

The Influence of Promotion, Content Marketing, and Impulse Buying on The Purchase Decision of K-Pop Boy Group NCT Merchandise at The Flurry Station Kediri Store

Irma Dewi Cahyantik^{1*}, Itot Bian Raharjo²

^{1,2} University of Nusantara PGRI Kediri, Jl. KH. Ahmad Dahlan No. 76, Mojoroto, Kediri City, East Java, 64112, Indonesia

irmaadewii15@gmail.com*, itotbian@unpkediri.ac.id

*corresponding author

Article Information		Abstract
Submission date	29/12/2024	<p>Research aim : The objective of this research is to analyze the influence of promotional activities, marketing content, and impulse purchasing behavior on consumer purchasing decisions regarding NCT K-pop merchandise at Flurry Station.</p> <p>Design/Method/Approach : A quantitative approach was applied to this study. Research approach with causality technique with multiple linear regression data analysis technique.</p> <p>Research Finding : The study finds that promotion, content marketing, and impulse buying positively and significantly affect purchase decisions, with these variables collectively influencing purchase decisions.</p> <p>Theoretical contribution/Originality : This research contributes to the understanding of promotion, content marketing, and impulse buying on the purchasing behavior of collectible products in a distributor.</p> <p>Practitioner/Policy implication : This research can be an overview in creating marketing strategies, as well as understanding consumer needs and expectations in encouraging repeat purchases.</p> <p>Research limitation : This research only focuses on promotion, content marketing, impulse buying and purchase decisions.</p> <p>Keywords : Promotion, Content Marketing, Impulse Buying, Purchase Decision</p>
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1. Introduction

The K-pop music genre is one of the global phenomena that makes young people around the world interested. Both online and offline, K-pop fans are known to have a strong and high dedication to their artists and communities. The popularity of K-pop is not only famous in South Korea, but the whole world also knows it. On Wednesday, January 26, which was taken from a Twitter report and referred to according to Unique Author, in 2021 Indonesia holds the record for the country with the largest number of K-pop fans worldwide [1]. In 2021, Good Stats also obtained data from Twitter in the form of a summary of survey data stating that for two consecutive times, Indonesia has been ranked first in the country with the most K-pop fans [2]. Many fans actively follow K-pop groups and artists, and are involved in various activities such as concerts, fan meetings, and online communities.



Figure 1. Indonesia With The Most K-Pop Fans

One of the popular K-pop boy groups in Indonesia is NCT (Neo Culture Technology). NCT (Neo Culture Technology) is one of the boy groups under the auspices of SM Entertainment from South Korea. Known for its unique concept, NCT consists of several sub-units that can change, such as NCT 127, NCT Dream, WayV, and NCT Wish [3]. NCT's popularity in Indonesia is very high. The group is known for its unique concept involving various sub-units, as well as the ability of its members in various genres of music. Many fans are actively involved in supporting NCT through social media, music streaming, and fan meeting events. In addition, their appearances in various television shows and music festivals have also further increased their visibility in Indonesia.

Being a K-pop fan is not only enjoying the music, sometimes fans also buy K-pop merchandise for collections. The rapid development of the K-pop merchandise industry has been in place lately. This also happens due to influencing factors, such as product diversification, quality and design, e-commerce, and collaboration. K-Pop merchandise, including NCT, includes a wide range of products, ranging from physical albums, clothes, to various collectibles such as photocards and posters. One of the K-pop merchandise stores that sells various types of NCT K-pop boygroup merchandise is Flurry Station. This store provides K-pop-related items, such as photocards, albums, posters, cardholders, and many more. This Flurry Station store opens stores online and offline. There are many ways to attract buyers to buy merchandise at the Flurry Station store, one of which is to do promotions.

Kotler and Keller (2018) define sales promotion as a mixing tool that is used to promote in the shortest term. Incentives generated from sales promotions are short-term and aim to support the sale or purchase of goods and services [4]. Meanwhile, Tjiptono (2015) explained that this is a mixed element in marketing that focuses on efforts to provide information, seduce, and remind buyers about the company's products and brands [5]. Referring to some of these explanations, it indicates that promotion is an activity that is planned and designed by utilizing various promotional variables as a tool to provide information, seduce, and remind buyers to make purchases on the products sold. The right intensity of promotion can increase the attractiveness of the product and encourage consumers to make a purchase immediately, this is in line with research entitled "The Influence of Promotion and Price on Purchases" which has the result that the promotion has a positive and partially significant influence on the purchase decision [6].

