication Science Students

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ABSTRACT

This research aims to analyze the influence of TikTok usage intensity on impulsive buying behavior among students of the Communication Science Department at National University Of The Republic Of Indonesia (UKRI). TikTok, as a highly popular social media platform widely used by the younger generation, has become an effective medium for influencing consumer buying behavior through engaging and creative content, live marketing, and other marketing strategies. This study employs a quantitative approach with a survey method, where data were collected using questionnaires distributed to 102 randomly selected students. The findings indicate that the intensity of TikTok usage has a significant influence on impulsive buying behavior. This is evidenced by statistical analysis, including a validity test where all r-count values were declared valid. The reliability test was also declared reliable, with scores of 0.872 (X) and 0.829 (Y). Additionally, the normality test showed that the data were normally distributed with a value of 0.200. The coefficient of determination test revealed that variable X influences variable Y by 36.2%. Therefore, based on the t-test and f-test results, it can be concluded that variable X affects variable Y, supporting the acceptance of hypothesis H1 and rejecting Ho.

Keywords : TikTok, Usage Intensity, Impulsive Buying, Students

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Intensitas Penggunaan TikTok terhadap perilaku Impulsive Buying mahasiswa Jurusan Ilmu Komunikasi Universitas Kebangsaan Republik Indonesia. Tiktok, sebagai platform media sosial yang sangat populer dan sering digunakan oleh kalangan generasi muda, menjadi media yang efektif untuk mempengaruhi perilaku konsumtif belanja melalui konten menarik juga kreatif, live marketing, dan strategi pemasaran lainnya. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei, di mana data dikumpulkan melalui kuesioner yang disebarkan kepada 102 mahasiswa yang dipilih secara acak. Hasil penelitian menunjukkan bahwa intensitas penggunaan TikTok memiliki pengaruh signifikan

terhadap perilaku impulsive buying. Hal ini dapat dibuktikan dari analisis statistik yaitu uji validitas, semua r -hitung dinyatakan valid. Uji reliabilitas dinyatakan reliabel karena keduanya memiliki angka 0,872 (X) dan 0,829 (Y). Kemudian, uji normalitas menunjukkan bahwa data bersifat normal yaitu 0,200. Pada uji koefisien determinasi variabel x mempengaruhi y sebesar 36,2%. Sehingga dapat disimpulkan dari uji t dan uji f bahwa variabel x mempengaruhi y dan menunjukkan hipotesis H_1 dapat diterima, dan H_0 ditolak.

Kata Kunci : : TikTok, Intensitas penggunaan, Pembelian Impulsive, Mahasiswa

A. INTRODUCTION

The rapid advancement of information and communication technology has become unstoppable, with the internet serving as the foundation for more sophisticated and cutting-edge developments. As mentioned by Pujiono (2021) who said that social media is currently a communication tool in a social process, which can influence the opinions, attitudes and behavior of its users. This can be seen from the striking difference between traditional and modern communication tools. The emergence of digital platforms such as TikTok has facilitated various activities, especially in the field of marketing and advertising. TikTok provides features such as promotional content, live streaming, and TikTok Shop which facilitates online shopping.

According to previous research, Astuti and Andrini (2021) stated that in the development of social media now, the social media application that dominates and is widely used among teenagers is the TikTok application. The use of TikTok can make the younger generation addicted, especially because the content available is very diverse and interesting. Many companies collaborate with influencers to create trendy marketing content, aiming to attract consumers. This encourages impulse buying behavior among young people who frequently watch and use TikTok. According to Sari (2021) Impulsive buying behavior occurs suddenly and the individual cannot resist the urge to buy an item even though the item is not a need or purpose. As a widely used social media platform with a large user base, TikTok has become an effective marketing tool, utilizing features such as creative and engaging content, live shopping, and promotional offers.

