Impulsive Buying Driven by E-WOM with Influencers as a Mediator on TikTok

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Abstract−This examination seeks to explore the effect of e-Wom on hasty purchasing behavior, using marketing influencers acting serving as a mediator in the relationship among active TikTok users from Generation Z in Indonesia. The research adopted a quantitative survey. The method involved distributing questionnaires. structured questionnaires to 400 respondents. The data gathered were examined through the PLS-SEM approach method. The results reveal that eWOM positively influences impulsive buying with a path coefficient value of 0.888 and a significance level of less than 0.005, as well as on marketing influencers with a coefficient value of 0.921. marketing influencers have also been demonstrated to exert a positive influence on impulsive buying with a coefficient of 0.696. The mediating role of influencers in the relationship between e-WOM and impulsive buying is also confirmed through indirect effect analysis. These findings highlight the strategic relevance of employing eWOM and leveraging influencer engagement in digital marketing to shape impulsive buying behavior in social media environments.These findings support marketing practitioners in crafting more impactful campaigns, while also adding to the organism of academic research finding in the areas of consumer behavior and digital promotion.

Keywords: Business; Digital Marketing; E-WOM; Impulsive Buying; Influencers

1. INTRODUCTION

The advancement of the digitals age has placed information technology as a key element across multiple facets of life, particularly in the realm of business and marketing. This digital transformation is driving fundamental changes in the way companies interact with consumers and in the purchasing decision making process. Technological advancements have revolutionized marketing strategies by providing various platforms and tools that allow companies to reach a wider audience, increase consumer engagement levels, and conduct data analysis more effectively. On the other hand, consumers leverage the ease provided by technology to facilitate their purchasing activities without having to physically present at the seller location (Romadhoni et al., 2025).

The evolution of digital marketing is clearly reflected in the widespread embracing of online platform as a dominant conversation medium. Online platform platforms now not only serve as a medium of entertainment, but also exert considerable impact on consumer decision making processes (Rachmiani et al., 2024). Among the various existing platforms, One of the dominant social media platforms used in this study is by Indonesian users today is TikTok.
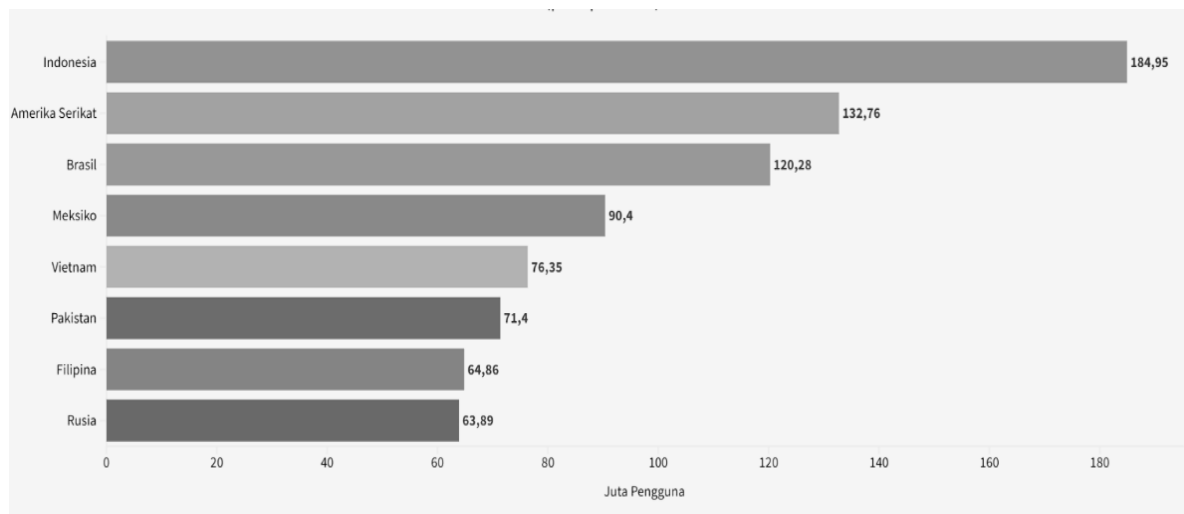

