

The Influence of *Electronic Word of Mouth*, Product Quality and the price on *Tiktokshop e-commerce* against Impulse Purchase of Cosmetic Products

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Pembelian impulsif (impulsif buying) adalah sebuah perilaku pembelian tanpa perencanaan dan tidak terduga yang dilakukan secara spontan, cepat dan terburu-buru yang didasari oleh aspek psikologis emosional seperti hasrat, mood dan emosi. Penelitian ini bertujuan untuk mengetahui dan menguji secara empiris pengaruh Electronic Word Of Mouth, kualitas produk dan harga pada e-commerce tiktokshop terhadap pembelian impulsif pada mahasiswa UIN Walisongo Semarang. Jenis penelitian yang digunakan dalam penelitian ini yaitu penelitian kuantitatif. Populasi dari penelitian ini adalah mahasiswa UIN Walisongo Semarang dengan metode pengumpulan data menggunakan kuesioner dengan sampel 97 responden pengguna ecommerce TiktokShop pada mahasiswa UIN Walisongo Semarang angkatan 2019. Analisis data yang digunakan pada penelitian ini menggunakan analisis linier berganda dengan program SPSS. Hasil penelitian ini menunjukkan bahwa Electronic Word Of Mouth berpengaruh negatif signifikan terhadap pembelian impulsif dengan nilai signifikansi $0,004 < 0,05$ dan nilai t hitung sebesar $-2,966 > t$ tabel 1,661, kualitas produk berpengaruh positif signifikan terhadap pembelian impulsif dengan signifikansi $0,45 < 0,05$ dan t hitung sebesar $1,945 > t$ tabel 1,661, dan harga berpengaruh positif signifikan terhadap pembelian impulsif dengan nilai signifikansi $0,042 < 0,05$ dan t hitung $2,060 > t$ tabel 1,661 serta secara simultan mempunyai pengaruh positif dan signifikan terhadap pembelian impulsif pada e-commerce Tiktokshop dengan nilai signifikansi $0,004 < 0,05$ dan F hitung $4,853 > F$ tabel 2,70.

Kata kunci: *Electronic Word Of Mouth*, Kualitas Produk, Harga, Pembelian Impulsif

ABSTRACT

Abstract Impulsive buying is an unplanned and unexpected buying behavior that is carried out spontaneously, quickly and in a hurry based on emotional psychological aspects such as desire, mood and emotion. This study aims to find out and test empirically the effect of Electronic Word Of Mouth, product quality and price on e-commerce Tiktokshop on impulsive purchases in UIN Walisongo Semarang students. The type of research used in this research is quantitative research. The population of this study were Walisongo UIN Semarang students. The data collection method used a questionnaire with a sample of 97 TiktokShop e-commerce users in Walisongo Semarang UIN students class of 2019. Data analysis used in this study used multiple linear analysis with the SPSS program. The results of this study indicate that Electronic Word Of Mouth has a significant negative effect on impulsive purchases with a significance value of 0.004 t-table 1.661, product quality has a significant positive effect on impulsive purchases with a significance of 0.45 t table 1.661, and price has a significant positive effect on impulsive purchases with a significance value of 0.042 t table 1.661 and simultaneously has a positive and significant influence on impulsive purchases on e-commerce Tiktokshop with a significance value of 0.004 F table 2.70.

Keywords: *Electronic Word Of Mouth*, Product Quality, Price, Impulsive Buying

Introduction

With the development of increasingly modern and sophisticated technology, one can make transactions that are not limited by time and place. The presence of the internet makes it very easy for the audience to communicate and along with the development of technology, social media is increasingly diverse from Twitter, Instagram, Youtube to Tiktok which is now popular. As the times and technology develop, shopping online on e-commerce platforms has become a habit because it is practical so that it can save costs and time. E-commerce is one of the technologies that is growing rapidly in the purchase and sale of goods and services through electronic networks such as the internet. Many people get the benefits of ease of doing business through internet media.

Currently, many social media platforms already offer e-commerce features. Some of them are Facebook, Instagram, and Tiktok. Tiktok is a social media application that contains video content. The program was published in 2016 by Zhang Miying. The popularity of Tiktok has continued to increase to people around the world since the beginning of the 2020 pandemic. TikTok had more than 2 billion downloads worldwide in the first quarter of this year. In the first quarter of 2020, the company also managed to achieve the highest number of downloads among the previous quarters, with a total of 315 million downloads from both the App Store and Google Play.



