ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *scarcity message* dan *brand awareness* terhadap pembelian impulsif *cushion* SKINTIFIC di TikTok Shop pada perempuan usia 18-35 tahun pengguna TikTok Shop yang berdomisili di Pulau Jawa. Penelitian ini menggunakan *Social Judgment Theory* sebagai landasan untuk menjelaskan bagaimana pesan persuasif yang diterima konsumen dapat memengaruhi respons perilaku berupa pembelian impulsif. Penelitian ini menggunakan metode kuantitatif dengan pendekatan survei. Data diperoleh melalui penyebaran kuesioner kepada 200 responden yang memenuhi kriteria penelitian dan dianalisis menggunakan *Partial Least Squares Structural Equation Modeling* (PLS-SEM) dengan bantuan perangkat lunak SmartPLS 4. Hasil penelitian menunjukkan bahwa hipotesis pertama diterima, yaitu *scarcity message* berpengaruh positif dan signifikan terhadap pembelian impulsif *cushion* SKINTIFIC di TikTok Shop. Hipotesis kedua juga diterima, yaitu *brand awareness* berpengaruh positif dan signifikan terhadap pembelian impulsif. Selanjutnya, hipotesis ketiga menunjukkan bahwa *scarcity message* dan *brand awareness* secara bersama-sama berpengaruh positif dan signifikan terhadap pembelian impulsif dengan nilai R^2 sebesar 0,337, yang berarti kedua variabel mampu menjelaskan 33,7% variasi pembelian impulsif, sedangkan 66,3% sisanya dipengaruhi oleh faktor lain di luar model penelitian. Dengan demikian, penelitian ini membuktikan bahwa *scarcity message* dan *brand awareness* merupakan faktor yang berpengaruh terhadap pembelian impulsif *cushion* SKINTIFIC di TikTok Shop pada responden yang menjadi objek penelitian.

Kata Kunci: *Scarcity Message*, *Brand Awareness*, Pembelian Impulsif, TikTok Shop.

ABSTRACT

This study aims to analyze the influence of scarcity messages and brand awareness on impulse buying of SKINTIFIC cushion products on TikTok Shop among female TikTok Shop users aged 18-35 years residing on Java Island. The study employs Social Judgment Theory as the theoretical foundation to explain how persuasive messages received by consumers can influence behavioral responses in the form of impulse buying. This study adopts a quantitative method with a survey approach. Data were collected through questionnaires distributed to 200 respondents who met the research criteria and were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4 software. The results indicate that the first hypothesis is supported, showing that scarcity messages have a positive and significant effect on impulse buying of SKINTIFIC cushion products on TikTok Shop. The second hypothesis is also supported, indicating that brand awareness has a positive and significant effect on impulse buying. Furthermore, the third hypothesis demonstrates that scarcity messages and brand awareness simultaneously have a positive and significant effect on impulse buying, with an R^2 value of 0.337, indicating that both variables explain 33.7% of the variance in impulse buying, while the remaining 66.3% is explained by factors outside the research model. Therefore, this study confirms that scarcity messages and brand awareness are significant factors influencing impulse buying of SKINTIFIC cushion products on TikTok Shop among the respondents included in this study.

Keywords: *Scarcity Message, Brand Awareness, Impulse Buying, TikTok Shop.*