



**International Journal of Education, Social Studies,  
And Management (IJESSM)**

e-ISSN : 2775-4154

Volume 5, Issue 2, June 2025

The International Journal of Education, Social Studies, and Management (IJESSM) is published 3 times a year (**February, Juny, November**).

**Focus** : Education, Social, Economy, Management, and Culture.

**LINK** : <http://lppipublishing.com/index.php/ijessm>

**an Analysis of the Influence of Brand Image, Sales Promotion, E-WoM, and Positive Emotion on Impulse Buying as a Strategy to Improve Sales Performance of Baso Aci MSMEs on TikTok Shop**

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**ABSTRACT**

This study aims to analyze the influence of brand image, sales promotion, electronic word of mouth (E-WoM), and positive emotion on consumers' impulse buying behavior in purchasing decisions related to Baso Aci on TikTok Shop. The selected object of this study is Baso Aci Sajodo. Although Baso Aci in general was the most popular product on TikTok Shop in October 2024, the sales performance of Baso Aci Sajodo remained relatively low compared to other products offered by Sajodo. This condition reflects a common issue faced by MSMEs, often caused by uneven and suboptimal marketing strategies. This research uses a quantitative approach through an online questionnaire distributed to 250 respondents who live in Jabodetabek, are at least 17 years old, and who have purchased Baso Aci Sajodo at least twice in the past month on TikTok Shop. Data were analyzed using Structural Equation Modeling (SEM) to examine the relationships between the studied variables and to test the proposed hypotheses. The findings indicate that brand image, sales promotion, electronic word of mouth, and positive emotion have a positive and significant influence on impulse buying. Therefore, this research provides valuable insights for strategic planning, particularly for MSME actors such as Baso Aci Sajodo, in optimizing brand image, offering attractive promotions, generating positive reviews, and building consumers' positive emotions to enhance the likelihood of impulse buying decisions.

*Brand Image, Sales Promotion, Electronic Word of Mouth, Positive Emotion, Impulse Buying, TikTok Shop, Baso Aci, MSME.*

**ARTICLE INFO**

*Article history:*

Received

05 April 2025

Revised

26 May 2025

Accepted

27 June 2025

**Keywords**

**Corresponding**

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**INTRODUCTION**

The advancement of digital technology has significantly transformed consumer behavior, particularly in shopping activities. In Indonesia, the number of internet users has reached 221.5 million people, or approximately 79.5 percent of the total population (APJII, 2024), making the country one of the largest digital markets in Southeast Asia. This digital transformation has driven the rapid growth of online commerce platforms, with TikTok Shop emerging as

a strong combination of social media and shopping activity. In 2023, TikTok became the most downloaded application in Indonesia, with 67.4 million downloads, surpassing other major platforms such as Shopee (Databoks, 2024). TikTok Shop offers a unique shopping experience through live streaming, influencer interaction, and engaging content that combines entertainment with transactions.

In the food category, Baso Aci, a traditional Indonesian snack made from tapioca, has become one of the best-selling products on TikTok Shop. According to Kalodata (2024), the product sold more than 65,000 units in October 2024. However, not all brands achieved the same success. Baso Aci Sajodo, a local product from a small business with more than two million TikTok followers, only recorded 2,500 sales with revenue of around forty million rupiah in January 2025. This gap between digital popularity and actual sales highlights an important issue. High visibility on digital platforms does not always align with purchasing decisions. This suggests that the marketing strategies used may not be fully effective in building engagement or emotional connection with consumers.

This situation reflects a broader challenge faced by micro, small, and medium enterprises in Indonesia. These businesses contribute more than 67 percent to the national gross domestic product and absorb 97 percent of total employment (DJKN, 2022). However, many of them are still unable to implement digital marketing strategies that are relevant to current consumer behavior patterns. Understanding the factors that influence purchasing decisions, especially those that are spontaneous and emotional, is essential to support the growth of this sector.

Impulse buying refers to the sudden decision to make a purchase without prior intention. This behavior is influenced by emotional impulses, external stimuli, or temporary desire. Unlike planned purchases, impulse buying tends to be irrational and heavily influenced by emotion. Previous studies have shown that this behavior often occurs on digital platforms, where consumers are exposed to direct promotions, attractive product visuals, and peer reviews that influence their decisions without careful consideration (Azizah et al., 2022; Lim et al., 2020).