Figure 1. 8 Largest TikTok User Countries (April, 2025)
Source: DataIndonesia.id

Based on the data in Figure 1, Indonesia ranks first with 184.95 million users, outperforming countries like the United States (132.76 million) and Brazil (120.28 million). This evidence highlights TikTok's position as a dominant and extensively utilized social media platform in Indonesia. This phenomenon reflects the high level of adoption of digital technology by the public, especially in accessing entertainment content, information, and consumptive activities through social media. The large number of users also indicates that TikTok has significant potential to influence user behavior patterns in Indonesia.
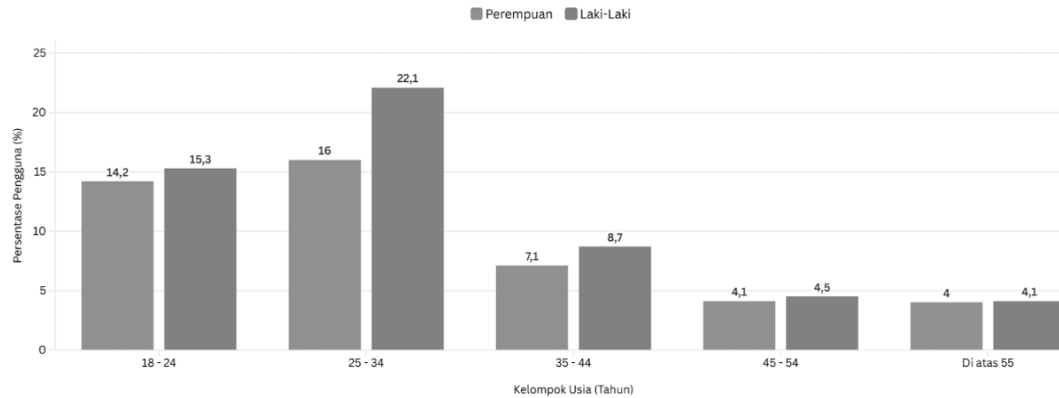
Figure 2. Percentage of TikTok Users in The World by Age (April, 2025)
Sourc: DataIndonesia.id

Figure 2 illustrates the demographic distribution of social media users based on age group and gender. The data reveals that 18 - 24 year olds and 25 - 34 year olds dominate social media usage, both male and female. The 18-24 age group, which is largely part of Generation Z, recorded a significant percentage of users, at 14.2% for females and 15.3% for males. In addition, the 25-34 age group, which includes the latter part of Generation Z, also showed the highest percentage, especially among men (22.1%). These findings show that Generation Z is the most active group of users in accessing and interacting with social media. Their high engagement in digital platforms makes this generation a relevant target for research, particularly in the areas of digital marketing and user behavior on social platforms like Tiktok.

One of the striking phenomena in the TikTok application is a trend known as "TikTok Poison", which is the rise of review content, such as unboxing videos or interesting reviews that are viral and can encourage audiences to make impulse purchases (Triyanti et al., 2022). This phenomenon clearly exemplifies a digital form of electronic word of mouth interaction, reflecting the process by which information is transmitted from one user to another. (Priansa, 2017) states that progress in internet and social media platforms has revolutionized traditional word of mouth (WOM) into its online equivalent, which is commonly known as eWOM. E-WOM facilitates the rapid and widespread dissemination of product information, making it easily accessible to a broad audience. The broader and more positively information is disseminated, the greater the likelihood that consumers will make spontaneous transaction decisions (Rahmaningsih et al., 2022).

The advancement of eWOM as a modern pattern of promotion interaction is largely powered by The impact of media social influencers or better known as influencer marketing Influencer marketing involves the selection of individuals who have a significant influence on certain population groups or demographic segments that are targeted for marketing. influencer-based marketing is highly effective in shaping positive perceptions of products and increasing consumer purchase intentions (Haikal et al., 2025). In various situations, influencers on TikTok not only recommend a product, but also show how the product is used directly in their daily activities, thus creating a more authentic impression and increasing trust among their followers (Salsabila et al., 2025). The higher the level of emotional attachment between consumers and influencers, the greater the tendency of consumers to make impulse purchases (Cao, 2024).

This phenomenon not only reflects a shift in consumer behavior, but also has strategic implications for businesses and marketers. Analyzing how eWOM and influencer marketing affect consumers' impulsive purchasing decisions enables the formulation of targeted digital strategies, strengthens consumer interaction, and facilitates market expansion. Therefore, this study aims to examine how impulsive buying can be triggered by eWOM and influencers on TikTok, and explore the implications for relevant business and digital era marketing strategies.