Overuse of the TikTok app can significantly affect its users. This is in line with Afrelia and Khairat's research (2022), namely when the intensity of TikTok use in adolescents exceeds normal limits, adolescents will find it difficult to control themselves and are more easily exposed to information or features that can change adolescent behavior. Various trends on this platform shape mindsets and lifestyle standards, encouraging users to follow booming social media trends. Lifestyles influenced by excessive use of TikTok often lead to impulse shopping behavior. This behavior stems from a desire to follow trends, fulfill desires, seek pleasure, or be tempted by interesting content.

B. LITERATURE REVIEW

1. TikTok as a Social Commerce Ecosystem

TikTok has grown from just a place for fun videos into a major system for social shopping. Features like TikTok Shop and live shopping play a big role in this. Li and Peng (2021) say that the short video format on TikTok gives users a very engaging experience that can change how they think about products. By mixing entertainment with shopping, called "shoppertainment," the platform creates a

setting where people see lots of product-related content all the time. Adnan (2022) also points out that TikTok's algorithm powers the "For You Page" (FYP), which shows users personalized ads and content, making them more likely to interact with brands.

2. Social Media Usage Intensity

The amount of time someone spends on social media shows how much they are involved with the platform. This is measured by how long they use it, how often they check it, and how much they feel connected to it emotionally. Khan and Khan (2021) say that being heavily involved isn't just about how much time you spend online, but also how much the platform becomes part of your daily life. When someone uses social media a lot, they become more likely to pay attention to and believe in the information they see online. For university students, Verduyn et al. (2022) point out that using social media a lot can reduce their ability to control their actions, making them more influenced by what they see and hear on these platforms.

3. Online Impulsive Buying Behavior

Online impulsive buying happens when someone makes a quick, unplanned purchase because of strong feelings or urges. In today's digital world, it's easier than ever to shop. Chan et al. (2022) say that on social media, impulsive buying is often caused by attractive visuals, the idea that something is in short supply (like flash sales), and the influence of popular people. For university students, wanting to keep up with a certain lifestyle or follow what's trending can be more important than thinking about money. Darmadi and Suherman (2022) point out that the simple way to pay online through social media helps people move from wanting to buy something to actually buying it more quickly.

4. The Relationship Between TikTok Intensity and Impulsive Buying

The link between how much someone uses a service and their tendency to make impulsive buys can be explained using the Stimulus-Organism-Response (S-O-R) model. Widagdo and Roz (2021) say that using something a lot acts as a steady stimulus, showing users many marketing messages. This ongoing exposure causes an emotional reaction (organism), like the fear of missing out (FoMO) or the desire for quick satisfaction. This emotional reaction then leads to an unplanned purchase. When looking at TikTok, Zulfahmi et al. (2023) found that the more often students watch content made by creators, the more likely they are to buy things on a whim. This is because the platform makes it easy to pay inside the app, which reduces the feeling of discomfort when spending money.

C. METHOD

This research employs a quantitative method with quantitative descriptive and correlational approaches to collect data in a more objective and measurable manner. The quantitative research approach uses a data collection technique in which a list of statements is provided to respondents. This allows the researcher to analyze indicators of TikTok usage intensity and its relationship with impulsive buying behavior. Questionnaires are distributed via Google Forms to students of the Communication Studies Department at National University Of The Republic Of Indonesia, Class of 2022 to be completed based on their actual conditions. The data obtained from the questionnaire distribution is then processed using the following assessment criteria:

- Descriptive Statistics

According to Ghozali (2016) descriptive statistics are used to analyze data by providing an overview or description of the data based on the mean, maximum, minimum, and standard deviation values. This analysis aims to describe and provide an in-depth, objective understanding of the research object. It also helps identify data tendencies by summarizing variables such as the mean.

- Validity and Reliability Tests

According to Sugiyono (2013), a validity test measures how well an instrument (e.g., a questionnaire) accurately assesses the variable being studied. It ensures that the items in the research instrument truly represent the concept being investigated. Also, as explained by Ghozali (2016) a reliability test measures the consistency of an instrument in producing the same results when used under identical conditions repeatedly. This ensures that the data generated is consistent and reliable.