The data shows that Indonesia is the second country that has the most users until April 2022 with 99 million active users. Tiktok continues to innovate so that consumers are more interested in its application. Tiktok has released a new

feature where users can shop through the application, namely Tiktokshop. Tiktokshop is included in the e-commerce category on various products, one of which is cosmetic products. The development of cosmetic trends can be seen with the emergence of various cosmetic brands with a variety of products that aim to provide a variety of choices for consumers in cosmetic needs. This is evidenced by the existence of brands such as Wardah, Make Over, Maybeline, Y.O.U, Emina and many more, so that the public is presented with a variety of products and price variants related to products in each brand offered on TiktokShop e-commerce. Beauty or cosmetic products account for 80% of the total retail company sellers.

Growth of Indonesia's Health and Beauty Retail Sales in 2017-2021

Product	Year		
	2017	2018	2019
Cosmetics	6,1%	6,5%	6,9%
Skincare	4,9%	4,9%	5,0%
Personal Care	4,9%	4,9%	5,0%
Perfume	5,7%	5,5%	5,0%

Source : Statista, 2021 Bisnis.com

A survey conducted by Populix in 2021 said that the purchase of cosmetic products reached 49% of the total respondents and the most purchased were lipstick, mascara, eyeshadow, and so on.

Cosmetic users have become a necessity in supporting appearance. They will make shopping an outlet and make students a consumptive generation. This tendency to behave is an opportunity for online sellers to promote their cosmetic products. This can affect a person's emotional side to buy products without prior consideration, because they only care about desire. With this, Tiktokshop can also have a negative impact because many consumers act rationally and logically when

making online purchases, so that a phenomenon arises, namely impulse buying.

Limited online shopping knowledge requires additional information such as Electronic Word Of Mouth (EWOM) through consumer reviews in the form of comments or video recommendations from people who have purchased the product. This can be an influential source of information during online purchasing decisions. Electronic Word of Mouth (E-WoM) is commonly referred to as viral marketing where the stimulus provided is commonly referred to as an infectious 'poison' such as a virus that analogizes information that spreads from word of mouth quickly through an internet network that has no limits. The convenience that consumers have to receive product reviews through Electronic Word Of Mouth on the Internet increases today's consumer confidence in Electronic Word Of Mouth information compared to product information contained in official product advertisements. ³ In addition to Word Of Mouth, Product Quality and Price can also affect the impulse purchase of cosmetic products. According to Kotler and Keller (2016: 145), product quality is the overall characteristics and of a product or service in the ability to satisfy specific needs. Consumers expect the products they buy to be of good quality and in accordance with their expectations. Products have an important meaning for the company, because without the product the company cannot do anything with its business. Buyers buy products if they feel it is appropriate, then the product must be adjusted to the wishes or needs of buyers in order for product marketing to be successful, namely. Product creation is more oriented to market desires or consumer tastes.

The price factor is also an important factor that consumers must pay attention to in making purchasing decisions against a company. Consumers want product prices that match product quality. Traders' prices must be adjusted to the environment and the changes that occur. This affects consumers before purchasing decisions, because consumers know the price and choose products based on purchasing power. Price is the amount of money or value charged for a product or service that consumers

exchange for owning or using the product or service (Kotler and Keller. 2016:147). Price also determines customer satisfaction because of why having a cheap product increases customer satisfaction. Price is a very important factor to pay attention to in marketing, not only quality but price is also the most important thing to pay attention to, because most people are more interested in low prices, this phenomenon is a very strong community that it seems that most people are more concerned with price, cheap than paying attention to quality. Low prices can increase customer satisfaction. Implicit purchase is a transaction process that is carried out on the product, in other words the transaction process occurs unplanned.

Implicit purchasing is a common phenomenon in today's people's lives. They tend to buy things based on a sudden desire or desire.

According to the Islamic concept, not all desires are satisfied with needs, but only those that include interests. Internal profits Economic activities of purchasing products will generate income and blessings, not momentary satisfaction. Speaking of Planning, Islam teaches us to study planning Clearly follow up on various problems of life, as shown in the following verses of the Qur'an:

Meaning: Indeed, those who are extravagant are the brothers of Satan and Satan is very disobedient to his Lord. (QS. Al-Isra' Verse 27).

