

ABSTRACT

The advancement of digital technology has significantly transformed consumer purchasing behavior, especially among Generation Z, who are highly connected to social media. TikTok, as one of the most popular platforms among Generation Z, offers a TikTok Live feature that enables real-time interaction between sellers and buyers, creating time pressure situations that can trigger impulsive buying behavior. This study aims to examine the effect of time pressure on impulsive buying, with perceived value as a mediating variable. This research uses a quantitative approach with a survey method involving 150 respondents from Generation Z who use TikTok Live in Indonesia. The data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Square (PLS) approach. The results show that time pressure has a positive and significant effect on impulsive buying, time pressure significantly influences perceived value, and perceived value mediates the relationship between time pressure and impulsive buying. These findings offer practical implications for businesses in designing time-based promotional strategies to stimulate impulsive purchasing decisions, and also contribute to the literature on digital consumer behavior in the era of social media.

Keywords: Time Pressure, Impulsive Buying, Perceived Value, TikTok Live, Generation Z