In addition to promotions, the party from Flurry Station also creates content marketing to attract buyers. Content marketing is a marketing strategy with the aim of creating and

distributing content with good quality as well as providing benefits to the audience in accordance with the specified targets. According to Frost & Strauss, content marketing is a strategy that includes creating and publishing content on websites as well as on social media [7]. Interesting and useful content can influence the purchase decision-making process by creating a sense of trust in the products or services offered, this is in line with previous research entitled *The Influence of Influencers and Content Marketing on Product Purchase Decisions at Café Kopi Rembo*, which has the result that content marketing partially has a positive relationship and has a significant effect on product purchase decisions at Café Kopi Rembo [8].

In purchasing merchandise, fans may have impulse buying, which is a sudden desire to make a purchase on a product without any prior plan or desire to buy without any consideration and tend to use emotions and do not think about the risks [9]. The phenomenon of "FOMO" (Fear of Missing Out) is also a major driver of impulsive behavior[10]. When NCT merchandise is limited in quantity or time, fans feel pressured to buy immediately, fearing missing out on the opportunity to own the item. It shows how a careful marketing strategy can create a sense of urgency among consumers. In the study entitled *The Influence of Impulse Buying on Purchase Decisions (Case Study of Sharia Business Management Students of STAIN Mandailing Natal)*, which has the result that impulse buying has a direct and partial effect on the purchase decision [11].

Based on previous studies that have studied a lot about the same research topic that the researcher took, it provides additional insight in the writing of this study. Some previous research that was used as a reference was by Faridha Anggraini with the title "*The influence of promotions, discounts, and impulse buying on the purchase decision of PTC Surabaya Hypermarket*" [12], and by Reza Nur Shadrina and Yoestini Sulistyanto with the title "*Analysis of the influence of content marketing, influencers, and social media on consumer purchase decisions*" [13].

Collaboration between appropriate promotions, content marketing influence, and understanding impulsive behavior can result in a highly successful marketing strategy. In the highly competitive K-Pop industry, understanding these dynamics is important for Flurry Station stores to gain a larger market share. An in-depth analysis of fan behavior can provide valuable insights into designing more effective marketing campaigns.

1.1. Statement of Problem

Along with the increasing popularity of the K-pop boy group NCT among fans, Flurry Station stores as one of the merchandise resellers of the boy group NCT has experienced a surge in product demand. However, in order to maximize sales and understand the various factors that influence purchasing decisions, more detailed analysis is required to examine the influence of promotion, content marketing, and impulse buying on the purchasing decisions of NCT merchandise at Flurry Station.

1.2. Research Objectives

The purpose of this study is to explore and analyze the influence of promotion, content marketing, and impulse buying on the purchase decision of boy group NCT merchandise at the Flurry Station store. With this goal, it is hoped that it can provide a comprehensive understanding of various factors that influence the purchase decision of boy group NCT merchandise, as well as contribute to the development of a more effective marketing strategy for the Flurry Station store.

2. Method

This study applies the concept of a causal quantitative approach, where this study analyzes the causal relationship between independent variables such as promotion, content marketing, and impulse buying with dependent variables, namely the purchase decision of a brand. Fans of the boy group NCT who often buy merchandise are the subject of the study to be conducted.

The sampling technique used is to distribute questionnaires. The criteria for filling out the questionnaire used in the study included fans of the K-pop boy group NCT who often buy merchandise and buy K-pop boy group NCT merchandise at the Flurry Station store. In this study, validity and reality testing is used as instrument development. Sugiyono (2018) stated that the Likert scale is applied as a measurement tool on the attitude, perception, opinion of a person or group on social phenomena that occur. In this study, the Liette scale questionnaire applied was a scale of 1 which means "strongly disagree", a scale of 2 "disagree". Scale 3 is "enough", scale 4 "agree", and scale 5 "strongly agree". The questionnaire that will be distributed is based on indicators on each variable, including:

- a. Promotion
 - 1) Advertising
 - 2) Sales promotion
 - 3) Packaging
 - 4) Personal selling
- b. Content Marketing
 - 1) Relevance
 - 2) Accuracy
 - 3) Worth
 - 4) Consistent
- c. Impulse Buying
 - 1) Spontaneity
 - 2) Seriousness and compulsion
 - 3) Intense cravings and stimulation
 - 4) Indifferent to the consequences
- d. Buyer Decisions
 - 1) Recommendations
 - 2) Product robustness
 - 3) Repurchase

The use of validity tests is intended to measure the accuracy between the actual data and the data of the questionnaire results. Validity tests can illustrate that the measuring tool will have high validity if it produces measurement results that are in accordance with the measurement objectives.