Several key factors have been identified as triggers for impulse buying. One of them is brand image, which reflects consumer perceptions, experiences, and emotional attachment to a brand. A strong brand image can build trust and encourage spontaneous purchases because consumers feel familiar with the brand and see it as having high value (Budhipurwwa & Warmika, 2020; Kusumawardhani & Mulyowahyudi, 2023). In digital contexts, brand image is

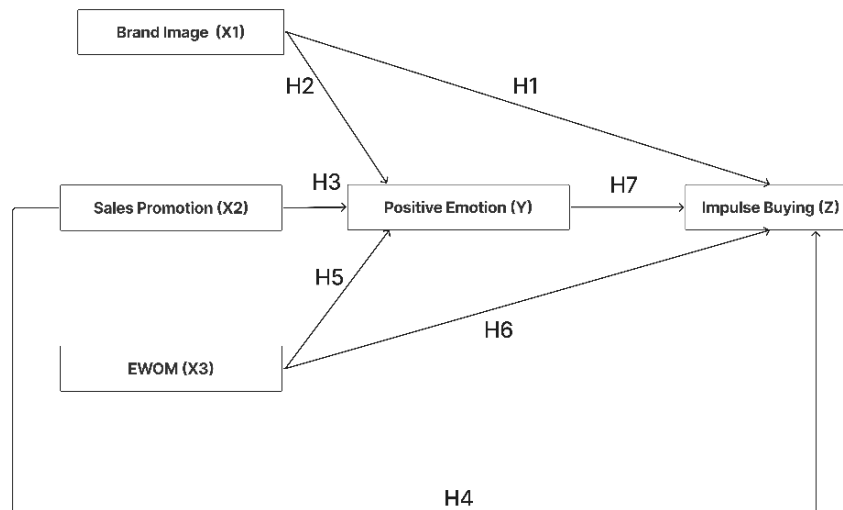
formed not only through product quality but also through consistent visual identity, influencer support, and social interaction.

Another factor is sales promotion, such as discounts, vouchers, and limited-time offers. These promotional strategies are effective in creating a sense of urgency, generating emotional excitement, and encouraging quick purchasing decisions (Gorji & Siami, 2020; Kholis et al., 2023). On TikTok Shop, temporary promotions are widely used to trigger impulse buying.

Electronic word of mouth, or consumer reviews on digital media, also plays an important role. Reviews, testimonials, and social media comments become credible sources of information and can influence other consumers' decisions. Positive reviews can enhance brand credibility and encourage immediate purchases based on peer validation (Ziefle et al., 2022; Ahmed & Nasir, 2024).

Internal factors such as positive emotion also contribute to impulse buying decisions. Consumers who feel happy, satisfied, or excited are more likely to make spontaneous purchases. These emotions reduce cognitive control and increase the influence of visual and emotional stimuli (Ramadania et al., 2022; Bismo & Halim, 2023). On social commerce platforms, this positive feeling is strengthened by direct interaction, attractive visuals, and entertaining content, which leads to a higher tendency toward impulse buying behavior.

Although these four factors have been widely discussed in previous studies, most of the research examines their effects separately. There is still limited research that comprehensively explores the relationship between brand image, sales promotion, digital reviews, and positive emotion on impulse buying behavior, particularly in the context of Baso Aci MSMEs operating on TikTok Shop. Most existing studies have focused on large brands or traditional e-commerce settings, creating a gap in understanding the digital marketing dynamics experienced by small business players. Therefore, this study aims to explore the influence of brand image, sales promotion, electronic word of mouth, and positive emotion on impulse buying behavior among consumers of Baso Aci Sajodo on TikTok Shop.



