

# THE EFFECT OF PRODUCT DESIGN, PRICE, AND PROMOTION ON IMPULSIVE BUYING OF THE ORIGINOTE PRODUCTS IN TIKTOK SHOP

Sri Sauzi Amalia<sup>1</sup>, Muchsin<sup>2</sup>, Mohd. Heikal<sup>3</sup>, Sapna Biby<sup>4</sup>

Universitas Malikussaleh

Email: [sri.210410204@mhs.unimal.ac.id](mailto:sri.210410204@mhs.unimal.ac.id), [muchsin@unimal.ac.id](mailto:muchsin@unimal.ac.id), [mohdheikal@unimal.ac.id](mailto:mohdheikal@unimal.ac.id), [sapnabiby@unimal.ac.id](mailto:sapnabiby@unimal.ac.id),

Correspondence Author: [muchsin@unimal.ac.id](mailto:muchsin@unimal.ac.id)

Received : 01 July 2025

Revised : 15 July 2025

Accepted : 31 July 2025

Published : 16 August 2025

DOI : <https://doi.org/10.54443/ijset.v4i9.1026>

Link Publish : <https://www.ijset.org/index.php/ijset/index>

## Abstract

The purpose of this study is to determine and analyze the influence of product design, price, and promotion on impulsive buying of The Originote products in TikTok Shop. The population in this study were active students of the Faculty of Economics and Business, Malikussaleh University. The sample in this study were students who had purchased The Originote products in TikTok Shop. Respondents used in this study amounted to 112 people. Primary data in this study were collected by means of questionnaires or distributing questionnaires and secondary data obtained from journals and internet media. The data analysis techniques used were multiple linear regression analysis methods, classical assumption tests, validity and reliability tests, research hypothesis tests, and coefficients of determination using the SPSS 26 program. This type of research is quantitative research. The results showed that partially product design (X1), price (X2), and promotion (X3) had a positive and significant effect on impulsive buying. Product design is the most dominant variable influencing impulsive buying of The Originote products in TikTok Shop among students of Economics and Business, Malikussaleh University. The adjusted R square value is 21.5% while the remaining 78.5% can be explained by other variables not examined in this study.

**Keywords:** *Product Design, Price, Promotion, Impulsive Buying*

## INTRODUCTION

The beauty industry in Indonesia is experiencing rapid growth, as evidenced by the increasing public demand for skincare products. The Originote is an Indonesian skincare brand founded in 2022. This brand offers a variety of skincare products designed to address various skin problems, starting from the age of 13 (teenagers). Each product has a specific function for skin problems and contains advanced ingredients, yet remains affordable. The Originote product range is suitable for all groups and ages, in line with their vision and tagline, "Affordable skincare for all." One of The Originote's products that has been recognized as the best moisturizer by the Brand Choice Award 2023: Top Moisturize, (Theoriginote, nd) In this day and age, having a healthy, glowing complexion is everyone's dream. It's not uncommon for many people to spend hundreds to millions of rupiah on facial treatments to achieve their desired beauty goals. (Manalu & Muchsin., 2024) Women consider maintaining their appearance and enhancing their attractiveness important, so many beauty products from various brands are available with different ingredients. (Febyane & Lestari, 2022). Caring for facial skin has become a part of the lifestyle of many people, from women to men, who are now aware of the importance of caring for their facial skin.

Facial skin care is a step to care for, maintain and preserve the condition of the skin, so that the skin looks beautiful, healthy and attractive.. Furthermore, skin care also reflects appreciation, care, and respect for oneself and others. With societal beauty standards, many people desire smooth, radiant, and youthful-looking skin. (Sinaga & Hutapea, 2022). With the rapid development of technology and social media, skincare trends, particularly through platforms like TikTok, have become a highly influential medium in shaping consumer opinions and decisions, including when choosing skincare products. The Originote is a local brand that has successfully utilized TikTok as an effective promotional tool. The Originote brand, @theoriginote, has a large number of TikTok followers, reaching 2.1 million. This number indicates that many Indonesians are familiar with The Originote products. TikTok is a social networking platform that allows users to share videos with each other. TikTok has gradually developed into a