Tabel 1. Validity Test Results

Variable	Statement Items	<i>Sig- 2tailed</i>	<i>r_{hitung}</i>	<i>r_{tabel}</i>	Description
X1 Promotion	Statement 1	0	0,648	0,312	Valid
	Statement 2	0	0,559	0,312	Valid
	Statement 3	0	0,705	0,312	Valid

Variable	Statement Items	Sig- 2tailed	<i>r</i> hitung	<i>r</i> tabel	Description
X2 Content Marketing	Statement 4	0	0,79	0,312	Valid
	Statement 5	0	0,805	0,312	Valid
	Statement 6	0	0,778	0,312	Valid
	Statement 7	0	0,674	0,312	Valid
	Statement 8	0	0,537	0,312	Valid
	Statement 1	0	0,729	0,312	Valid
	Statement 2	0	0,802	0,312	Valid
	Statement 3	0	0,84	0,312	Valid
	Statement 4	0	0,812	0,312	Valid
	Statement 5	0	0,758	0,312	Valid
	Statement 6	0	0,817	0,312	Valid
	Statement 7	0	0,81	0,312	Valid
	Statement 8	0	0,798	0,312	Valid
	Statement 1	0	0,743	0,312	Valid
	Statement 2	0	0,856	0,312	Valid
	Statement 3	0	0,883	0,312	Valid
X3 Impulse Bulying	Statement 4	0	0,857	0,312	Valid
	Statement 5	0	0,613	0,312	Valid
	Statement 6	0	0,856	0,312	Valid
	Statement 7	0	0,886	0,312	Valid
	Statement 8	0	0,937	0,312	Valid
	Statement 1	0,001	0,514	0,312	Valid
	Statement 2	0	0,837	0,312	Valid
	Statement 3	0	0,718	0,312	Valid
Y Purchase decision	Statement 4	0	0,781	0,312	Valid
	Statement 5	0	0,673	0,312	Valid
	Statement 6	0	0,649	0,312	Valid
	Statement 7	0	0,709	0,312	Valid
	Statement 8	0	0,608'	0,312	Valid

Source: 2024 Research Results

Referring to the presentation in the table, we know that the respondent (N)=40, explained that the variables of promotion, impulse buying, content marketing and purchase decision variables in the statement have a value of 0.312 on the R calculation which is higher than the R table, while the value of Sig-2tailed < 0.05. Indicates every statement in the variable has been validated.

The feasibility test determines how far accurate and reliable the instrument is applied to data collection, because the instrument is considered good and appropriate. Alpha Cronbach's is a method used for reliability testing. The test criteria are if there is a value of 0.6 ($\alpha > 0.6$) from Alpha Cronbach's, indicating the reliability of the measure applied.

Tabel 2. Reliability Test Results

	Variable	Cronbach Alpha	Variable limits	Description
X1	Promotion	0,854	0,60	Reliabel
X2	Content Marketing	0,917	0,60	Reliabel
X3	Impulse Bulying	0,925	0,60	Reliabel
Y	Purchase decision	0,827	0,60	Reliabel

Source: 2024 Research Results

The table depicts that the results of this study reveal that the variables of promotion,, content marketing, impulse buying, and purchase decision variables of Alpha Cronbach's value of >0.06 so the conclusion that can be drawn is that all research indicators are said to be reparable and can be trusted as a tool to measure variables.

3. Results and Discussion

Referring to the results of the questionnaire distributed by the researcher to NCT fans who had purchased merchandise at the Flurry Station Kediri Store, the following is the respondent's data that refers to gender, age, and domicile or residence.