- Normality Test

The normality test evaluates whether the dependent and independent variables are normally distributed. This study employs the Kolmogorov-Smirnov (K-S) test, which examines the significance probability value (asympt. Sig, 2-tailed). If the significance probability value is less than 0.05, the data is not normally distributed; otherwise, it is considered normal.

- Coefficient of Determination (Adjusted R-squared)

The coefficient of determination assesses the extent to which independent variables explain the dependent variable. In this study, the coefficient of determination is used to analyze the impact of TikTok usage intensity on the impulsive buying behavior of students in the Communication Studies Department at National University Of The Republic Of Indonesia, Class of 2022.

Population and Sample

In this study, there are populations and samples as subjects that are used as parameters to review the effect of the intensity of using TikTok with impulsive buying behavior. This is in line with research Purwanza et al. (2022) which states that population is a research object that can consist of humans, animals, values, or events that have a characteristic in a study and are useful as a data source. The population used in this study is limited, namely only using communication science students from the national university of the republic of Indonesia class of 2022 as a source of research data.

This research certainly has a sample that is used. According to research

(Subhaktiyasa, 2024) says that the research sample is part of the population selected for analysis with the aim that the results can be generalized to the entire population. In the research we conducted, the research sample consisted of 102 students, among whom there were 47 male students and 53 female students. Based on the overall number of students, all of them come from the same population. So that the questionnaire given to students and providing research results amounted to 102 answers.

D. RESEARCH FINDINGS

Based on the number of respondents from the Communication Studies Department at National University Of The Republic Of Indonesia, it is evident that female respondents outnumber male respondents. This can be illustrated through the following percentages. The results of the respondent data analysis based on gender are shown in **Table 1**.

Table 1. Respondent Data Based on Student Gender

Gender	Responden	Percentage (%)
Man	48	47,1%
Female	54	53%
Total	102	100%

The questionnaire respondents, as shown in table 1, indicate that there are 48 male respondents and 54 female respondents, making a total of 102 respondents in the dataset. Thus, the percentage of male respondents is 47.05%, while the percentage of female respondents is 53%. It can be concluded that the questionnaire respondents are clearly dominated by females.

1. Descriptive Statistics Result

Based on the results of descriptive data analysis, the outcomes are presented in the Descriptive Data Analysis Table for Variable X and Variable Y in **Table 2** below. The Aspects presented in the results are derived from the integration of each statement given to the students. These statements have been summarized to facilitate the categorization of the responses provided. This process allows for a clearer understanding and classification of the data, making it easier to analyze and draw conclusions about the students' answers.

Tabel 2. Data Analysis For Variabel X

Aspects	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total	Average
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	f	%	f	%	f	%	f	%	f	%	f	%	
Usage	0	0.0	10	9.8	17	16.7	50	49.0	25	24.5	102	100.0	3.88
Duration	0	0.0	14	13.7	27	26.5	37	36.3	24	23.5	102	100.0	3.69
Time	7	6.9	24	23.5	16	15.7	42	41.2	13	12.7	102	100.0	3.29
Addiction	2	2.0	18	17.6	23	22.5	50	49.0	9	8.8	102	100.0	3.45
Difficulty	10	9.8	27	26.5	35	34.3	24	23.5	6	5.9	102	100.0	2.89
Disruptions	9	8.8	37	36.3	25	24.5	27	26.5	4	3.9	102	100.0	2.80
Excitement	0	0.0	2	2.0	9	8.8	62	60.8	29	28.4	102	100.0	4.15
Informative	2	2.0	3	2.9	10	9.8	59	57.8	28	27.5	102	100.0	4.05
Interesting	2	2.0	0	0.0	13	12.7	60	58.8	27	26.5	102	100.0	4.07