# THE EFFECT OF PRODUCT DESIGN, PRICE, AND PROMOTION ON IMPULSIVE BUYING OF THE ORIGINOTE PRODUCTS IN TIKTOK SHOP

Sri Sauzi Amalia *et al*

profitable social media app, both for its users and for companies. Many content creators have successfully earned money through endorsements, sponsorships, and affiliate programs. TikTok has a TikTok Shop feature designed as a place to shop without having to open another app. TikTok Shop officially received permission as a business application in the social media and e-commerce sector on April 17, 2021, after the TikTok app was launched in Indonesia in June 2018. (Wijoyo, 2023) TikTok Shop makes it easier for businesses like The Originote to reach a wider audience through engaging, creative video content. The Originote employs various marketing strategies, including advertising and promotional features on social media platforms like TikTok. They run various promotions through attractive discounts, affordable prices, and limited-time price drops, also known as flash sales, to create a sense of urgency and encourage consumers to make purchases before the offer expires. Many students, especially those from the Faculty of Economics and Business, are responsive to digital trends and are easily influenced by visual stimuli and competitive prices, which are part of the impulse buying of The Originote products. However, as time passed, in October 2024, The Originote's popularity on TikTok Shop began to decline. This occurred because a growing number of users were disappointed after learning that some of The Originote's product claims were considered "overclaims." The discrepancy between the contents listed on the packaging and the actual product content left many consumers disappointed and lost trust. This resulted in a decline in purchasing interest and consumer loyalty.

However, based on interviews conducted with 20 Economics and Business students, 19 of them used skincare, indicating that the skincare market among students is very large and relevant. Students now have easy access to direct interactions between brands and consumers, which can trigger impulsive buying decisions. When making impulsive purchases, students may not have comprehensively evaluated the price, quality, need for the product, and other factors. Impulse buying often occurs when students are tempted by low prices, promotions, discounts, product displays, or buy without a clear purpose. Although impulsive buying provides students with immediate satisfaction, it can have long-term negative impacts, such as financial problems or the accumulation of unnecessary items. According to Venia *et al* (2021) Unplanned online purchases are driven by stimuli, both internal and external, that trigger impulse buying. Product design plays a key role in increasing students' interest in skincare products and driving changes in self-care consumption behavior. (Astuti, 2020). If a product has a unique and varied design, it will easily attract consumers, who will first see it and then purchase it. Good product design is one that presents an attractive appearance and also provides functions according to consumer needs. When choosing beauty products, sometimes people also look at the color, packaging, and other attributes that are considered to have unique and distinctive characteristics, making the product diverse. Saputri *et al* (2020), also stated that product design has a significant influence on consumers' purchasing decisions. Therefore, in addition to product quality, choosing a unique, attractive, and varied design is also a determining factor in whether consumers will buy a product or not.

Price is also a consumer consideration when purchasing a product. Today's consumers are highly price-sensitive. The table above shows that The Originote's prices range from Rp29,000 to Rp67,000. Based on interviews with three Management students from Malikussaleh University's 21st batch, the researchers found that The Originote's prices are affordable for students. Devina (2023) Price is the total value assigned to consumers for the benefits they receive or use from products and services. If a company sets the right price and aligns with consumer purchasing power, consumers are more likely to purchase the product. Promotion is the preferred approach to attract consumers' attention and motivate them to make impulsive purchases. Promotion is crucial for businesses in communicating their products to customers. Companies use promotions to demonstrate product quality and encourage customers to purchase. (Novianti & Sulivyo, 2021). To address the youth market, which is heavily influenced by digital trends, skincare product promotions are not limited to conventional media but increasingly rely on social media, influencers, and interactive campaigns targeting the student lifestyle. Various forms of promotion, such as discounts, giveaways, cashback, and collaborations with public figures or Instagram celebrities, are considered relevant to the student world. Several studies have been conducted by researchers to examine promotional variables on impulsive buying. Based on previous research conducted by Ratnasari *et al* (2023) that promotions have a positive and significant influence on impulsive buying. Meanwhile, according to research findings (Sihombing & Sukati, 2022) Promotion variables do not have a positive and significant influence on impulsive buying. These differences in results could be due to differences in consumer characteristics, product type, promotional methods used, or other external factors that influence consumer response to promotions.