**Figure 1.**  
**Research Model**

*Source: Processed by Researchers (2025)*

## RESEARCH METHOD

This study employs a quantitative method using an online questionnaire to collect data and conduct statistical analysis in examining the relationships among variables. The research was conducted over a four-month period, from March 2025 to June 2025. A total of 286 respondents were selected, as this number is considered sufficiently representative for analyzing consumer behavior, according to Ulan et al. (2022), and exceeds the minimum requirement to obtain more accurate research results. The respondent criteria for this study are as follows: a). residing in the Greater Jakarta area (Jabodetabek). b) at least 17 years old, and c). having a purchase history of at least twice a month for Baso Aci Sajodo on TikTok Shop. The primary data collected will be analyzed and tested for each research variable. Data analysis is carried out using Structural Equation Modelling (SEM), with SPSS version 26 employed to test validity and reliability, and AMOS version 26 used to conduct Confirmatory Factor Analysis (CFA) and hypothesis testing.

## RESULT AND DISCUSSION

This study utilized a Google Form questionnaire distributed via social media and obtained 292 respondents. A total of 286 respondents met the research criteria, which included residing in the Greater Jakarta area (Jabodetabek), being at least 17 years old, and having purchased Baso Aci Sajodo at least twice in the past month on TikTok Shop.

Characteristics Respondents

**Table 1.**  
**Characteristics of Respondents**

		<b>Total</b>	<b>Percentage</b>
<b>Gender</b>	Male	92	32,2%
	Female	194	67,8%
	<b>Total</b>	<b>286</b>	<b>100%</b>
<b>Age</b>	17-25 Tahun	130	45,5%
	26-35 Tahun	97	33,9%
	36-45 Tahun	51	17,8%
	> 46	8	2,8%
	<b>Total</b>	<b>286</b>	<b>100%</b>
<b>Employment Status</b>	Student	106	37,1%
	Not Working	4	1,4%
	Entrepreneur	46	16,1%
	Private Employee	105	36,7%
	Government Employee	25	8,7%
	Retired	0	0%
	<b>Total</b>	<b>286</b>	<b>100%</b>
<b>Domicilie</b>	Jakarta	102	35,7%
	Bogor	44	15,4%
	Depok	34	11,9%
	Tangerang	66	23,1%
	Bekasi	40	14%
	<b>Total</b>	<b>286</b>	<b>100%</b>
<b>Last Education</b>	<Senior high school/equivalent	2	0,7%
	Senior high school/equivalent	99	34,6%
	Diploma Academic	62	21,7%
	Bachelor (S1)	123	43%
	Postgraduate	0	0%
	<b>Total</b>	<b>286</b>	<b>100%</b>
<b>Monthly Income</b>	Doesn't have any income	13	4,5%
	< Rp1.000.000 - Rp2.999.999	54	18,9%
	Rp3.000.000 - Rp4.999.999	60	21%
	Rp5.000.000 - Rp7.999.999	95	33,2%

		Total	Percentage
	Rp8.000.000 - Rp9.999.99	64	22,4%
	> Rp10.000.000	0	0%
	<b>Total</b>	<b>286</b>	<b>100%</b>

Source: Processed by Researchers (2025)

Based on the respondent characteristics data, the majority are female (194 respondents, 67.8%). The most dominant age range is 17-25 years (130 respondents, 45.5%). Most respondents reside in Jakarta (102 respondents, 35.7%). The highest level of education is undergraduate (123 respondents, 43%). Respondents occupations are mostly students (106 respondents, 37.1%) and private employees (105 respondents, 36.7%). Lastly, the majority of respondents have a monthly income between IDR 5,000,000 and IDR 7,999,999 (95 respondents, 33.2%).

### Validity and Reliability Test

Table 2 below shows that the factor loading values of all indicators used in this study are valid. The average value of each indicator is above 0.5, indicating that each indicator is capable of explaining its corresponding variable. The Cronbach's alpha values for all research variables are above 0.7, which means that each variable is considered reliable.

