

ABSTRACT

This study aims to understand and determine the influence of social media influencer and on impulse buying in TikTok Live Shopping, Bandung City. The background of this study is based on the high use of the internet every year which has an impact on the tendency of society towards social media, where each individual can receive information and communicate in two ways. Researchers use TikTok Live Shopping as the object of study, which makes it easier for users to make transactions, interact online real-time, and there are various offers in the form of limitations so as to create urgency and trigger impulsive purchases.

This study uses a quantitative approach with the data sources used being primary and secondary data. Data collection was conducted through a questionnaires using the purposive sampling method, the sample obtained was 385 respondents, who had met the established criteria and were located in Bandung City. The data analysis technique used was Structural Equation Modelling – Partial Least Squares with SmartPLS 4.

The results of the study show that social media influencer has a positive influence on impulsive buying. Furthermore, scarcity has a positive influence on impulsive buying. The role of FoMO as a mediating variable is able to bridge the positive influence between social media influencer and on impulse buying.

Keywords: *Social Media Influencer, Scarcity , FoMO, Impulse Buying*