## LITERATURE REVIEW

### The Relationship between Product Design Variables and Impulsive Buying

Product design is a systematic approach that integrates design and production processes to create new products with various supporting characteristics such as attractiveness, strengths, and special features that attract

# THE EFFECT OF PRODUCT DESIGN, PRICE, AND PROMOTION ON IMPULSIVE BUYING OF THE ORIGINOTE PRODUCTS IN TIKTOK SHOP

Sri Sauzi Amalia **et al**

consumers. Product design is the process of creating services or products with the aim of satisfying customers without being excessive compared to their competitors. (Putrifasari, 2023). An attractive product design will encourage consumers to make impulsive purchases. Product design plays a crucial role in influencing consumer behavior, especially when it comes to impulse buying. When someone sees a product with an attractive design, whether in terms of shape, color, or packaging, the feeling of wanting to own it can arise suddenly, even without planning, which is commonly called impulsive buying. Unique or modern designs often create a strong first impression, making consumers feel attracted and want to immediately buy and own the product, even if they don't actually need the item. Good product design, which combines beauty and functionality, can encourage impulse buying, because consumers feel the product will provide them with added value.

## **The Relationship Between Price Variables and Impulsive Buying**

Price is a certain amount that must be paid by consumers in exchange for the benefits obtained from owning or using a product or service. Price can also be defined as the amount of money required to obtain a certain combination of goods and services offered. (Marlius & Jovanka, 2023) Price has a significant influence on impulsive buying behavior. Price factors will make consumers feel attracted to make a purchase, especially if there are special discounts offered by manufacturers. When a product is offered at an affordable price or cheaper than expected, consumers tend to feel that this is an opportunity not to be missed, even if they initially had no intention of buying. When consumers feel that the price offered is commensurate with the benefits or quality of the product, they will feel satisfied. The right price and "worth it" in the eyes of consumers can be a major factor in encouraging impulsive purchases. This is consistent with previous research conducted by Daulay et al (2021) which proves that price has a significant influence on impulsive buying.

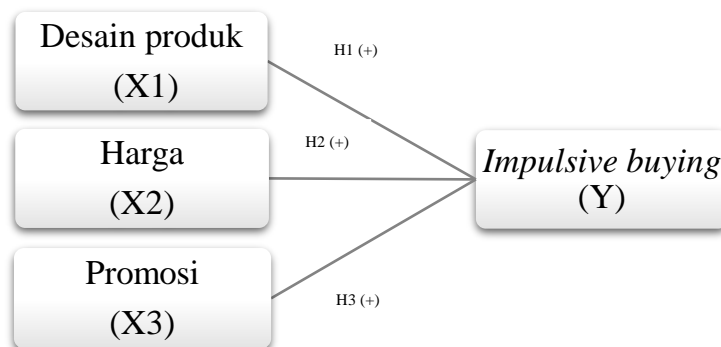
## **The Relationship between Promotion Variables and Impulsive Buying**

Promotion is an effort made by sellers to introduce products or services to potential consumers and persuade them to purchase them. Promotion can also be defined as an activity to disseminate information about the products or services being sold to change consumer behavior patterns. (Uluwiyah, 2022) Promotion is an important factor in encouraging consumers to buy goods impulsively. When a product is offered with an attractive promotion, such as a large discount, buy one get one free, or an instant gift, consumers will be tempted to buy even if they had not planned to buy the item. Attractive promotions create a sense of urgency, as if the opportunity only comes once, and will make consumers feel the need to make a purchase immediately without further thought. Many consumers feel satisfied when buying products during promotions, this encourages them to make impulsive purchases. According to research previously carried out by (Chan et al., 2022) that promotions have a positive and significant effect on impulsive buying.