His words in the above verse explain that "Those who spend money are the brothers of Satan" They use their wealth to commit immorality, and those who do not obey God's commands are Satan. , as he was until he became a brother, and his words ta'ala "And Satan is very disobedient to his master." because he disobeys God, defiles his blessings, and is ungrateful for following him. Whoever squanders his wealth in fornication, refuses to obey God, and does not appreciate the grace given to him, is a demon. This means that in terms of behavior must be within reasonable limits (israf) or extravagant (tabzir) in behavior or style, even though consumers are classified as living adequately or affordably, this explains that it must be within certain limits. The Qur'an itself states that we should not exaggerate or waste.

The rise of their cosmetic products exposed to unplanned purchases, leading to general consumption behavior among adolescents compared to adults. In general, it can be defined as an adult with the age of 10-25 years. And the student lifestyle referred to here is everything that students do every day in Semarang that they usually do, even continuously, continuously, and addictively. Basically, students buy not only for needs but for pleasure and lifestyle that makes a person extravagant or better known for consumptive behavior. Product ownership and consumptive behavior cannot be separated from the role of religious obedience as a measure of life that affects lifestyle. Religious beliefs are an important factor that affects consumer behavior, because there are religious rules that guide people's behavior.

Based on research conducted by Triana Ariska Wulandari et al (2021), in her research entitled "The Effect of Electronic Word Of Mouth and Discount on Impulse Purchases of Skincare Products", it was obtained that e-WOM had a significant positive effect on Impulse Purchases, because respondents had a high level of trust in the role of e-WOM so that impulsive purchases occurred. This result is inversely proportional to the research conducted by Michael Hasid and Retno Budi Lestari (2022)⁸ entitled "The Effect of Price Discounts, Hedonistic Shopping Motivation, E-WOM and Shopping Lifestyle on Impulse Buying on Tokopedia". The results of the study stated that E-WOM had a significant negative effect on impulse buying on Tokopedia. This study states that respondents still lack trust in the products on Tokopedia. This research says Tokopedia must be able to improve and also maintain credibility and be able to convince consumers/potential consumers.

A study on product quality conducted by Renita Kurniati (2021)⁹ in her research entitled "The Influence of Price Perception, Product Quality Perception, Promotion Attractiveness, and Pocket Money that Affects Impulse Buying in Online Sales in Social Sciences Students of SMAN 4 Malang". The results of the study stated that product quality has a significant positive influence on impulse buying in online sales in social studies students of SMAN 4 Malang. This is because students are able to

assess the quality of products sold online with advertising in the form of photos or images of products and reasonable prices, consumers will not think long about making purchases of these products and that can affect impulse buying. This research is the same as that conducted by Velliana Angela and Eristia Lidia Paramita (2020)¹⁰ with the title "The Influence of Lifestyle and Product Quality on the Impulse Buying Decision of Generation Z Shoppe Consumers" obtained the result that Product Quality has a significant positive effect on impulse purchases because respondents can easily look for reviews from various sites that offer products in a short time so that Impulse Purchases occur.

Suci Muliawati (2020) in her research entitled "The Influence of Price and Promotion on Online Impulse Purchases in Students of the State Islamic University of Maulana Malik Ibrahim Malang Class of 2016" obtained the results that the price variable has a significant positive effect on Impulse Purchases, in the study said that most of the price variable levels at UIN Maulana Malik Ibrahim class of 2016 are in the medium category because consumers do not Evaluate the exact price of a product when making a purchase. This study is inversely proportional to the research conducted by Intan Dewanti and Agung Haryono (2021) with the title "The Effect of Price Perception, Self-Control, and Economic Literacy on Impulse Purchase Behavior of Clothing Products in SI Economics Education Students of the State University of Malang Class of 2017" obtained the result that price has a significant negative effect on impulse purchases, this is because the SI students of Economics Education of the State University of Malang Class of 2017 is quite good. This means that students with good self-control can counteract the desire to make a purchase and consider several things before making a purchase.

The existence of phenomena in the field and differences in research gaps from several researchers that have been described above, the author will conduct research to measure how much the level of Impulse Purchase in UIN Walisongo students is influenced by several factors with the consumer object in Tiktokshop e-commerce. Tiktokshop is an e-commerce that

allows users and creators to promote and sell products as well as do shopping activities.

Based on the above background, the researcher is interested in conducting a research with the title: "The Influence of Electronic Word Of Mouth, Product Quality and Price on Tiktokshop E-Commerce on Impulse Purchase of Cosmetic Products" (Case Study of UIN Walisongo Semarang Students Class of 2019).