**Table 2.**  
**Validity and Reliability Test Results**

Code	Variables and Indicators	Factor Loadings	Average Variance Extracted	Cronbach's Alpha
<i>Brand Image</i>				
<b>BI1</b>	Baso Aci Sajodo on TikTok Shop provides value that is equivalent to its price	0,923	0,772	0,926
<b>BI2</b>	There is a strong reason to purchase Baso Aci Sajodo on TikTok Shop compared to other brands.	0,821		
<b>BI3</b>	Baso Aci Sajodo on TikTok Shop has its own uniqueness and distinctive characteristics.	0,882		
<b>BI4</b>	Baso Aci Sajodo appears attractive as a	0,887		

Code	Variables and Indicators	Factor Loadings	Average Variance Extracted	Cronbach's Alpha
	Baso Aci product on TikTok Shop.			
<b>BI5</b>	Baso Aci Sajodo on TikTok Shop is different from other Baso Aci brands.	0,877		
<b><i>Sales Promotion</i></b>				
<b>SP1</b>	Baso Aci Sajodo offers attractive discount promotions on TikTok Shop.	0,858	0,731	0,907
<b>SP2</b>	Baso Aci Sajodo offers coupon or voucher promotions on TikTok Shop.	0,880		
<b>SP3</b>	Baso Aci Sajodo offers attractive package price promotions on TikTok Shop.	0,863		
<b>SP4</b>	Baso Aci Sajodo provides rewards in the form of points or vouchers to encourage customer loyalty.	0,823		
<b>SP5</b>	Baso Aci Sajodo regularly holds special events on double-date days each month on TikTok Shop.	0,849		
<b><i>Electronic Word of Mouth</i></b>				
<b>EW1</b>	I shared reviews about Baso Aci Sajodo with several people on TikTok Shop due to my spontaneous interest in the product.	0,812	0,729	0,906
<b>EW2</b>	I recommended Baso Aci Sajodo on TikTok Shop because of my pleasant shopping experience.	0,873		

Code	Variables and Indicators	Factor Loadings	Average Variance Extracted	Cronbach's Alpha		
EW3	I shared information about the price variations of Baso Aci Sajodo on TikTok Shop because the offers were too attractive.	0,829				
EW4	I enthusiastically posted photos or videos on TikTok Shop about my experience with Baso Aci Sajodo.	0,883				
EW5	I felt happy to comment on TikTok Shop that I purchased Baso Aci Sajodo because I was interested in the content.	0,870				
<i>Positive Emotion</i>						
PE1	I felt happy while shopping for Baso Aci Sajodo on TikTok Shop.	0,895			0,772	0,925
PE2	I felt comfortable while shopping for Baso Aci Sajodo on TikTok Shop.	0,921				
PE3	I felt enthusiastic while shopping for Baso Aci Sajodo on TikTok Shop.	0,869				
PE4	I felt excited while shopping for Baso Aci Sajodo on TikTok Shop.	0,830				
PE5	I felt satisfied while shopping for Baso Aci Sajodo on TikTok Shop.	0,874				
<i>Impulse Buying</i>						
IB1	I purchased Baso Aci	0,889	0,722	0,903		



Code	Variables and Indicators	Factor Loadings	Average Variance Extracted	Cronbach's Alpha
	Sajodo spontaneously on TikTok Shop.			
IB2	I found it hard to resist the promotions of Baso Aci Sajodo on TikTok Shop.	0,874		
IB3	I am sometimes influenced by my mood when making impulse buying of Baso Aci Sajodo on TikTok Shop.	0,718		
IB4	I often purchase Baso Aci Sajodo without careful planning.	0,872		
IB5	I like to purchase Baso Aci Sajodo on TikTok Shop without considering the buying decision carefully.	0,883		

Source: Processed by Researchers (2025)

### Confirmatory Factor Analysis (CFA) Test

Figure 2 and Table 3 below present the results of the Confirmatory Factor Analysis (CFA), which have met the goodness-of-fit index criteria in the research model.

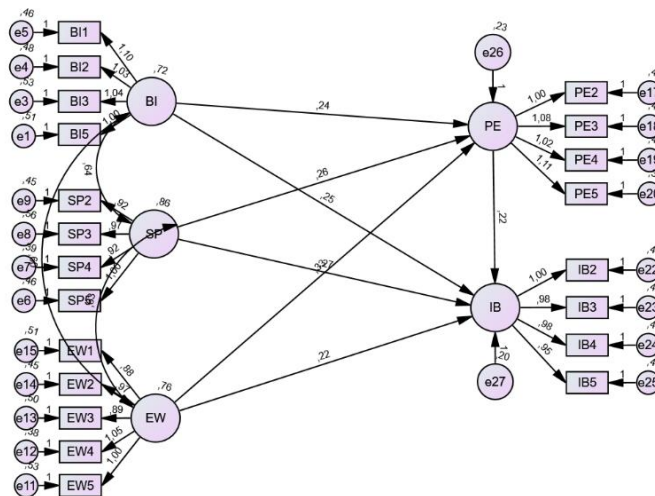


Figure 2. Fitted Model

The research model in Figure 2 has been adjusted and is considered a fitted model that appropriately represents the relationships among research variables. Table 2 presents the resulting fitted model as follows:

**Table 3.**  
**Confirmatory Factor Analysis (CFA) Test Results**

Index	Cut Off Value	Result	Model Evaluation
P	≥ 0,05	0,115	<i>Fitted</i>
RMSEA	< 0,08	0,021	<i>Fitted</i>
GFI	> 0,90	0,938	<i>Fitted</i>
AGFI	> 0,90	0,920	<i>Fitted</i>
RMSR	< 0,05	0,033	<i>Fitted</i>
CMIN/DF	< 2	0,727	<i>Fitted</i>
TLI	> 0,90	0,993	<i>Fitted</i>
CFI	> 0,90	0,994	<i>Fitted</i>

Source: Processed by Researchers (2025)

### Hypothesis Test

Table 4 below shows the results of the hypothesis testing. The results indicate that all hypotheses in this study have a positive and significant effect.

**Table 4.**  
**Hypothesis Test Results**

Hipotesis	Variabel Bebas		Variabel Terikat	Critical Ratio	P	Standardized Regression Weight	Hasil
H1	BI	→	IB	2,286	0,022	0,238	Diterima
H2	BI	→	PE	2,226	0,026	0,245	Diterima
H3	SP	→	PE	2,817	0,005	0,286	Diterima
H4	SP	→	IB	2,901	0,04	0,284	Diterima
H5	EW	→	PE	3,383	***	0,348	Diterima
H6	EW	→	IB	2,141	0,032	0,213	Diterima
H7	PE	→	IB	2,468	0,014	0,210	Diterima

Source: Processed by Researchers (2025)

### The Relationship Between Brand Image and Impulse Buying

The results show that the first hypothesis is accepted, indicating a positive and significant relationship between brand image and impulse buying, with a P-value of 0.022, a standardized regression weight of 0.238, and a critical ratio of 2.286 > 1.96. This suggests that a strong brand image can drive consumers to make impulse buying decisions. A favorable perception of the brand increases consumer attraction and encourages unplanned purchases. Baso Aci Sajodo's distinctive characteristics help differentiate it from competitors and strengthen its brand image, contributing to impulse buying behavior. These findings are consistent with studies by Budhipurwwa & Warmika (2020), Gunwan & Pratiwi

(2024), and Kusumawardhani & Mulyowahyudi (2023), supporting the acceptance of the first hypothesis.

#### **The Relationship Between Brand Image and Positive Emotion**

The results show that the second hypothesis is accepted, indicating a positive and significant relationship between brand image and positive emotion, with a P-value of 0.026, a standardized regression weight of 0.245, and a critical ratio of  $2.226 > 1.96$ . This suggests that a positive brand image can trigger positive emotions in consumers when shopping online on TikTok Shop. A strong brand image enhances consumers' perception of product quality, which in turn increases emotional responses such as trust, joy, and comfort. Baso Aci Sajodo's unique characteristics help differentiate it from competitors and create emotional appeal. These findings align with studies by Rodrigues et al. (2022), Haris et al. (2022), and Daffa et al. (2024), supporting the acceptance of the second hypothesis.

#### **The Relationship Between Sales Promotion and Positive Emotion**

The results show that the third hypothesis is accepted, indicating a positive and significant relationship between sales promotion and positive emotion, with a P-value of 0.005, a standardized regression weight of 0.115, and a critical ratio of  $2.817 > 1.96$ . This suggests that attractive promotional offers can generate positive emotions such as happiness, excitement, and enthusiasm in consumers. Discount vouchers and special deals from Baso Aci Sajodo create enjoyable shopping experiences and emotional satisfaction, which strengthen consumers' emotional attachment to the product. These findings are consistent with previous research by Kholis et al. (2023), Fatmawati & Dinar (2021), and Wisesa & Ardani (2022), supporting the acceptance of the third hypothesis.