Table 3. Data Analysis for Variabel Y

Aspects	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Total		Average
	f	%	f	%	f	%	f	%	f	%	f	%	
Content	2	2,0	18	17.6	36	35.3	31	30.4	15	14.7	102	100.0	3.38
Product	0	0,0	22	21.6	45	44.1	23	22.5	12	11.8	102	100.0	3.24
Business	15	14,7	31	30.4	41	40.2	15	14.7	0	0.0	102	100.0	2.54
Shopping	0	0,0	21	20.6	30	29.4	37	36.3	14	13.7	102	100.0	3.43
Goods	5	4.9	33	32.4	23	22.5	34	33.3	7	6.9	102	100.0	3.04
Purchasing	13	12.7	40	39.2	23	22.5	24	23.5	2	2.0	102	100.0	2.62
Desire	17	16.7	38	37.3	30	29.4	17	16.7	0	0.0	102	100.0	2.46
Saving	14	13.7	39	38.2	17	16.7	31	30.4	1	1.0	102	100.0	2.66
Impulsive	20	19.6	35	34.3	21	20.6	21	20.6	5	4.9	102	100.0	2.56

1. Validity Test

Validity refers to a measurement that demonstrates how well the collected data

covers the actual area of investigation. As explained by Anggraini et al. (2022), validity essentially means “measuring what is intended to be measured.” The indicators in a questionnaire can be considered valid if the calculated r-value (r-calculated) is greater than the r-table value ($r\text{-calculated} > r\text{-table}$). Validity is an index that indicates whether the measuring instrument truly measures what it is intended to measure. Below are the results of the validity test in **Table 4**.

Table 4. Validity Test Result of Variable X and Y

Variabel	Aspect	r-calculated	r-table	Description
	Usage	0,713	0,361	Valid
	Duration	0.787	0,361	Valid
	Time	0.764	0,361	Valid
Variabel X	Addiction	0.859	0,361	Valid
	Difficulty	0,774	0,361	Valid
	Disruptions	0,620	0,361	Valid
	Excitement	0,646	0,361	Valid
	Informative	0,485	0,361	Valid
	Interesting	0,694	0,361	Valid
	Content	0,637	0,361	Valid
	Product	0.839	0,361	Valid
	Business	0,711	0,361	Valid
Variabel Y	Shopping	0,712	0,361	Valid
	Goods	0,812	0,361	Valid
	Purchasing	0,916	0,361	Valid
	Desire	0,869	0,361	Valid
	Saving	0,851	0,361	Valid
	Impulsive	0,839	0,361	Valid

Based on the validity test results for variables X and Y, it can be concluded that all statement indicators of the variables in this study are valid. Therefore, all statements can be considered valid and are suitable for further testing, as the r-calculated values are greater than the r-table values.

2. Reliability Test

Reliability is a test that indicates the extent to which a measuring instrument can be consistently used. It demonstrates how consistent the measurement results remain when performed two or more times on the same data using the same instrument (Taherdoost in Anggraini et al., 2022). The purpose of the reliability test is to measure the consistency and stability of the data within the given instrument, ensuring that the data produced is consistent, unchanging, and reliable. Below are the results of the reliability test in **Table 5**.

Table 5. Reliability Test Result

No	Variabel	Cronbach'S Alpha	Description
1	The Impact of TikTok Usage Intensity	0,872	Reliabel
2	Impulsive Buying Behavior Among Students	0,929	Reliabel

Based on the table, it can be observed that the values for the two variables are 0.872 and 0.929. This indicates that the data is reliable and consistent, meaning it does not fluctuate or change unpredictably.

3. Normality Test Result (Kolmogorov-smirnov Test)

A normality test is used to determine whether a data distribution follows a normal distribution or not. This test, also referred to as the normality distribution test, measures whether the collected data is normally distributed, ensuring its suitability for parametric statistical analysis (inferential statistics). Thus, the normality test assesses whether the empirical data collected from the field aligns with a specific theoretical distribution (Haniah, 2013). Below are the results of the Normality Test in **Table 6**

Table 6. Normality Test (One Sample Kolmogorov-smirnov Test)

Kolmogorov-smirnov Test	Result
Asymp. Sig (2-tailed)	0,200

Based on these results, the data shows a value of 0.200, which is greater than the specified threshold (0.05). This indicates that the data is normally distributed.