Literature Review

Consumer Behaviour Theory

Consumer behavior is a decision-making process that requires individual actions to observe, acquire, use or control goods and services. This consumer behavior is also a stage of a person or a group of people in fulfilling their needs and desires. Behaviorist theory includes two theories, namely classical conditioning and instrumental conditioning, presented by Russian psychologist Ivan Pavlov. According to this approach, organisms, including humans, are passive forms that are repeatedly exposed to various stimuli. Then, the stimulus became common so. People respond to the stimulus with the same response. This theory assumes that this stimulus results in a change in the buyer's response. Behavioral learning outcomes from buyers' responses to stimuli and the surrounding environment.

This approach, said by Edward Lee Thorndike, assumes that instrumental conditioning occurs when buyers learn to associate stimuli with a specific response when they have the desire to do so. This can be interpreted as the buyer associating a stimulus with a response when he receives something that makes him move, such as a feeling of satisfaction or something that is a gift or gift for him. Learning something happens to a buyer when he receives a gift or gift of good or bad for consuming a product beforehand. This behavioral theory is about showing the factors that affect consumer behavior and is related to the individual's attitude in making decisions and rejecting a product. Bray (2008) explained that there are factors that influence consumer behavior, namely external factors including social perception, peers, social sanctions, and others.

This study uses Consumer Behavior Theory because it is attached to consumer behavior due to incentives and motivations, so it is related to a person's impulsive purchasing behavior. In this case, there is a promotion based on reviews that is able to stimulate a consumer so that it causes a change in behavior.

Electronic Word Of Mouth

1. Definition of Electronic Word Of Mouth Electronic Word Of Mouth (e-WOM)

According to Goyette, et. al, is an informal, non-commercial online communication of opinions about a service or goods that occurs directly by telephone, e-mail, or other method of communication.¹⁶ By that definition, we can benefit from using this tool as it is available to all consumers, who can use online platforms to share their opinions and reviews with other users. If consumers believe in WOM more than friends or family members, consumers will see information about the product or service through online comments (eWOM).¹⁷ According to Chatterjee in Jalilvand and Samiei, the increase in the use of the internet and social networks is also a big problem because nowadays Word Of Mouth is not only spread by individuals, but can be in any form, including the internet, which is called Elektronik Word of Mouth (e-WOM). Therefore, it can be said that e-WOM is carried out through social media and the internet. The effectiveness of electronic verbal communication is more effective than verbal communication in the offline world because it has better access.

The increasing use and popularity on social media has changed the picture of Word Of Mouth. The form of online exchange of information and knowledge on social media is known as Electronic Word Of Mouth (e-WOM). The presence of recommendations or reviews submitted by consumers on review-sharing platforms can affect consumer buying interest. Word of mouth can give businesses an advantage over traditional businesses by allowing them to understand what motivates consumers to express their opinions online and measure the impact of comments on others. WOM and e-WOM recommendations are seen as new opportunities to listen to customer needs and adjust the way they promote their products

or services to increase consumer purchases. Positive and negative attitudes towards a product or service can influence future purchase intentions, comparing products or services, which is better for their needs. In addition, for marketers, e-WOM is also a way to identify customer needs or perceptions and communicate effectively and efficiently with consumers or potential consumers.

2. Advantages of Electronic Word Of Mouth

Other recommendations have a big influence on the purchase decision. Also, if the recommendation comes from someone you know. According to a study conducted by consulting firm McKinsey and Company, recommendations from people you know are 50 times more likely than recommendations from strangers to make a purchase decision about a product.¹⁹ Chang and Lee argue that electronic word-of-mouth has a more impactful advantage over traditional word-of-mouth, namely:

- 1) Electronic Word Of Mouth is more modern, namely the use of technology to disseminate information.
- 2) Electronic Word Of Mouth is more accessible than traditional WOM. Some text-based information on the Internet can be archived and accessed later.
- 3) The attitude of electronic verbal messages where it cannot assess the reliability of the sender and the message. The credibility of a communicator can only be assessed by an online reputation system so that the message is

3. Electronic Word Of Mouth Indicator

When measuring word of mouth, Goyette et. al. states that there are three dimensions that can be used for, which are as follows:

1) Intensity

The intensity in e-WOM is the number of opinions written by consumers on a social networking site. Goyyete et.al., divides the indicators of intensity as follows: a) Frequency of accessing information from social networking sites. b) Frequency of interaction with users of social networking sites c) Number of reviews written by users of social networking sites.