Table 3. Respondent Characteristics by Gender

No	Gender	Sum	Persentase
1	Male	0	0%
2	Female	40	100%
Total		40	100%

Source: 2024 Research Results

Stating that the characteristics of the respondents refer to the gender of all females as many as 40 respondents (100%).

Table 4. Respondent Characteristics by Age

No	Age	Number of respondents	Persentase
1	15-20 years old	23	57,5%
2	21-30 years old	17	42,5%
Total		40	100%

Source: 2024 Research Results

The results of this study show that the characteristics of the respondents refer to the age of the majority are 15-20 years old, as many as 23 respondents (57.5%).

Table 5. Characteristics of Respondents Based on Domicile

No	Domicile	Number of respondents	Persentase
1	Kediri regency / city	19	47,5%
2	Outside Kediri regency/city	21	52,5%
	Total	40	100%

Source: 2024 Research Results

The results of this study show that the characteristics of respondents based on domicile are mostly outside the regency/city of Kediri as many as 21 respondents (52.4%).

Classical Assumption Test

Normality Test

Ghozali said that if the normality test was carried out to carry out tests on the study of each variable distributed normally or not [18].

P-plot Normality Test

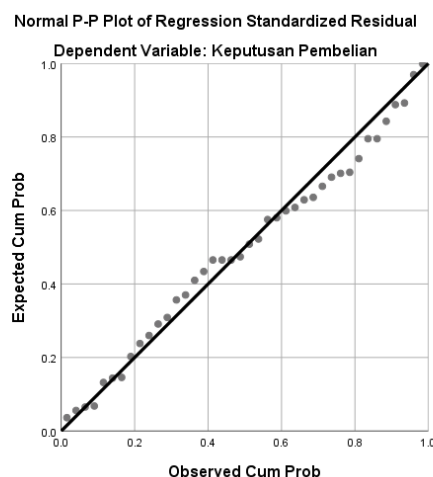


Figure 2. Probability Plot

The image gives an idea that the results of data processing are distributed normally, it can be seen that the data distribution is located around the diagonal line and adjusts to the direction of the line.

Kolmogorov Normality Test

Table 6. Kolmogorov Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		40
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.93973420
Most Extreme Differences	Absolute	.089
	Positive	.089
	Negative	-.064
Test Statistic		.089
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: 2024 Research Results

The findings from Kolmogorov-Smirnov show that the results of this study have a significant value, namely from 0.130 from the statistical test and $0.200 > 0.05$ asymp of the significance value. Indicates that the results of the normality test in this study are normally distributed.

Heteroscedasticity Test

Ghozali explained that the heteroscedasticity test intends to test whether the regression model has a conflict of variance and its variables [18].

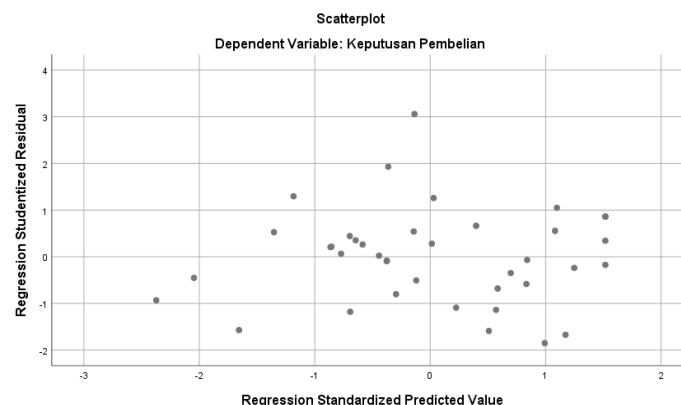


Figure 3. Scatterplots

Source: 2024 Research Results

The figure above shows an overview of the graph analysis showing a blurred pattern, the spread of points above and below the number 0 on the Y axis, so that it indicates that the data

in this study did not have heterosexasticity.

Multicollinearity Test

Ghozali said that the multicollinearity test was intended to test whether the regression model was the determinant of the relationship between each independent variable [18].

Table 7. Multicollinearity Test

		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients				
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	7.537	3.043		2.476	.018		
	Promotion	.270	.097	.321	2.781	.009	.546	1.830
	Content marketing	.281	.107	.298	2.624	.013	.564	1.772
	Impulse Buying	.219	.067	.382	3.261	.002	.532	1.881

Source: 2024 Research Results

It shows that the tolerance value for the variables of promotion, content marketing, impulse buying > 0.1. Meanwhile, the VIF value for the promotion, content marketing, and impulse buying variables is <10, indicating that multicollinearity does not occur.