In light of the preceding description, it appears that eWOM and influencers have the potential to influence impulsive purchasing decisions. However, there are not many studies that simultaneously examine the relationship between the two, especially with a mediation model approach In relation to Indonesia Tiktok users. Prior studies shows mixed results. Research (Ariani et al., 2025) and (Prakasiwi et al., 2024) Indicate that eWOM has a significant influences impulsive buying behavior. Meanwhile, a study conducted by (Fadila et al., 2025) finds no significant effect of eWOM on consumers impulsive buying tendencies. Researchs on the impact of online platform creator conducted by (Gunawan et al., 2025) and (Kholidah et al., 2024) shows a positive influence. Meanwhile, in research (Nurmalasari et al., 2025), social media influencers may not exert a significant impact, as a considerable number of consumers from generation z generally exhibit greater caution and selectivity in making Buying choices. Thus, this work study seeks to analyze The effect of eWOM With regard to impulsive purchases, with influencers acting As a bridge variable within the context of TikTok users in Indonesia.

2. RESEARCH METHODS

2.1 Basic Research Framework

A measurement based study design is applied in this anaalysis with a causal design to identify and measure How one variable influences another variables. This method allows researchers to identify direct and indirect relationships between

variables empirically (Sugiyono, 2019). This study focuses on TikTok Shop users in Indonesia as the population, although the total number of users remains unspecified. Therefore, purposive sampling was utilized, wherein participants were deliberately chosen based on predetermined criteria relevant to the aims of the research (Sekaran et al., 2016).

As the exact population size remains unidentified, the researcher employed a non probability sampling technique to select respondents using the formula proposed by Lemeshow, which is appropriate for large or undefined populations. Based on a 95% confidence level, an allowable error margin of 5%, and an expected proportion of 50%, the minimum required sample was calculated to be 384 respondents. However, to strengthen both the validity and generalizability of the research outcomes, the researcher opted to analyze data from 400 respondents.

Data were collected Utilizing an online survey shared using Gforms. The instrument comprised a series of closed ended items, each assessed using The questionnaire. This assessment scale was utilized to evaluate respondents' attitudes and perceptions toward the indicators of each variable under investigation (Sugiyono, 2019). Data processing was carried out employeing the PLS-SEM method. software to assess The model's internal structural linkages. This analytical method was selected for its appropriateness in handling complex models involving latent and mediating variables, as well as its robustness against violations of normality assumptions (Hair et al., 2021).
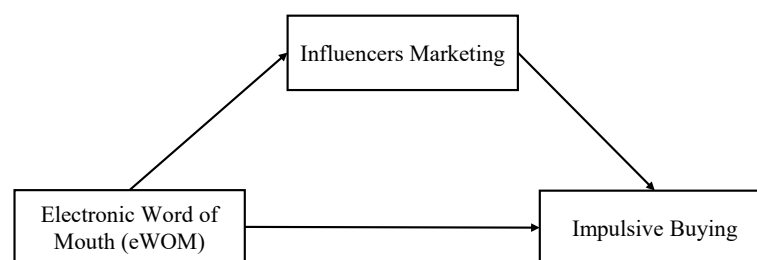

Figure 3. Conceptual Framework

2.2 Operational Definition of Variables

2.2.1 Electronic Word of Mouth

Based on (Goswami, 2016) eWom is a type of consumer-to-consumer A type of interaction in which individuals tell their stories and belief regarding item or assitsnce, regardless of whether they know each other personally or engage in face-to-face interaction. e-WOM is a modern extension of conventional Personal referral, enabled by digital platforms and online consumer interactions, known as the art of word of mouth marketing. This strategy utilizes verbal consumer comments and views to spread information about products (Huwae et al., 2023). According to the literature (ShuChuan et al., 2019), e-WOM is categorized into three core dimensions: message intensity, opinion valence, and content quality. Electronic word of mouth has been empirically proven to exert a significantly influences on consumers purchasing decisions, often surpassing the effect of conventional advertising than traditional marketing. This is due to the tendency of consumers to trust recommendations from others because they are considered more authentic and convincing (Evyanto et al., 2025).

2.2.2 Influencer Marketing

Influencer marketing refers to a promotional approach in which brands collaborate with individuals who possess substantial followings to enhance brand visibility (Teixeira et al., 2023). As a modern marketing strategy, influencer marketing entails collaboration with socially influential figures particularly on digital platforms to support the promotion of goods or services (Abdou et al., 2024). This influence can be seen from their ability to shape opinions and attract the attention of many followers, which in turn can have a major impact on the online reputation of a product or brand. Therefore, such individuals are often referred to as influencers. In general, influencers engage with products that align with their lifestyle and communicate their usage experiences and reviews via online platform (Hermanda et al., 2019). Based on (Munnukka et al., 2016), influencers have the ability to rate a product in a way that can attract consumer interest, thereby driving purchasing decisions. Influencers are growing in popularity every year and are considered a strategic opportunity by businesses to attract consumers. With their credibility and authority, influencers are able to increase customer interest, drive sales, and help companies reach target audiences (Anjani et al., 2020).