## **Research Hypothesis**

A hypothesis is a temporary answer to a research problem statement, where the research problem statement is stated in the form of a question. It is said to be temporary because the answer provided is only based on relevant theory, not yet based on empirical facts obtained through data collection. Therefore, a hypothesis can also be stated as a theoretical answer to a research problem statement, not yet an empirical answer. (Sugiyono, 2022)

Conceptual Framework



Picture1 Conceptual Framework

Based on the explanation and conceptual framework above, the author proposes a research hypothesis as a temporary answer to the research problem formulation. The research hypothesis is as follows:

- H1: Product design is suspected to have a positive and significant effect on impulsive buying of The Originote products on TikTok Shop among Economics and Business Students at Malikussaleh University.
- H2: Price is suspected to have a positive and significant effect on impulsive buying of The Originote products on TikTok Shop among Economics and Business Students at Malikussaleh University.
- H3: Promotion is suspected to have a positive and significant effect on impulsive buying of The Originote products on TikTok Shop among Economics and Business Students at Malikussaleh University.

METHOD

Research Location and Object

This research will be conducted at the Faculty of Economics and Business, Malikussaleh University, located on the beautiful hills of Lhokseumawe. The research object is Malikussaleh University Economics and Business students consist of 5 study programs, namely Management, Accounting, Development Economics, Islamic Economics and Entrepreneurship.

Research Population and Sample

Sugiyono (2022), states that a population is a generalized area consisting of objects or subjects possessing certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn. Populations include not only people, but also objects and other natural objects. Populations are also not simply the number of subjects or objects being studied, but encompass all the characteristics or traits possessed by those subjects or objects. The population in this study were Economics and Business students at Malikussaleh University who use The Originote product.

Table 1 Research Population

No	Study program	Year of the Year				Amount
		2021	2022	2023	2024	
1	Management	304	237	227	288	1056
2	Accounting	199	187	165	224	775
3	Economic development	111	98	104	86	399
4	Sharia Economics	117	130	91	98	436
5	Entrepreneurship	32	36	20	50	138
Amou nt		763	688	607	746	2,804

Source: Academic Bureau of Malikussaleh University

According to Sugiyono (2022) A sample is a portion of the population's number and characteristics. The sample in this study were Economics and Business students from Malikussaleh University who purchased The Originote products at TikTok Shop. The sampling technique used in this study was non-probability sampling with a purposive sampling technique. Non-probability sampling is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a sample. Purposive sampling is a data source sampling technique with certain considerations. In determining the research sample, the author used the formula (Hair et al., 2020). Hair's formula is used for population sizes that are not yet known for certain and suggests that the minimum sample size is 5-10 times the indicator variable. The explanation of the formula above is as follows:

$$\begin{aligned} \text{Sample} &= \text{Number of indicators} \times 7 \\ &= 16 \times 7 \\ &= 112 \end{aligned}$$

So in this study, the sample criteria used by the researcher are as follows:

1. Active student, Faculty of Economics and Business, Malikussaleh University
2. Students shopping at TikTok Shop
3. Students who have purchased The Originote products
4. Students aged 18-24 years

**Data Types and Sources**

Primary data is data obtained directly from the source. The author will use a questionnaire distribution method using *Google Form* to collect primary data. A questionnaire is a data collection technique that involves providing several questions to be answered by respondents and processed into data using statistical tools. Secondary data is data obtained to complement primary data, including reading sources such as literature books, journals, data from the internet, and through previous thesis writing.

**Data collection technique**

In this study, the author used a questionnaire as a data collection method. The questionnaires were distributed to Economics and Business students through *Google Form link* which has been created by the author. The results of this questionnaire will be further processed using the SPSS 26 statistical tool.