4. Coefficient of Determination (Adjusted R-squared/R²)

After performing the normality test, the coefficient of determination test (R²) is conducted to determine whether there is a relationship or influence between variable X and variable Y. The results of the test can be observed in the following **Table 7,8,9**.

Table 7. Regression Test

Model	R	R Square	Adjusted R Square	Std. Error of the estimate
1	0,602	0,362	0,356	5,87550

Based on the table, the regression test or coefficient of determination (R^2) produces a value of 0.362. This indicates that the influence of variable X on variable Y is 36.2%. The remaining 63.8% may be attributed to other factors not included in this study.

Table 8. F Simultan Test (ANOVA)

Uji F	F	Sig
Regression	56,771	< 0,001

Based on the results of the F-Test, a value of < 0.001 was obtained, which indicates that the significance of variable X is less than the threshold of 0.05. This signifies that there is a significant influence of variable X on variable Y.

Table 9. T-Test (Parsial)

T Test	F	Sig
Total	7,535	< 0,001

Based on the results of the T-Test, a value of < 0.001 was obtained, indicating that the significance of variable X is less than the threshold of 0.05. This suggests that there is a significant influence of variable X on variable Y.

The research and calculations regarding the intensity of TikTok usage and impulsive buying behavior among students of the Communication Studies Department at National University Of The Republic Of Indonesia, Class of 2022, the results are as follows:

The majority of respondents among students of the Communication Studies Department at National University Of The Republic Of Indonesia, Class of 2022, are active TikTok users. Based on the survey results, most respondents spend a significant amount of time using TikTok due to its entertaining, engaging, and informative content. TikTok offers a variety of features and captivating content, primarily displayed through short videos. Additionally, TikTok is accessible to anyone, anytime, and anywhere. This enables students to consume various types of content, including marketing content that is attractively packaged and often delivered by well-known content creators and influencers.

Technology plays a significant role in behavior, as stated by Rahmayani (2021), who explained that technology shapes individuals' thinking and behavior, influencing communication patterns, behavior, and thought processes. TikTok is a prime example of modern technology. However, excessive use of TikTok is not beneficial; it requires individuals to strengthen their self-awareness and principles, as it can lead to disruptions in personality Sari et al. (2023). One such disruption is consumptive behavior, which is an example of excessive social media usage.

Impulsive buying refers to the behavior and action of making spontaneous purchases without prior planning or clear consideration. This behavior has become a common phenomenon among students due to high exposure to social media and

frequent use of digital technology in their daily lives. Impulsive buying tendencies are often associated with younger generations. According to survey data, some students of the Communication Studies Department at National University Of The Republic Of Indonesia, Class of 2022, stated that TikTok contains a large amount of marketing content. The survey also revealed that most of the items owned by students were purchased through TikTok.

Situations where shopping occurs merely due to attraction to items featured in marketing content, a desire to follow trends, or to fulfill personal gratification can be classified as impulsive buying behavior. However, this behavior is often unrecognized by individuals who exhibit impulsive buying tendencies. College students often use most of their time to access social media which is not only used for communication media, but can be used to find the information needed including goods or products. The use of social media has made many changes to the mindset of female students, starting from lifestyle and beauty products, giving rise to buying behavior (Azizah et al., 2021).

The research data indicates a correlation between the variable of TikTok usage intensity (X) and the variable of impulsive buying behavior (Y). This conclusion was drawn based on the statistical analysis results from the T-test and F-test. The figures shown in the results table indicate a significance level of < 0.001 . The significance threshold is set at < 0.05 , which indicates that variable X influences variable Y. Conversely, if the significance level exceeds 0.05, variable X does not influence variable Y. Therefore, the statistical data showing a significance level of < 0.001 , which is below the threshold (< 0.05), confirms that variable X has an impact on variable Y. Consequently, the accepted hypothesis is H1, which states that TikTok usage intensity significantly influences impulsive buying behavior among students of the Communication Studies Department at National University Of The Republic Of Indonesia, Class of 2022. The research findings suggest that the intensity of TikTok usage can affect impulsive buying behavior. This may be attributed to their heightened perception of product-related content uploaded by micro-celebrities, product review content from other users, and advertisements posted by brands, as stated in the study by Avizena (2022). Additionally, emotional responses such as pleasure and urges have a significant influence on impulsive behavior.