2.2.3 Impulsive Buying

Solomon (2020), explains that impulsive buying behavior generally involves hedonic or emotional elements. This purchase occurs when consumers feel a strong urge to make a transaction immediately. This impulse is related to consumer motivation based on pleasure or emotional satisfaction, so it often triggers inner or emotional conflict during the decision making process. Impulsive buying is a purchasing behavior that is carried out spontaneously without going through a process of careful consideration or evaluation of the consequences that may arise. (Leung et al., 2022) state that this processscarikan ebook is complex because it usually does not begin with the intention to buy, but the act of buying still occurs contrary to the initial intention. Impulsive buying can be triggered by simple factors such as attractive promotions or discounts, stimulating unplanned consumer purchases of a product or service.

2.2.4 The Interactions Between Ewom, Influencer, and Impulsive Buying

E-Wom and influencer content on TikTok act as a stimulus (S) that affects consumers' internal psychological as organisms (O), such as emotions, perceptions, and intentions, leading to a response (R) characterized by unplanned or spontaneous purchasing actions (Vidyanata, 2022). Content delivered authentically and credibly through influencers has the potential to increase consumer confidence in a product, thereby strengthening purchase intentions (Ismagilova et al., 2020). Meanwhile, electronic word of mouth disseminated through platforms such as TikTok is able to create social perceptions that reinforce urgency and the desire to buy spontaneously, especially if the content is viral or comes from figures considered relevant (Bahtiarachim et al., 2025). The overall impact of eWOM and influencers has been shown to significantly enhance the emotional drivers behind impulsive purchasing decisions, particularly within the dynamic and immediate nature of today's digital environment.

2.2.5 Marketing and Business Strategy Implications

E-wom serves a dual function in affecting the Choice process behavior of consumers and contributing to a company's financial performance through value creation in the form of market expansion and faster market penetration (Mishra et al., 2016) (Libai et al., 2013). Social media influencers serve a critical function in shaping and improving brand perception and encouraging long-term consumer loyalty. Consumer trust level in influencers makes two-way interaction through social media an effective means of communication for today is business strategies (Anjani et al., 2020). Taking into account that marketing through influencers can significantly amplify the influence of eWOM, companies need to adopt influencer strategies in their digital marketing. Collaboration between brands and influencers that have value alignment not only increases the credibility of eWOM, but also strengthens the effectiveness of the message in influencing consumer perceptions. When the message is perceived as authentic and relevant to the values of the target audience, it can encourage greater trust and directly contribute to consumers' purchase decisions (Ismail et al., 2025). Thus, eWOM and influencer marketing not only accelerate the dissemination of product information, but also act as strategic tools to create consumer experiences that drive impulse purchases and sustainable business growth.

3. RESULTS AND DISCUSSION

3.1 Results

The full count of participant who participated in this analysis was 400 individuals. Respondents are individuals between the ages of 17 and 28, who fall into the young generation and early adulthood categories. This age group is known to have a high level of technological adaptation and active social media usage intensity. All respondents are active users of the TikTok platform, who regularly access and interact with various content on it, including content related to product promotions or endorsements from influencers. Furthermore, all respondents reside in Indonesia, ensuring the relevance of their perspectives to the local social and sosciol culturall context in probing the bearing of eWom the role of influencers, and impulsive buying behavior in the current digital era.

Table 1. Characteristic of Respondents

No.	Question	Answer	Questionnaire results in percent
1.	Are you part of Generation Z (born between 1997 and 2008)?	Yes	100%
		No	-
2.	Are you an active TikTok user?	Yes	100%
		No	-
3.	Regional	West java	21%
		Central Java	13%
		East java	13%
		DKI Jakarta	7%
		North Sumatra	5%
		Bali	4%
		Papua	4%
		Aceh	3%
		west Sumatra	3%
		South Sumatra	2%
		Banten	2%
		West Nusa Tenggara	2%
		East Nusa Tenggara	2%
		Central Sulawesi	2%
		South Sulawesi	2%