2) Opinion Variation

Opinion valence is a consumer's opinion, both positive and negative, about products, services, and brands. The Opinion valence includes both positive and negative comments. Opinion valence includes positive comments from users of social networking sites and recommendations from users of social networking sites.

3) Content

Content is the content of social networking sites related to products and services. Indicators of content include: a) Information regarding the variation of the product or service. b) Information about the quality of the product or service. c) Information regarding the price offered. In addition, there are several factors that must be considered for potential buyers when adopting information from the internet, namely: a) Credibility of e-WOM Source According to Cheung and Thandani, Electronic Word Of Mouth has presented a new form of communication between the sender and receiver of the message. In addition, e-WOM sbab plays an important role in consumer decision-making activities, so prospective tourists will choose a credible e-WOM source.²² b) Characteristics of Message Sources According to Yayli and Bayram, most of the reviews posted are based on the reviwer's point of view, so the characteristics will greatly determine the image of the product/service being reviewed, which is called a consumer purchase decision.²³ c) Characteristics of Messages According to Yayli and Bayram, One of the factors that effectively influences travelers' decisions is the characteristics of the reviews posted. This is because the message conveyed will provide an overview of the product/service to be consumed.

Product Quality

1. Definition of Product Quality

Product quality is a product that has a high value both in terms of the use of materials and its function, has indigo so that

it can meet consumer needs. Product quality is usually seen from the use of materials that can be used for a long or short period of time and whether or not they are efficient or not. According to Orville, Larreche, and Boyd, product quality is one of the main positioning tools for marketers. If a company wants to maintain its competitive advantage in the market, it must understand what aspects of the dimensions consumers use to distinguish the products sold by the company from those of competitors.

2. Product Quality Indicators

There are eight dimensions of product quality that Orville, Larreche, and Boyd expressed, namely:

- 1) Performance
Kineja talks about the function of goods that help facilitate or can provide benefits for consumers in using the product.
- 2) Product Features
Features are a variety of benefits that can be provided by the tool or item so that it not only has one function but has other functions that are used in one tool to make work easier.
- 3) Dimensional Reliability
Dimensional reliability is the state in which the tool can be used properly.
- 4) Conformity and Specifications
Conformity with specifications means that the tools used must be in accordance with the information provided by the company regarding the advantages of the tools.
- 5) Beauty
Beauty is the shape and appearance of a product that can increase the value of a product
- 6) Quality
Quality is the ability of a product to last for a long time during its lifetime. Until now, quality is often associated with the brand and price of an item.

Price

1. Pricing Definition

Price according to Kotler and Armstrong is the amount of money exchanged for a product or the amount of value that consumers exchange for the benefits of owning or using the product

or service. Prices for a business/business entity generate income, while other elements of the marketing mix, namely Product, Place and Promotion, incur costs or burdens that must be borne by a business. If price is the income of the entrepreneur/trader, then from the consumer's point of view the price is the cost or sacrifice that the consumer must make to get the product he wants to meet the needs and desires of the consumer. for entrepreneurs/traders. Price is the easiest to adapt to market conditions, while products, places and promotions take longer to adapt to market conditions. If the price of the product on the market is high enough, the quality of the product is good enough, and the brand is considered good enough and convinces consumers. On the other hand, if the product price is low in the market, it shows that the quality of the product is not good and the product brand is not good and less convincing in the minds of consumers. Therefore, the price can be a reference point for the consumer in relation to the quality of the product and the brand, here it is assumed that the company or business unit is a trade, manufacturing, agriculture, service business etc. The company sets the price. products, including and considering the capital elements incurred in the product.

2. Price Indicators

According to Kotler and Armstrong²⁶, there are four price indicators as follows: 1. Price affordability Consumers can reach the price that has been set by the company. There are several products/services in one brand whose prices differ from the cheapest to the most expensive. So that's the price set, consumers will still buy products/services with clarity. 2. Price conformity with the quality of the product/service Price is usually used as a quality indicator for consumers who often choose a higher price between two goods, because they see a difference in quality. If the price is higher, someone tends to think that the quality is also better. 3. Price competitiveness A person decides to buy goods if the benefits they feel are greater or the same as those that have been spent to get it, and consumers will feel that the benefits of the product are less than the money they spend, then they will think that the product is expensive and consumers will think twice

about buying goods. 4. Price compatibility with benefits Consumer decisions are said to be if a product provides greater benefits/in accordance with what consumers have spent. Consumers will think twice if the benefits they get are less than what they have spent.