**RESULTS AND DISCUSSION**

**Validity Test**

**Table 2 Validity test results**

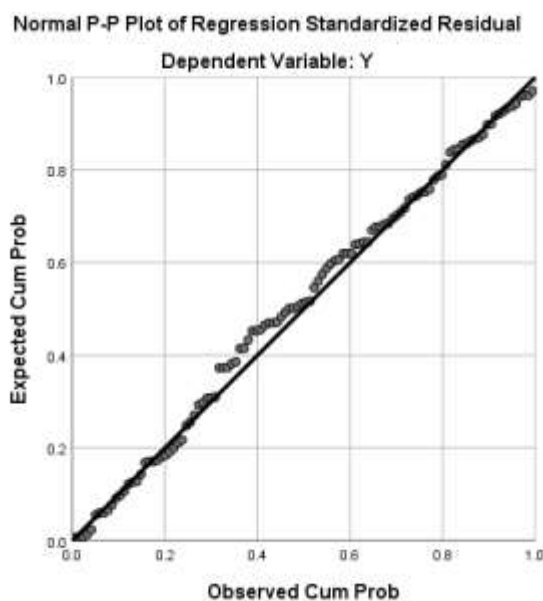
<b>Product Design Variable (X1)</b>			
<b>Question</b>	<b>r count</b>	<b>r table</b>	<b>Validity</b>
1	0.798	0.1857	Valid
2	0.838	0.1857	Valid
3	0.725	0.1857	Valid
4	0.710	0.1857	Valid
<b>Price Variable (X2)</b>			
<b>Question</b>	<b>r count</b>	<b>r table</b>	<b>Validity</b>
1	0.723	0.1857	Valid
2	0.727	0.1857	Valid
3	0.784	0.1857	Valid
4	0.716	0.1857	Valid
<b>Promotion Variable (X3)</b>			
<b>Question</b>	<b>r count</b>	<b>r table</b>	<b>Validity</b>
1	0.781	0.1857	Valid
2	0.723	0.1857	Valid
3	0.766	0.1857	Valid
4	0.805	0.1857	Valid
<b>Impulsive buying variable (Y)</b>			
<b>Question</b>	<b>r count</b>	<b>r table</b>	<b>Validity</b>
1	0.765	0.1857	Valid
2	0.835	0.1857	Valid
3	0.797	0.1857	Valid
4	0.681	0.1857	Valid

Reliability Test

Table 3 Reliability Test Results

Variables	Cronbach Alpha	Constant	Information
Product Design (X1)	0.770	0.60	Reliable
Price (X2)	0.721	0.60	Reliable
Promotion (X3)	0.770	0.60	Reliable
Impulsive Buying	0.771	0.60	Reliable

Normality Test



Picture 1 Normal Probability Plot Graph

Based on the results of the normality test using the Normality Probability Plot graphical approach in Figure 4.2 above, it can be concluded that the data follows the diagonal line or is spread around the diagonal line. Therefore, it can be concluded that the data meets the assumption of normality and is normally distributed.

Multicollinearity Test

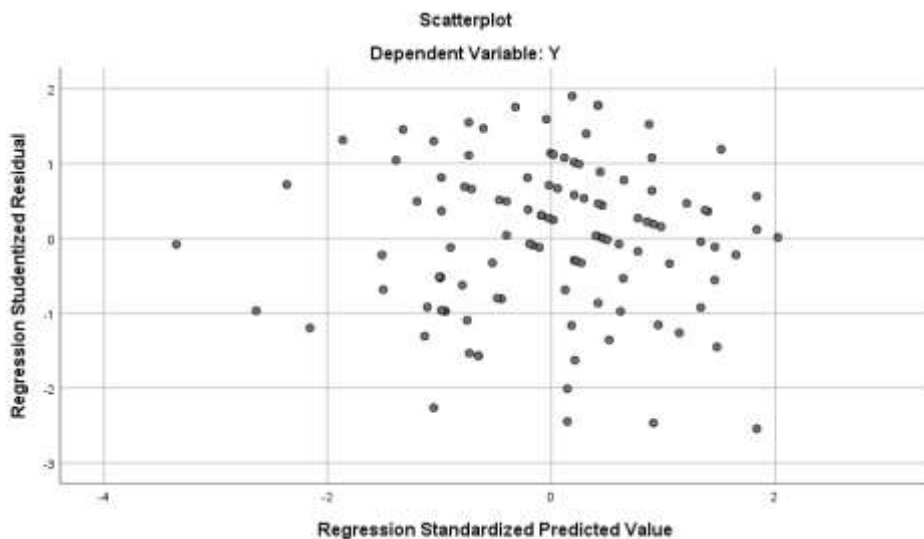
Table 4 Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
Product Design (X1)	0.901	1,110
Price (X2)	0.966	1,035
Promotion (X3)	0.919	1,088