No.	Question	Answer	Questionnaire results in percent
		West Papua	2%
		Riau	1%
		Riau Islands	1%
		Jambi	1%
		Lampung	1%
		Bangka Belitung	1%
		West Kalimantan	1%
		Central Kalimantan	1%
		East Kalimantan	1%
		North Kalimantan	1%
		Gorontalo	1%
		West Sulawesi	1%
		North Sulawesi	1%
		Southeast Sulawesi	1%
		Maluku	1%
		North Maluku	1%
		DI Yogyakarta	1%
		Bengkulu	1%
		Kalimantan	1%
		South Kalimantan	1%

3.1.1 Outer Model

The outer model evaluation is conducted to determine the degree to which the measured indicators precisely represent the latent constructs they are intended to measure. The primary objective of this assessment is to ensure that each construct within the model demonstrates sufficient levels of validity and reliability. These indicators are expected to make a significant and consistent contribution in measuring constructs, so that the model built can be interpreted appropriately and accurately. This outer model testing includes three main aspects, namely convergent validity test, discriminant validity test, and construct reliability test.
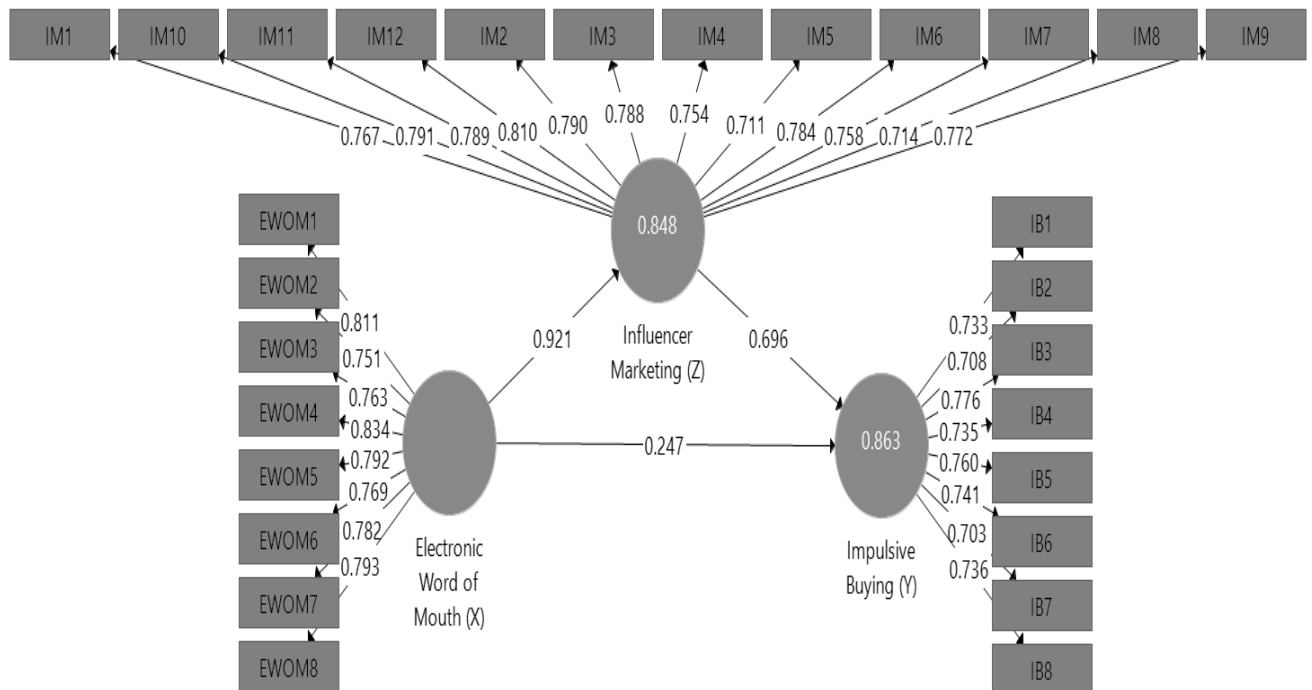

Figure 4. Output of Loading Factor

Convergent validity is evaluated by examining the loading factor values and the AVE, That show how much indicators correlate with their corresponding latent construct that must exceed 0.70 and 0.50, respectively. Figure 4 shows that all indicators corresponding to the three variables (EWOM, Impulsive Buying, and Influencer Marketing) show an outer loading value above 0.70. Thus, all indicators in this model meet the requirements of convergent validity, so they are suitable for use in the further analysis process.