Impulse Buying

1. Definition of Impulse Purchase

According to Rook, Verplanken defines impulsive buying as irrational buying and quick and unplanned purchases, followed by conflicts of mind and emotional impulses. This emotional drive is related to the existence of deep feelings that are shown by making a purchase because of the urge to buy a product immediately, ignoring negative consequences, feeling satisfied and experiencing conflicts in the mind.²⁷ This consumer behavior is influenced by several factors such as income level, personality of a person, availability of time, location, and local shopping culture factors. This behavior is not only shown by different consumers towards the same product, but by the same consumers in different situations. Impulsive purchases are more likely to be stimulated by spontaneous purchases, shopping lists popping up, and suddenly getting unexpected shopping ideas. Based on some of the definitions above, it can be concluded that impulsive buying behavior is an unplanned, sudden, very strong, spontaneous purchase behavior and accompanied by a feeling of pleasure or joy in the store. Impulse buying occurs when consumers suddenly have the desire to buy a product quickly without thinking about it first. They usually make a purchase immediately because they are interested in a brand or product at that moment, and most of the purchases are made for unnecessary products.

2. Factors Affecting Impulse Purchases

There are several factors that influence a person to make impulse purchases, namely:²⁹ 1. The characteristics of the product are low price, low product requirements, short product life cycle, small size or light weight and easy to buy. 2. Market characteristics. In marketing, there are . The things that affect impulse purchases are mass distribution and self-service outlets. Availability of information directly related to

the product being marketed. The main attractions are advertisements, exhibitions, websites, dealerships, packages, discounts and free consumer information resources; The location of the products on display and the strategic location of the store can influence impulse purchases. Visiting a store takes time, energy, and money, and proximity to the store often affects consumer purchases. 3. Consumer characteristics that affect impulse purchases include; personality, demographics made up of gender, age, marital status, work and education and the latter are socioeconomic characteristics that affect the level of impulse purchases.

3. Impulsive Purchase Indicator

According to Rook, the indicators used to measure the variable of impulse buying interest growth include:³⁰ 1. Spontaneous purchases. Consumers make these purchases to buy goods without thinking first and do something on impulse and not on the advice of others. 2. Buying without considering the consequences. Consumers do not think about how risky they feel when buying a product. For example, consumers may regret after purchasing a product because the quality of the goods does not meet expectations. 3. Rush purchases. The problem is a situation where consumers often feel rushed when buying something. . 4. Emotional state affects the purchase. The bottom line is that emotional states affect consumer judgments where consumers make purchases.

4. Impulsive Buying in Islamic Perspective

Impulsive buying behavior leads to unnecessary and excessive behavior. This is because this impulsive purchase is . unplanned purchases. Impulse buying is not based on needs but self-satisfaction because it prioritizes desires. ³¹ Of course, Islam opposes it as explained in the Qur'an that Allah SWT has forbidden unnecessary and excessive acts. As Allah SWT says in QS. Al Furqon verse 67 which reads:

Meaning: And those who spend (wealth), they are not excessive, and are not miserly, and (the spending), in the midst of such things.³² The above verse explains that it is forbidden to be extravagant, arrogant and not stingy in giving wealth. Because excessive and excessive

behavior leads to impulsive purchases. That is why Islam recommends that His servants spend their wealth as best as possible under reasonable conditions, not waste, excess and misery. So if we want to buy, buy according to our needs. But it's not just because we think about what we need, we don't want to practice what we have, for example when we don't want to pay zakat. This is utter nonsense. A miserly and extravagant person is not recommended. Because basically we should not spend anything until we run out, and also we should not spend what we have. Of course it is not easy to implement because most people are indeed royalties. Because that attitude is actually difficult to resist and in the end it is getting worse.

Method

1. Types and Data Sources

Type of Research

The type of research used in this study is quasi-ative. Quantitative research is research that is carried out by collecting data in the form of numbers and then processed and analyzed to obtain scientific information behind these numbers. Quantitative data was analyzed using statistical calculation techniques. This research is to determine the influence of several variables, namely Electronic Word Of Mouth (X1), Product Quality (X2), Price (X3), and Impulse Purchase (Y). In this case, the researcher conducted research on UIN Walisongo Semarang students of the class of 2019.