Source: Processed data (2025)

Based on Table 4.13 above, it can be seen that all independent variables have a tolerance value > 0.1 and a VIF value < 10. So it can be concluded that the regression model used does not show symptoms of multicollinearity between the independent variables (Product Design (X1), Price (X2) and Promotion (X3).

Heteroscedasticity Test



Picture 2 Scatterplot Test Results

Based on the analysis of the graph above, it shows that there is no clear pattern, such as points spread above and below the number 0 on the Y axis, so there is no heteroscedasticity.

Multiple Linear Regression Analysis

Table 5 Multiple Linear Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,295	2,487		0.521	0.604
Product Design (X1)	0.292	0.100	0.260	2,936	0.004
Price (X2)	0.316	0.112	0.241	2,820	0.006
Promotion (X3)	0.237	0.097	0.215	2,450	0.016

a.dependent variable: Impulsive Buying

Source: Processed data (2025)

Coefficient of Determination Test (R2)

The coefficient of determination is used to determine how much influence the independent variable has on the dependent variable. The value of the coefficient of determination is determined by the value *Adjusted R Square*. The results of the calculations in this study are as follows:

Table 6 Results of Correlation and Determination Coefficient Analysis

Model summary				
Model	R	R Square	Adjusted R square	Standard Error of the Estimate
1	.486 <sup>a</sup>	.236	.215	2,304

a. Predictors: (constant), Promotion, Price, Product Design  
b. Dependent Variable: Impulsive Buying

Source: Processed data (2025)

Based on table 6 above, it can be seen that the Adjusted R Square value of 0.215 or 21.5% indicates that variations in the independent variables, namely product design, price and promotion, can explain the Impulsive buying variable by 21.5%, while the remaining 78.5% is explained by other variables not examined in the study.

### **The Influence of Product Design on Impulsive Buying**

H1 = Product design has a positive and significant effect on *Impulsive buying* The Originote product on TikTok Shop by Economics and Business Students at Malikussaleh University. From the results of the hypothesis testing (H1) conducted by the researcher, it was proven through the results of the calculations that had been carried out, the t-count was  $2.936 > t\text{-table } 1.982$  or can be seen from the significant value of  $0.004 < 0.05$ , thus the hypothesis (H1) was accepted. This is in line with the research Rizky (2024) with the title "The Influence of Celebrity Endorser, Fear of Missing Out and Product Design on Impulsive Buying of Morteils Products in Banjarmasin City". From the results of the hypothesis test (H3) shows the results of product design (X3) has a positive and significant effect on impulsive buying. The results of the study show that product design has a positive and significant effect on impulsive buying. Based on these results it can be concluded that product design is one way or strategy used to market a product to attract consumer attention in purchasing the product. Product design that is attractive, functional and has its own characteristics can increase impulsive buying of a product.

### **The Effect of Price on Impulsive Buying**

H2 = Price has a positive and significant effect on *Impulsive buying* The Originote product on TikTok Shop by Economics and Business Students at Malikussaleh University. From the results of the hypothesis testing (H2) conducted by the researcher, it was proven through the results of the calculations that had been carried out, the t-count was  $2.820 > t\text{-table } 1.982$  or can be seen from the significant value of  $0.006 < 0.05$ , thus the hypothesis (H2) was accepted. This is in line with research conducted by Chan et al (2022) with the title "The Effect of Promotion and Price on Impulse Buying of Shopee E-Commerce Users in Pekanbaru" from the results of hypothesis testing (H2) shows that price (X2) has a positive and significant effect on impulsive buying. This result indicates that the cheaper and more affordable the price offered, the greater the impulse buying. The results of the study indicate that price has a positive and significant effect on impulsive buying. Based on the results of the study, it can be concluded that the more affordable or attractive the price offered, the greater the likelihood of Economics and Business students at Malikussaleh University to make impulsive buying. This occurs because competitive prices can trigger spontaneous urges in students to immediately buy products without careful consideration.