Table 2. Validity & Reliability Measures

Variables	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Electronic Word of Mouth (X)	0,912	0,914	0,929	0,620
Impulsive Buying (Y)	0,880	0,881	0,905	0,543
Influencer Marketing (Z)	0,937	0,938	0,946	0,592

Drawing from the AVE values presented in chart 2, all constructs in the model Electronic Word of Mouth (X), Impulsive Buying (Y), and Influencer Marketing (Z) meet the criteria for convergent validity, as each exhibits an AVE greater than 0.50. The results indicate that the measurement model demonstrates strong validity and reliability, making it suitable for further analysis in the inner model stage. Construct reliability was examined via Cronbachs Alpha, rho_A, and Composite Reliability measures. The results indicate that the reliability values for all constructs were greater than the reference point of 0.70 for both Cronbach Alpha and Composite Reliability, demonstrating strong internal consistency and confirming that the indicators reliably measure the corresponding latent variables.

Table 3. R-Square Contribution Values

Variables	R Square	R Square Adjusted
Impulsive Buying (Y)	0,863	0,862
Influencer Marketing (Z)	0,848	0,847

The R-Square (R^2) coefficient represents the extent to which fluctuation in the dependent construct variables results from the exogenous variables within the structural model. As presented in Table 3, the Impulsive Buying (Y) construct demonstrates that R^2 value of 0.863, which means that 86.3% of the variance in impulsive buying can be explained by the Electronic Word of Mouth (X) and Influencer Marketing (Z) variables. While the R^2 value for the Influencer Marketing (Z) construct is 0.848, which indicates that 84.8% of the variance in influencer marketing is explained by the Electronic Word of Mouth (X) variable.

3.1.2 Inner Model

Structural analysis (inner model) in this study is divided into two types of testing, namely testing direct effects and testing indirect effects through mediating or intervening variables. The significance level of the parameters is assessed using the PLS (Partial Least Squares) output, which includes the original sample estimate, t-statistic, and p-value. In PLS-SEM analysis, a positive original sample estimate reflects a direct (positive) relationship between the variables, while a negative value indicates an inverse association. The t value is used to evaluate significance, where $t > 1.966$ and $p < 0.050$ indicates that the hypothesis is accepted, meaning that a causal relationship is observed between the exogenous constructs and the endogenous constructs within the structural model.

Table 4. Hyphothesis Test Outputs

Relationship Between Variables	Base Sample (O)	Sample Average (M)	(STDEV)	(|O/STDEV|)	P Values	Conclusion
Ewom (X) -> Impulsive Buying (Y)	0,888	0,889	0,012	71,590	0,000	Accepted
Ewom(X) -> Influencer Marketing (Z)	0,921	0,921	0,011	85,651	0,000	Accepted
Influencer Marketing (Z) -> Impulsive Buying (Y)	0,696	0,697	0,053	13,223	0,000	Accepted
Electronic Word of Mouth (X) -> Influencer Marketing (Z) -> Impulsive Buying (Y)	0,641	0,642	0,046	13,992	0,000	Accepted

The role of eWOM in shaping impulsive buying tendencies is evidenced by a favorable primary sample coefficient of 0.888, accompanied The T-value of 71.590 exceeds the minimum required boundary of 1.966, while the p-value of 0.000 falls well less then the 0.050 significance level, indicating a statistically significant result. The data reveal a statistically valid and positive association between eWom and impulsive purchasing behavior. This indicates that the more favorable or intense the eWOM perceived by consumers, the higher their likelihood of engaging in unplanned purchase behavior (H1 Accepted).

The interplay between eWOM and influencer credibility marketing is supported by a positive original sample coefficient of 0.921. This is further validated by a T-statistic of 85.651, which exceeds the critical value of 1.966, with a p-value of 0.000, that falls less than the 0.05 boundaries, demonstrating statistical significance This result signifies a stron and staticfally significan positife relation, suggesting that higher intensity and quality of eWOM contribute to the increased visibility and effectiveness of influencer marketing efforts (H2 Accepted).

The influence of Influencer Marketing on Impulsive Buying is indicated by a positive original sample estimate of 0.696, using a T-statistic of 13.223 > 1.966 and a p-falue of 0.000 < 0.050, confirming a statifcally significatn positfe relation. This suggests that the greater the perceived influence or quality of influencer marketing, the higher the tendency of consumers to make impulsive purchase decisions (H3 Accepted).