#### **The Relationship Between Sales Promotion and Impulse Buying**

The results show that the fourth hypothesis is accepted, indicating a positive and significant relationship between sales promotion and impulse buying, with a P-value of 0.04, a standardized regression weight of 0.284, and a critical ratio of  $2.901 > 1.96$ . This suggests that limited-time promotions, such as discounts, vouchers, or product bundles, can trigger consumers to make impulse buying of Baso Aci Sajodo. When consumers perceive time-limited benefits, it creates a sense of urgency that drives unplanned buying behavior. Promotional strategies like exclusive deals and attractive pricing enhance perceived value and encourage immediate purchases. Therefore, sales promotion can be continuously optimized as an effective strategy for increasing product sales. These findings are consistent with studies by Dasare & Kumar (2021), Nguyen et al. (2024), and Junikon & Ali (2022), supporting the acceptance of the fourth hypothesis.

### **The Relationship Between Electronic Word of Mouth and Positive Emotion**

The results show that the fifth hypothesis is accepted, indicating a positive and significant relationship between electronic word of mouth (E-WoM) and positive emotion, with a P-value  $< 0.001$ , a standardized regression weight of 0.348, and a critical ratio of  $3.383 > 1.96$ . This implies that greater exposure to online reviews and recommendations can trigger positive emotions such as curiosity, enthusiasm, and trust. Positive E-WoM about Baso Aci Sajodo strengthens consumers' emotional responses and encourages purchase decisions. These findings align with studies by Ziefle et al. (2022), Miremadi et al. (2021), and Zhu et al. (2020), supporting the acceptance of the fifth hypothesis.

### **The Relationship Between Electronic Word of Mouth and Impulse Buying**

The results show that the sixth hypothesis is accepted, indicating a positive and significant relationship between electronic word of mouth (E-WoM) and impulse buying, with a P-value of 0.032, a standardized regression weight of 0.213, and a critical ratio of  $2.141 > 1.96$ . This suggests that positive E-WoM can trigger impulse buying through social media reviews that shape consumer perceptions and encourage spontaneous purchases. Social media facilitates consumer interaction through comments, reviews, and recommendations, which build expectations and stimulate unplanned buying behavior. These findings align with studies by Aenaya et al. (2024) and Ahmed & Nasir (2024), supporting the acceptance of the sixth hypothesis.

### **The Relationship Between Positive Emotion and Impulse Buying**

The results show that the seventh hypothesis is accepted, indicating a positive and significant relationship between positive emotion and impulse buying, with a P-value of 0.014, a standardized regression weight of 0.210, and a critical ratio of  $2.468 > 1.96$ . This suggests that emotional responses such as joy, excitement, and satisfaction can drive consumers to make spontaneous purchases. The stronger the positive emotion, the higher the likelihood of impulse buying. In the case of Baso Aci Sajodo, positive emotional reactions increase product appeal and reduce rational decision-making, leading to impulse buying behavior. These findings align with studies by Luh et al. (2022), Ramadania et al. (2022), and Bismo & Halim (2023), supporting the acceptance of the seventh hypothesis.

## **CONCLUSION**

This research was conducted to examine the effect of brand image, sales promotion, electronic word of mouth (E-WoM), and positive emotion on impulse buying behavior toward Baso Aci Sajodo on TikTok Shop. The results

show that: 1). Brand Image has a positive and significant effect on Impulse Buying. 2). Brand Image has a positive and significant effect on Positive Emotion. 3). Sales Promotion has a positive and significant effect on Positive Emotion. 4). Sales Promotion has a positive and significant effect on Impulse Buying. 5). Electronic Word of Mouth has a positive and significant effect on Positive Emotion. 6). Electronic Word of Mouth has a positive and significant effect on Impulse Buying. 7). Positive Emotion has a positive and significant effect on Impulse Buying. These findings indicate that marketing strategies that build positive perceptions and evoke consumer emotions play an important role in encouraging impulse buying on digital platforms. Therefore, business owners, especially MSMEs such as Baso Aci Sajodo, can utilize the power of branding, promotions, and customer reviews to create engaging shopping experiences and drive spontaneous purchasing decisions.

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