### **The Effect of Promotion on Impulsive Buying**

H3 = Promotion has an effect on *Impulsive buying* towards The Originote products in TikTok Shop among Economics and Business students at Malikussaleh University. From the results of the hypothesis testing (H3) conducted by the researcher through the results of the calculations that have been done, the t-test was  $2.450 > t\text{-table } 1.982$  or can be seen from the significant value of  $0.016 < 0.05$ , thus the hypothesis (H3) is accepted. The results of the study are in line with research conducted by Ratnasari et al (2023) with the title "The Effect of Promotion and Price on Impulsive Buying". The t-value of the promotion is  $3.919 > t\text{ table } 1.993$  and the significance value is  $0.000 < 0.05$ . then (Ha1) is accepted which indicates that promotions have a significant effect on impulse buying. The results of the study show that promotions have a positive and significant effect on impulsive buying. Based on the results of the study, it can be concluded that with attractive promotions, such as discounts and special offers presented creatively on TikTok Shop, it has succeeded in creating a spontaneous urge for students to immediately buy products without prior planning. A good promotional strategy will increase Impulsive buying of Economics and Business students at Malikussaleh University.

## **CONCLUSION**

Based on the results of the analysis that has been carried out by the researcher, it is intended to answer the questions from the problem formulation that has been put forward in chapter 1, so the answers to the problem formulation and also the conclusions from the research on the influence of product design, price and promotion on *Impulsive buying* The Originote products on TikTok Shop are as follows:

1. Product design has a positive and significant effect on impulsive buying of The Originote products on TikTok Shop among Economics and Business students at Malikussaleh University. This indicates that the more attractive, innovative, up to date and in accordance with students' tastes regarding the product design offered, the greater the tendency for students to make impulsive purchases.
2. Price has a positive and significant effect on impulsive buying of The Originote products on TikTok Shop among Economics and Business students at Malikussaleh University. This indicates that the better the price offered, the more likely students are to make impulsive purchases. A price that aligns with students' financial capabilities can be a unique attraction, encouraging them to make impulsive purchases.

# THE EFFECT OF PRODUCT DESIGN, PRICE, AND PROMOTION ON IMPULSIVE BUYING OF THE ORIGINOTE PRODUCTS IN TIKTOK SHOP

Sri Sauzi Amalia et al

- Promotions have a positive and significant impact on impulsive buying of The Originote products on TikTok Shop among Economics and Business students at Malikussaleh University. Attractive promotions, such as discounts and special offers creatively presented on TikTok Shop, successfully create spontaneous impulses for students to purchase products without prior planning.