E-Wom exerts a positive influence indirect influence Toward impulsive buying behavior through the mediating role of influencer marketing, as reflected by an original sample estimate of 0.641. The T-statistic of 13.595 > 1.966 and a p-falue of 0.000 < 0.050 confirm the statistical significance of this mediation effect. These findings suggest that Influencer Marketing serves as a positive mediating variable, strengthening the relationship between Electronic Word of Mouth and Impulsive Buying (H4 Accepted).

3.2 Discussion

3.2.1 The Influence of Electronic Word of Mouth on Impulsive Buying

The output revealed that E-WoM owns demonstrated a significant and beneficial impact on impulsive purchasing behavior. This effect is explained through indicators in three main dimensions: intensity, valence of opinion, and content. In the intensity dimension, respondents actively view uploads of other users' experiences and engage in recommended product comments. In valence of opinion, respondents tend to read positive comments first, but still consider negative comments, and show interest in products recommended by others. Meanwhile, in the content dimension, respondents pay attention to product variety and quality through TikTok video content, and feel tempted to buy when the price is considered comparable to the quality. These findings suggest that eWOM, especially in the form of attractive and informative visual content, is able to shape value perceptions and encourage impulse purchases.

This outcome is conforming to with the researchs by (Ramdani et al., 2024) and (Aenaya et al., 2024) found that E-WoM significantly influences impulsive buying behavior on e-commerce platforms. The study explained that positive reviews that circulate widely in cyberspace contribute greatly to increasing consumer impulses to make unplanned purchases. The combination of frequency of exposure, quality of opinion, and strength of content consumed through social media such as TikTok can form emotional and cognitive stimuli that encourage impulsive behavior. These results align using the (S-O-R) model, suggesting that electronic word of mouth (eWOM) act as an eksternal trigger affecing consumes internll cognitive and emotional states, which subsequently drive impulsive purchasing behavior (Haq et al., 2024). In conclusion, E-WoM is not only a means of exchanging information between consumers, but also serves as an emotional trigger that can accelerate the purchasing decision-making process, especially in a fast-paced digital context full of visual stimuli. The significance of these findings further reinforces the strategic role of eWOM-driven marketing approaches in influencing consumer behavior, especially for businesses targeting the younger generation market segment that is active on social media and digital platforms.

3.2.2 The Influence of Electronic Word of Mouth on Influencer Marketing

The analysis confirms a strong and statistically significant association between eWOM and influencer marketing. This relationship can be seen from the indicators of respondents' statements that reflect a cause-and-effect relationship. The Visibility dimension of creeator marketings showed the exposure to creator posting and interactions is influenced by the high intensity and expectations of users in accessing eWOM. Meanwhile, Credibility is formed from positive consumer perceptions previously built through recommendations and reviews of other users, making eWOM an important foundation in forming trust in influencers. Exposure to eWOM also strengthens Attractiveness, where the influencer's positive image from other users' comments or narratives increases their appeal in the eyes of consumers. Finally, the Power dimension reflects how the strength of influencer recommendations in driving purchase decisions is also reinforced by public opinion formed from eWOM. Thus, eWOM plays an important role in shaping the perception, credibility and influence of influencers on online platform.

Studied by (Ismail et al., 2025) and (Chavda et al., 2024) is in line with the output of this studye the E-WoM and influencer marketing strengthen each other in influencing consumer purchasing decisions. Influencers who are trusted and followed by consumers are able to strengthen the effects of E-WoM so that their influence on purchasing decisions becomes greater. In other words, the presence of influencers as opinion leaders magnifies the impact of (eWOM) within the consmer decission-maked prosces. Their presence expands the scope and power of eWoM in shaping the purchase decision making process, especially among the digital generation who are highly responsive to the opinions of others online. Thus, the integration between E-WoM and Influencer Marketing not only enhances the effektive of online markets communication strategies, but also creates synergies that directly impact the formation of consumer intentions and behaviors. The relevance of this relationship provides strategic implications for companies in designing marketing campaigns that leverage the power of social and digital personalities as key channels of influence.

3.2.3 The Influence of Influencer Marketing on Impulsive Buying

The results showed that influencer marketing positively and significantly contributes to consumers' tendency toward impulsive purchases. This significant influence is reflected in the statement indicators that describe the cause-and-effect relationship. In the cognitive dimension, respondents show a tendency to buy products on TikTok without planning, without thinking, and ignore the price factor when they like a product. In fact, most continue to buy despite realizing the possibility of regret. This pattern reflects that the presence and influence of an influencer can drive instant and emotional

decisions, without deep rational consideration. Meanwhile, the affective dimension shows that consumers' emotional responses also play an important role. Respondents feel happy, satisfied and experience pleasure after buying products recommended by influencers on TikTok. In addition, they admitted that they found it difficult to resist the urge to buy and were easily influenced after seeing interesting video content. The combination of cognitive and affective influences makes it clear how influencer marketing strategies are effective in driving impulse purchases.