Data Source

Data was collected by randomly sampling using a questionnaire to the respondents selected in this study were UIN Walisongo Semarang students. In addition, the author also took data from secondary sources. Based on the type of data, it can be grouped into two, namely:

1. Primary Data

In this study, it was collected directly from the first source or place where the object of the

research was conducted. The method that can be used to collect primary data by filling out a questionnaire by respondents, namely students of Uin Walisongo Semarang class of 2019.

2. Secondary Data

Secondary data in this study were taken from books, scientific papers such as theses, theses and journals containing Electronic *Word Of Mouth*, Product Quality, Price and Impulse Purchase.

Population and Sample

1. Population

Population is the total number of objects that are the target of research. The research method uses the word population to describe a group of research subjects. The research population is the entire object of study, which can be in the form of humans, animals, plants, air, symptoms, values, events, attitudes, and others. These objects become a source of research information. The type of population is divided into two parts: the final population i.e. the number of individuals is determined. And an infinite population is an unlimited number of individuals or an unknown for sure.³⁵ In this study, the population is Walisongo Semarang students. The number of UIN Walisongo Semarang students class of 2019 can be seen in the following table:

No	Fakultas	Jumlah		
		L	P	Jumlah
1	Fakultas Dakwah dan Komunikasi	221	418	639
2	Fakultas Ilmu Tarbiyah dan Keguruan	196	534	730
3	Fakultas Syariah dan Hukum	337	383	720
4	Fakultas Ushuludin dan Humaniora	242	292	534
5	Fakultas Ekonomi dan Bisnis Islam	169	401	570
6	Fakultas Sains dan Teknologi	157	456	613
7	Fakultas Ilmu Sosial dan Politik	136	199	335
8	Fakultas Psikologi dan Kesehatan	49	229	278
Total		1.507	2.912	4.419

2. Sample

Sampling is a data collection procedure, where only a part of the population is taken and used in research.³⁶ The sampling technique in this study uses non-probability sampling. By using the purposive sampling method, which is a sample determination technique with several specific considerations.³⁷ According to the interests and objectives of the research:

1. Student of Walisongo State Islamic University, Semarang.
2. Tiktok social media users.
3. Students of the class of 2019.
4. TiktokShop users who have made at least 2 purchases of cosmetic products on TiktokShop e-commerce.

The technique used by the researcher to determine the sample size in this researcher uses the Slovin technique with the following formula:

N

$$n = 1 + \frac{N}{Ne^2}$$

Information:

n = Number of Samples

N = Number of Population

E^2 = Estimated margin of error

In this study, the researcher used an estimated margin of error of 10%, because this study was about cosmetics, so the researcher only used the number of female students, with the number of female students of UIN Walisongo Semarang as many as 2,912.

N

$$n = 1 + \frac{N}{Ne^2}$$

2.912

$$n = 1 + \frac{2.912}{(0,1)^2}$$

2.912

$$n = 1 + \frac{2.912}{(0,1)^2}$$

2.912

$$n = 30.12$$

$$n = 96.67 = 97$$

From the results of the calculation above, the number of samples that will be rounded to 97. So the number that will be used in this research to represent the population is as many as 97 respondents.

Results and Discussion

The Effect of Electronic Word Of Mouth on Impulse Buying

Based on the results of the X1 variable hypothesis test analysis, it can be seen that the e-WOM variable has a negative and significant effect on impulse purchases. This is evidenced by a tcal value of -2.966 > a ttable of 1.661 with a significance value of 0.004 < 0.05. So it can be concluded that

H1 is accepted, meaning that e-WOM has a negative and significant effect on impulse buying behavior. Based on the results of this data processing, TikTok not only provides positive things as well as negative things and can affect impulse purchases.

The results obtained from the X1 hypothesis are in line with the theory put forward by Gheorghe & Liao (2012) that negative e-WOM can be seen from the form of dissatisfaction with a service, product or company, as well as spreading bad experiences and giving advice to other customers not to buy a product or service. This is based on research conducted by Baumeister, Bratslavsky, et al. (2001) stating that "the principle of bad is stronger than good" is caused in various circumstances, impression formation and information processing. Baumeister et. Al. (2001) argues that a person will react much more strongly to bad things because of adjustments to the physical and social environment. According to the results of Boo & Kim (2013) research negative e-WOM

has a greater effect on positive WOM. According to the results of a study from Desi Rahmaningsih & Devilia Sari⁵¹, entitled "The Effect of e-WOM on Social Media Tiktok Shop on Impulse Purchases of Cosmetic Products in Indonesia" by showing that there is a significant influence between e-WOM on Impulse Purchases. This shows that respondents made impulse purchases because the product went viral on Tiktok.