Multiple Linear Regression Test

This analysis is a regression model that includes not only one independent variable. The implementation of this analysis is intended to understand the direction and the extent of the influence of the free and bound variables. In this case, the results were found:

Table 8. Multiple Linear Regression Analysis

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	7.537	3.043		2.476	.018
	Promotion	.270	.097	.321	2.781	.009
	Content marketing	.281	.107	.298	2.624	.013
	Impulse Buying	.219	.067	.382	3.261	.002

Source: 2024 Research Results

Referring to the table above, it can be formed into a Simple linear regression equation model as follows:

$$Y = 7,537 + 0,270X_1 + 0,281X_2 + 0,219X_3$$

This means that from this study, the simple linear regression equation model above is:

- Constant value (β_0) = 7.357. What is a positive sign means promotion, content marketing, Impulse Bulying which is worth 0 percent or does not increase, then the value of the

- purchase decision (Y) is 7,357.
- The regression coefficient of the promotion variable is 0.270, indicating a positive effect of the promotion variable on the purchase decision variable, such that a 1% increase in the promotion variable will increase the purchase decision variable by 0.270.
 - The regression coefficient of the content marketing variable is 0.281, indicating a positive effect of the content marketing variable on the purchase decision variable, such that a 1% increase in the content marketing variable will increase the purchase decision variable by 0.281.
 - The regression coefficient of the impulse buying variable is 0.219, indicating a positive relationship between the impulse buying variable and the purchase decision variable, such that a 1% increase in the impulse buying variable will increase the purchase decision variable by 0.219.

Coefficient of Determination Test

This test is intended to calculate the total percentage of the Y variation described by regression. The value of the determination coefficient is between the number 0 and the number 1. The closer the determination coefficient is to the number 1, indicating that the calculation carried out is quite strong in describing the free and bound variables. The results of the R² test are as follows:

Table 9. Determination Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.859 ^a	.738	.716	2.019

Source: 2024 Research Results

Referring to table 3.11 shown, it indicates that the findings from the determination coefficient test can be seen that there is 0.738 or around 73.8% of the R square value. And some of them are $100\% - 78.8\% = 26.2\%$ which is influenced by other variables that are not included in the study conducted.

Hypothesis test

F Test

The F test is intended to determine the existence of simultaneous or variable influences. The findings from the F test are described below:

Table 10. F Test Results

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	412.860	3	137.620	33.763	.000 ^b
Residual	146.740	36	4.076		
Total	559.600	39			

Source: 2024 Research Results

The findings of the F test in the table indicate that the variables of promotion, content marketing, impulse buying together or stumulan have an influence on the variables of purchase decisions. It can be seen from the F value of $33,763 > 2.86$ with $0.000 < 0.05$ significance.

T Test

The T test is intended to understand whether there is an influence of an independent variable on the bound variable by comparing the calculated t value with the t table. The following are the findings from the t test:

Table 3.10. t Test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.537	3.043		2.476	.018
Promotion	.270	.097	.321	2.781	.009
Content marketing	.281	.107	.298	2.624	.013
Impulse Buying	.219	.067	.382	3.261	.002

Source: 2024 Research Results

Referring to the presentation of the table, the results of the t-test applied in a partial way are shown below:

- 1) The variable of promotion of the value of t is calculated as $2.781 > \text{the table is } 2.024$ with a significant value level of $0.009 < 0.05$. Therefore, the results of the t-test show that H_0 is rejected and H_a is accepted, which can be concluded that the promotion variable has a positive and significant effect on the purchase decision variable.
- 2) The content marketing variable t value is calculated as $2.624 > \text{the table T is } 2.024$ with a significant value level of $0.013 < 0.05$. Therefore, the results of the t-test show that H_0 is rejected and H_a is accepted, which can be concluded that the content marketing variable has a positive and significant effect on the purchase decision variable.
- 3) The impulse buying variable t value is calculated as $3.261 > \text{the table T is } 2.024$ with a significant value level of $0.002 < 0.05$. Therefore, the results of the T test show that H_0 is rejected and H_a is accepted, which can be concluded that the impulse buying variable has a positive and significant effect on the purchase decision variable