The results showed that the higher the influence, credibility, and quality of interaction of an influencer, the greater the tendency of consumers to make impulse purchases. This finding is supported by research (Cao, 2024) which found that influencer recommendations on social media significantly increase impulsive buying behavior, especially when consumers feel a sense of identity with the influencer. Another study highlighted that social and personal interactions between influencers and followers (parasocial interaction) are more effective in triggering impulsive buying than just the influencer's expertise. This suggests that emotional factors and social closeness contribute to encourage impulsive purchasing behavior via social media platforms. (Hu et al., 2023).

3.2.4 The Impact of Electronic Word of Mouth on Impulsive Buying Through Influencer Marketing as a Mediating Variable

The findings of this study demonstrate that electronic word of mouth (eWOM) and influencer marketing significantly contribute to impulsive buying behavior among social media users. Specifically, the analysis reveals that eWOM positively influences Impulsive Buying, indicating that higher intensity and positivity of eWOM increase consumers propensity to make spontaneous purchase decisions. Second, E-WoM is also shown to positively influence Influencer Marketing, indicating that the spread of digital opinions and recommendations also strengthens the presence and influence of influencers in the digital marketing landscape. Third, Influencer Marketing itself has a significant influence on Impulsive Buying, confirming that emotional and social interactions between influencers and audiences can trigger spontaneous purchasing decisions.

The interconnected relationships among eWOM, influencer marketing, and impulsive buying demonstrate a reinforcing dynamic that aligns with previous research findings. This pattern is further supported by the study conducted by (Kholidah et al., 2024), which highlights the impact of social media and content marketing on impulsive purchasing behavior among Generation Z, thereby affirming the relevance of the current results. The study found that E-WoM through platforms such as TikTok directly increases impulsive buying behavior, especially when supported by the presence of influencers who are active and have a high level of trust from the audience. Another study in the e-commerce context of TikTok Shop showed that E-WoM and marketing through social media simultaneously contribute positively to consumers' impulse buying behavior.

This connection makes it clear that in today's digital ecosystem, the power of social influence both through other users' recommendations (E-WoM) and through public figures (influencers) is a dominant factor in shaping impulse purchase decisions (Rosario et al., 2020). Thus, the integration of E-WoM and Influencer Marketing is a highly relevant strategy to attract consumers, especially young users who frequently interact through social networking channels and have a high tendency towards spontaneous purchases. The practical implications of these findings provide direction for businesses to optimize digital marketing campaigns through synergies between user experience-based content and the strategic role of influencers in strengthening product appeal in the eyes of consumers.

4. CONCLUSION

This study aims to analyze the effect of Electronic Word of Mouth (E-WoM) on Impulsive Buying behavior with Influencer Marketing as a mediating variable on active TikTok users from Generation Z in Indonesia. Based on the results Employing the PLS-SEM approach on a sample of 400 respondents, the study found support for all hypotheses. in the research model were accepted and statistically significant. To begin with, eWOM significantly contributes to encouraging impulsive buying tendencies, indicating that online reviews, comments and recommendations have great power in driving spontaneous purchasing decisions. Second, E-WoM also significantly impacts influencer marketing, suggesting that the dissemination of digital information contributes to reinforcing both the visibility and credibility of influencers on social media platforms. Third, Influencer Marketing has a significant effect on Impulsive Buying, indicating that emotional and social engagement with influencers can trigger unplanned purchase actions. In addition, the results of indirect effect testing show that Influencer Marketing mediates the effect of E-WoM on Impulsive Buying. This finding confirms that E-WoM not only influences purchases directly, but also magnifies its impact through the presence of influencers who are credible and have a strong connection with their audience. Overall, this study concludes that in the context of the TikTok platform, the power of digital social influence through both E-WoM and Influencer Marketing serves as a key driver in shaping impulsive consumptive behavior, especially among the younger generation. These results provide strategic implications for businesses and marketers to integrate E-WoM campaigns with collaboration with influencers to optimize influence on consumer behavior. However, this study is limited by its focus on TikTok users within a specific age group and geographical area, which may not represent the broader population. Future research is encouraged to explore different platforms, age segments, or cultural contexts for a more comprehensive understanding.

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