## REFERENCES

- Astuti, W. D. T. (2020). *Implementation Of Design Thinking And Lean Startup Method In*.
- Chan, G. F., Akhmad, I., & Hinggo, H. T. (2022). Pengaruh Promosi Dan Harga Terhadap Impulse Buying Pada Pengguna E-Commerce Shopee Di Pekanbaru. *Economics, Accounting and Business Journal*, 2(1), 151–159.
- Daulay, R., Handayani, S., & Ningsih, I. P. (2021). Pengaruh Kualitas Produk, Harga, Store Atmosphere dan Sales Promotion Terhadap Impulse Buying Konsumen Department Store di Kota Medan. *Prosiding Konferensi Nasional Ekonomi Manajemen Dan Akuntansi (KNEMA)*, 1, 1–14.
- Devina. (2023). Pengaruh Harga Dan Promosi Terhadap Keputusan Pembelian Produk Melalui Aplikasi Tiktok Shop Pada Mahasiswa Uin Sts Jambi Tahun 2023. *Jurnal Kajian Dan Penalaran Ilmu Manajemen*, 2(1), 59–73. <https://doi.org/10.59031/jkpim.v2i1.274>
- Febyane, K., & Lestari, B. (2022). Pengaruh Iklan Media Sosial Dan Brand Image Terhadap Minat Beli Produk Kosmetik Make Over. *Jurnal Aplikasi Bisnis*, 151–156.
- Hair, J.J.F, C. Black, W, J. Babin, B, & E. Anderson, R. (2020). *Multivariate Data Analysis* (7th ed.). New Jersey: Prentice Hall.
- Manalu, D, A, N., & Muchsin. (2024). Dampak Brand Image, Harga dan Kualitas Produk Terhadap Keputusan Pembelian Skincare Skintific. *Jurnal Visioner & Strategis*, 13(2).
- Marlius, D., & Jovanka, N. (2023). Pengaruh Harga Dan Promosi Terhadap Keputusan Pembelian Konsumen Y.O.U Pada Hasanah Mart Air Haji. *Jurnal Economina*, 2(2), 476–490. <https://doi.org/10.55681/economina.v2i2.326>
- Novianti, L., & Sulivyo, L. (2021). Pengaruh Kualitas Produk Dan Promosi Terhadap Keputusan Pembelian Pada Smartphone Made in China Di Kecamatan Cikupa Kabupaten Tangerang. *Jurnal Cafeteria*, 2(2), 15–27. <https://doi.org/10.51742/akuntansi.v2i2.354>
- Putrifasari, S. M. M. M. A. (2023). Pengaruh Desain Produk, Kualitas Produk, Dan Harga Terhadap Keputusan Pembelian Batik Pada CV. Wecono Asri Kediri. *Journal of Creative Student Research (JCSR)*, 1(5), 141–155.
- Ratnasari, I., Indarwati, P., & Suhartatik, S. (2023). Pengaruh Promosi Dan Harga Terhadap Impulse Buying. *Jurnal Sosial Teknologi*, 3(8), 678–684. <https://doi.org/10.59188/journalsostech.v3i8.909>
- Rizky, A. H. F. (2024). *Pengaruh Celebrity Endorser, Fear Of Missing Out, Dan Desain Produk Terhadap Impulsive Buying Produk Morteils di Kota Banjarmasin*. 15(1), 37–48.
- Saputri, A. D., Mulyati, A., & Maruto, I. A. (2020). Pengaruh Citra Merek, Desain Produk, Dan Persepsi Kualitas Terhadap Keputusan Pembelian Sepatu Nike. *Fakultas Ilmu Sosial Dan Ilmu Politik Untag Surabaya*, 1(1), 1–8.
- Sihombing, D. O., & Sukati, I. (2022). Analisis Pengaruh Promosi, Life Style, dan Kualitas Produk Terhadap Impulse Buying Shopee di Kota Batam. *ECo-Buss*, 5(2), 754–766. <https://doi.org/10.32877/eb.v5i2.610>
- Sinaga, R. P. Y. B., & Hutapea, J. Y. (2022). Analisis Pengaruh Brand Image, Harga, Dan Review Product Terhadap Keputusan Pembelian Skincare Wardah pada Mahasiswa Unai. *Jurnal Intelektiva*, 3(8), 12–25.
- Sugiyono. (2022). *Metode Penelitian Kuantitatif Kualitatif Dan R & D*. Alfabeta.
- Theoriginote. (n.d.). *Affordable Skincare for All*. Theoriginote.
- Uluwiyah, A. N. (2022). STRATEGI BAURAN PROMOSI (PROMOTIONAL MIX) dalam Meningkatkan Kepercayaan Masyarakat. In *Multi Pustaka Utama*.
- Venia, M., Marzuki, F., & Yuliniar. (2021). Analisis Faktor yang Mempengaruhi Perilaku Impulse Buying (Studi Kasus pada Generasi Z Pengguna E-commerce ). *Korelasi Riset Nasional Ekonomi, Manajemen, Dan Akuntansi*, 2, 929–941.
- Wijoyo, S. G. (2023). Fenomena Aplikasi TikTok Shop Sebagai Alternatif Belanja Hemat. *DARUNA: Journal of Communication*, 3(1), 109–114.