Discussion

The Influence Of Promotion On Purchasing Decisions

Based on the results of this study, which tested using the t-test (partially), it was shown that the Promotion variable t-value was calculated at $2.781 > \text{t table } 2.024$ with a significant level value of $0.000 < 0.05$. This means that H_0 is rejected and H_1 is accepted, which can be concluded that the Promotion variable has a positive and significant effect on the Purchase Decision variable. Then the value of the positive regression coefficient here can be interpreted that the better the Promotion received, the higher the Purchase Decision, and vice versa, the lower the Promotion received by the respondent, the lower the Purchase Decision. The results of this study are in line with the research that has been carried out by [6] which states that the

results of the t-test for the influence of promotion on the purchase decision have a t count (16.074) > t table (1.98447) and a significance level of $0.000 < 0.05$. It can therefore be concluded that promotions have a positive and partially significant influence on purchasing decisions.

The Influence Of Content Marketing On Purchase Decisions

Based on the results of this study, which tested using the t-test (partially), it was shown that the content marketing variable calculated t-value $2.624 > t$ table 2.024 with a significant level value of $0.000 < 0.05$. This means that H_0 is rejected and H_1 is accepted, which can be concluded that the content marketing variable has a positive and significant effect on the Purchase Decision variable. Then the value of the positive regression coefficient here can be interpreted that the better the Content Marketing received, the higher the Purchase Decision, and vice versa, the lower the Content Marketing received by the respondent, the lower the Purchase Decision. This research is in line with research that has been carried out by [8] which states that the results of the analysis show that content marketing has a significant relationship with purchase decisions. This means a marketing strategy by producing content through social media that aims to provide information to consumers so that they can attract and encourage them to buy the products marketed.

The Influence Of Impulse Buying On Purchase Decisions

Based on the results of this study, which tested using the t test (partially), it was shown that the variable Impulse Bulying calculated a value of $3.261 > t$ table 2.024 with a significant level value of $0.000 < 0.05$. This means that H_0 is rejected and H_3 is accepted, which can be concluded that the Impulse Bulying variable has a positive and significant effect on the Purchase Decision variable. Then the value of the positive regression coefficient here can be interpreted as that the better the Impulse Bulying received, the higher the Purchase Decision, and vice versa, the lower the Impulse Bulying received by the respondent, the lower the Purchase Decision. This research is in line with that conducted by [11] which states that impulse buying has a significant effect on the purchasing decision of the STAIN Mandailing Natal Sharia Business Management student, this is evidenced by the value of the tcal value of 4,867 > the ttable 1,669 means that H_0 is rejected, H_a is accepted.

The Influence Of Promotion, Content Marketing, And Impulse Buying On Purchase Decisions

In the table of test results f in this study, it is shown that the variables of Promotion, Content Marketing, and Impulse Bulying together or simultaneously affect the variables of Purchase Decision. It can be seen from the value of F calculated $33,763 > 2.86$ with a value of sig. $0.000 < 0.05$.

4. Conclusion

This study is intended to describe the influence of promotion, content marketing, and impulse buying on NCT's K-pop merchandise purchase decisions. Referring to the data analysis that has been carried out, it was found that promotion (X1), content marketing (X2), and impulse buying (X3) together had a significant effect on NCT's K-pop merchandise purchase decision (Y) with a significance of $0.000 < 0.05$.

This study is expected to add insight into marketing regarding the behavior of buying collection products. By knowing how promotions, content marketing, and impulse buying affect purchasing decisions, Flurry Station can create a more enjoyable and engaging shopping experience. For example, creating content that is more connected to fans can cause impulse

buying so that consumers buy merchandise at Flurry Station. Previous research has indeed studied a lot on the topic of content marketing, impulse buying and promotion, but there are still gaps in the literature that need to be explained further, this research has a novelty by adding literature that focuses on promotion, content marketing and impulse buying on the merchandise purchase of NCT's K-pop boyband.

This study certainly has limitations in terms of sample limitations, because this study took samples from certain segments, namely buyers at Flurry Station who are fans of the K-pop boy band NCT, so the results cannot be generalized to all visitors to the Flurry Station store.

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