E. DISCUSSION

This study aimed to analyze the influence of TikTok usage intensity on impulsive buying behavior among Communication Science students at the National University of the Republic of Indonesia (UKRI). The results of the data analysis provide strong support for the proposed hypothesis (H1), confirming that the intensity of TikTok usage has a significant positive effect on students' impulsive buying behavior. This conclusion is supported by statistical tests showing a significance value of < 0.001 for both the t-test and F-test, with the variable X (TikTok usage intensity) explaining 36.2% of the variance in variable Y (impulsive buying behavior).

These findings align with several previous studies. The research by Afrelia & Khairat (2022) suggested that excessive TikTok usage in adolescents weakens self-control and increases susceptibility to behavioral changes driven by platform content, including consumption impulses. Similarly, Astuti & Andrini (2021) highlighted TikTok's dominance among youth and its role in shaping imitative behaviors, which

can extend to consumption patterns. The mechanism identified in this study where high engagement with TikTok's entertaining, informative, and marketing content leads to increased exposure to product promotions resonates with Avizena's (2022) findings. Avizena emphasized that emotional responses (pleasure, urgency) triggered by TikTok content, especially from influencers and user reviews, significantly mediate impulsive online purchases among Generation Z.

However, this study also reveals nuances when compared to broader literature on social media and consumption. While the relationship between social media use and impulsive buying is well documented (e.g., Azizah et al., 2021, in the context of cosmetics marketing), the specific intensity based approach of this research highlights TikTok's unique features such as short form video, algorithm-driven "For You Page," and integrated shopping features like TikTok Shop as particularly potent drivers. The descriptive results show that aspects like "Excitement," "Informative," and "Interesting" content received high agreement scores (averages of 4.15, 4.05, and 4.07 respectively), underscoring the platform's engineered appeal, which may make it more impactful than other social media in triggering unplanned purchases.

A key point of discussion is the remaining 63.8% of variance in impulsive buying not explained by usage intensity alone. This suggests the influence of other critical factors not measured in this study, such as individual financial literacy, self-control traits, specific marketing message types, peer influence, or disposable income level. Future research should incorporate these as mediating or moderating variables to build a more comprehensive model.

Furthermore, the sample consisting solely of Communication Science students, predominantly female (53%), while providing focused insights, limits generalizability. The consumption behavior and social media engagement patterns of this group may not fully represent the broader student population or other demographic segments. Replicating this study across diverse majors, universities, and age groups would strengthen the external validity of the findings.

In conclusion, this discussion affirms that TikTok is not merely an entertainment platform but a powerful marketing ecosystem that significantly shapes consumer behavior, particularly among digitally native students. The high usage intensity facilitates a constant stream of persuasive, visually appealing commercial stimuli, which, coupled with features designed to minimize friction between content viewing and purchasing, creates an environment ripe for impulsive buying. These results contribute to the growing body of knowledge on digital marketing psychology and highlight the need for educational interventions regarding digital literacy and conscious consumption, especially among young adults who are heavy users of social commerce platforms.

F. CONCLUSION

Based on the research conducted, it can be concluded that the intensity of TikTok usage has a significant influence on the impulsive buying behavior of students, demonstrating an interrelationship between the variables. This indicates that the more frequently and extensively students use TikTok, the higher their likelihood of engaging in impulsive buying behavior. The primary factor contributing to this consumer behavior lies in the features offered by the TikTok application, such as product advertisements, sales promotions, and similar functionalities. Furthermore, the findings reveal that students who tend to spend more time using TikTok are more

likely to have higher exposure to product promotions, making them more susceptible to impulsive purchases.

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