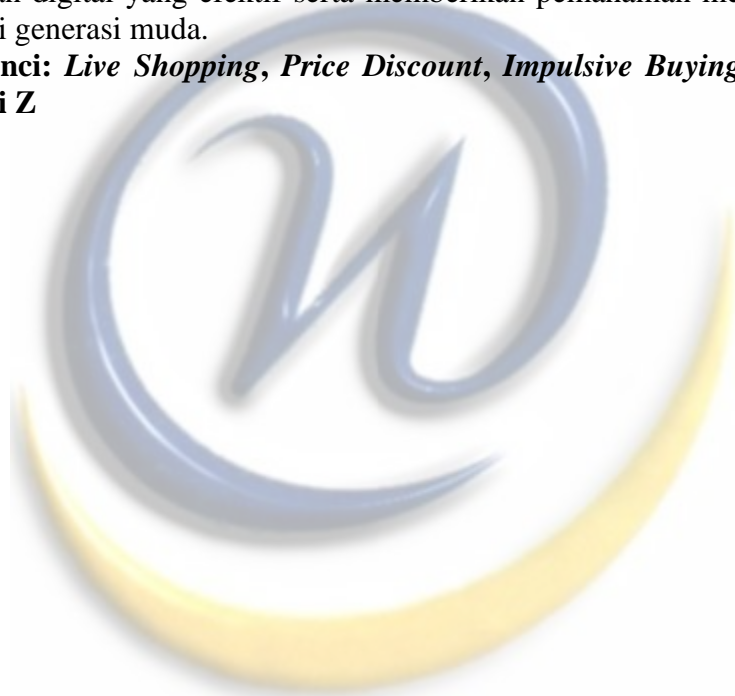


Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *live shopping* dan *price discount* terhadap *impulsive buying* produk Visval Official di aplikasi TikTokShop pada Generasi Z di Kota Bandung. Fenomena belanja impulsif meningkat seiring berkembangnya *e-commerce* berbasis media sosial, terutama TikTokShop yang memadukan interaksi langsung melalui *live shopping* dan strategi diskon harga terbatas waktu. Generasi Z sebagai *digital native* menjadi sasaran utama karena responsif terhadap promosi interaktif dan potongan harga. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan deskriptif dan verifikatif. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan teknik statistik untuk mengetahui pengaruh masing-masing variabel. Hasil penelitian menunjukkan bahwa *live shopping* dan *price discount* secara parsial maupun simultan berpengaruh positif dan signifikan terhadap perilaku *impulsive buying*. Temuan ini diharapkan dapat menjadi acuan bagi pelaku bisnis dalam merancang strategi pemasaran digital yang efektif serta memberikan pemahaman mengenai perilaku konsumsi generasi muda.

Kata kunci: *Live Shopping, Price Discount, Impulsive Buying, TikTokShop, Generasi Z*



Abstract

This study aims to analyze the influence of live shopping and price discounts on impulsive buying of Visval Official products on the TikTokShop application among Generation Z in Bandung City. The phenomenon of impulsive shopping has increased along with the development of social media-based e-commerce, particularly TikTokShop, which combines real-time interaction through live shopping and limited-time price discount strategies. Generation Z, as digital natives, are the main target due to their responsiveness to interactive promotions and attractive price offers. This research uses a quantitative method with descriptive and verification approaches. Data were collected through questionnaires and analyzed using statistical techniques to determine the influence of each variable. The results of the study indicate that live shopping and price discounts, both partially and simultaneously, have a positive and significant influence on impulsive buying behavior. These findings are expected to serve as a reference for business practitioners in designing effective digital marketing strategies and provide insights into the consumption behavior of the younger generation.

Keywords: *Live Shopping, Price Discount, Impulsive Buying, TikTokShop, Generation Z*