The Effect of Product Quality on Impulse Purchases

Based on the results of the X2 variable hypothesis test, it can be seen that product quality has a positive and significant effect on impulse purchases. This is proven by the tcal value of $1.945 > t_{table} 1.661$ and the significance value of $0.045 < 0.05$. So it can be concluded that H2 is accepted. This means that product quality has a positive and significant effect because the quality of products on TiktokShop e-commerce is able to provide cosmetic products that are offered have good quality, have a variety of benefits, products and cosmetic ingredients that are comfortable when used, so as to affect impulse purchases in UIN Walisongo students in 2019.

This is reinforced by the theory of Tjiptono (2009) which says that product quality is an element that is considered important by consumers to buy a product. The results of this study are in accordance with research conducted by Sukma (2016) which shows that product quality has a positive effect on impulse buying, meaning that the better the product quality, the more people do impulse buying. So it can be said that the products offered have good quality that can influence consumers in impulse buying. In addition, research according to A.A Nr Indra Wiguna and I Nyoman Nurcaya (2014) in the study shows that product quality has a positive and significant effect on impulse buying. This means that the better the quality of the product, the more people decide to impulse buy.

The Effect of Price on Impulse Buying

Based on the results of the X3 variable hypothesis, it can be seen that Price has a positive and significant effect on impulse

purchases. This is proven by the tcount value of $2.060 > t_{table} 1.661$ and the significance value of $0.042 < 0.05$, so it can be concluded that H3 is accepted. This means that the price has a positive and significant effect on impulse purchases. Thus, the cheaper the price of cosmetic products in e-commerce, it will increase impulse purchases in UIN Semarang students class of 2019.

The results of this study are in accordance with those conducted by Ningsih (2017) stating that price has a significant effect on impulse buying. This is emphasized by Hikmah (2020), who said that price has a positive effect on impulse buying because consumers will still buy products if there is a cheap price with good product quality. In line with research conducted by A.A. Nr Indra Wiguna and I Nyoman Nurcaya (2014) with results that show that price has a positive and significant effect on impulse buying, meaning that the cheaper the price, the more people decide to impulse buying.

Conclusion

Based on the results of the analysis and discussion of "The Influence of Electronic Word Of Mouth, Product Quality, and Price on TiktokShop e-commerce on Impulse Purchase of Cosmetic Products (Case Study of UIN Walisongo Semarang Class of 2019) students, the researcher can draw conclusions based on the research that has been carried out as follows:

1. The Electronic Word Of Mouth variable based on the results of the partial test (t-test) has a tcount of - 2.966 and a ttable value of 1.661 with a significance level of $0.004 < 0.05$. So it can be concluded that Electronic Word Of Mouth has a negative and significant influence on impulsive buying behavior in UIN Walisongo students class of 2019. This means that if Electronic Word Of Mouth increases, the impulse purchase rate in UIN Walisongo students class of 2019 will be lower as consumers of cosmetic products on TiktokShop.

2. The Product Quality variable based on the results of partial testing (t-test) has a tcount value of $1.945 > t_{table} 1.661$ and a significance value of 0.045

< 0.05 . It can be concluded that product quality has a positive and significant effect on impulse purchases. This means that the better the level of product quality, it will increase the impulsive purchasing behavior of UIN Walisongo students class of 2019 as consumers of cosmetic products on TiktokShop.

3. The Price Variable based on the results of the partial test (t-test) has a tcount value of $2.060 > t_{table} 1.661$ and a significance value of $0.042 < 0.05$. It can be concluded that price has a positive and significant effect on impulse purchases. This means that the lower the price of cosmetic products on TiktokShop, it will increase the impulsive purchasing behavior of UIN Walisongo students of the class of 2019.

Confession

In accordance with the conclusion and the limitations of the research, the author gives some suggestions as follows:

1. This research is limited, namely only using the variables Electronic Word Of Mouth, product quality and price. The R square value obtained is 0.135 or 13.5% only. So that this value is still relatively low compared to impulse purchases. The remaining 86.5% was influenced by other variables that were not used in this study.
2. This study uses a questionnaire as a research instrument, so that it allows for bias (systematic error). This happens when the respondent does not fill in correctly.
3. For further researchers related to impulsive purchase variables, it is expected to look at other factors or develop more use of independent variables, such as marketing strategy, shopping environment, discount price, hedonic shopping value, and others.

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