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The Effect Of Affiliate Content Appeal, Discount Appeal, And Ease Of Use On Impulse Buying, With Perceived Enjoyment As A Mediating Variable, In Tiktok's Location Tag Feature (A Study Of Generation Z Food Consumers In Bandung)

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Abstract

This study was motivated by the phenomenon of content saturation on TikTok, where the average views, reach, and engagement rate of content have declined by 31.30%, 28.73%, and 31.17%, respectively (Metricool, 2025), compounded by Generation Z's declining trust in commercial advertising content on TikTok, with 79% of Generation Z TikTok users admitting they miss the days before the platform was flooded with sponsored content and ads (The Harris Poll, 2026). As a result, culinary promotional content is finding it increasingly difficult to capture consumers' attention, particularly on the location tag feature—which is still relatively new and continues to be developed by TikTok. The purpose of this study is to determine the influence of the appeal of affiliate content, the appeal of discounts, and ease of use on impulse buying—mediated by perceived enjoyment—on TikTok's location tag feature among Generation Z food consumers in Bandung. The method used is a quantitative approach with a descriptive-verificative design. The sample size consisted of 161 respondents, selected through purposive sampling with a . Data for this study were collected through the distribution of a questionnaire that had been validated and found to be reliable and had passed the classical assumption tests. Hypothesis testing in this study utilized multiple regression analysis and the Sobel test using SPSS version 25. The results indicate that the appeal of affiliate content, the appeal of discounts, and ease of use each have a positive and significant effect on perceived enjoyment and impulse buying; perceived enjoyment has a positive and significant effect on impulse buying; and perceived enjoyment was found to partially mediate the effects of the appeal of affiliate content, the appeal of discounts, and ease of use on impulse buying.

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Keywords: Appeal of Affiliate Content, Appeal of Discounts, Ease of Use, Perceived Enjoyment, Impulse Buying

INTRODUCTION

Advances in digital technology are transforming consumer shopping behavior on social media, as the social commerce ecosystem fosters strong emotional engagement when consumers interact with digital content (Zheng et al., 2019). TikTok has achieved massive dominance in Indonesia with 126.8 million active users (We Are Social), making Indonesia the second-largest market in the world. One of the innovations TikTok has developed to support digital promotion is the location tag feature, which allows users to access information about a business's location, content, and products or services. The platform's high penetration is driven by the dominance of Generation Z, which accounts for 27.94%—or 74.93 million people—of Indonesia's population (Databoks Katadata, 2021; BPS). In the city of Bandung, the culinary sector is one of the main drivers of the local economy, contributing 10.23% to the regional gross domestic product (PDRB) and accounting for 41.20% of the creative economy (Bandung City Department of Culture and Tourism), so TikTok—including its location tag feature—is widely used by culinary businesses for promotion.

However, the effectiveness of promotions on TikTok is beginning to face challenges due to the phenomenon *of content saturation*. Metricool (2025) reports a decline in the average *views*, *reach*, and *engagement rate* of content by 31.30%, 28.73%, and 31.17%, respectively. This situation is exacerbated by Generation Z's declining trust in ad-driven content, with 79% of Generation Z TikTok users admitting they miss the days before the platform was flooded with sponsored content and ads (The Harris Poll, 2026). This decline in content performance has reduced the effectiveness of content in reaching and capturing consumers' attention to drive spontaneous or *impulse purchases* (Himmah et al., 2025), particularly for food products, where purchasing decisions are often influenced by emotional factors, trends, and promotions received through social media.

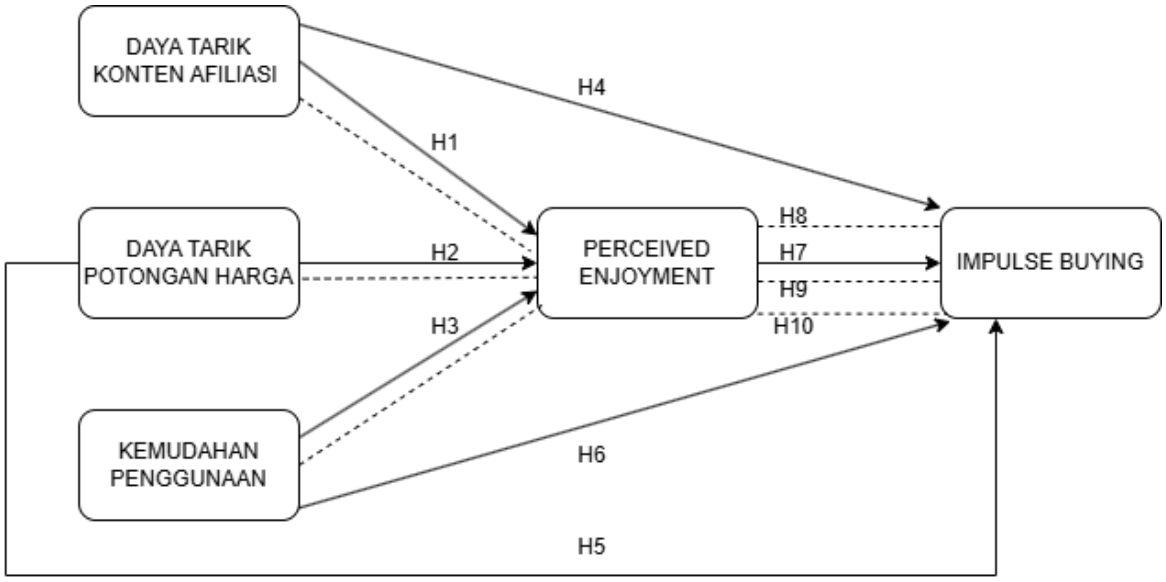
The location-tagging feature has the potential to serve as a strategic space for driving *impulse buying* through a combination of the appeal of affiliate content (Christanti & Kembau, 2024), the appeal of discounts (Hasanah, 2025), and ease of use (Natalia et al., 2026). These three stimuli are believed to operate through *perceived enjoyment*—a psychological response that lowers consumers' rational defenses when interacting with the platform (Kurniati et al., 2025). Within the *Stimulus-Organism-Response* (S-O-R) framework, *perceived enjoyment* acts as *the organism* that bridges digital marketing stimuli with the *impulse-buying* response; therefore, this study identifies it as a mediating variable.

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Previous research on *impulse buying* on TikTok has generally examined discounts in conjunction with *live streaming* or hedonistic motivations (Carissa, 2024; Rolando & Angelica, 2024), while other studies have shown that *impulse-buying* models cannot be generalized across platforms (Imilda et al., 2024) and have not specifically addressed location-tag-based promotional features (Zeta et al., 2025). These gaps—namely, the lack of testing on the appeal of price discounts as a standalone independent variable, research on TikTok's location-tag features, and the limited research specifically on the food and beverage category and Generation Z— —underpin the urgency of this study. By adopting the *Stimulus-Organism-Response* theoretical framework, this study simultaneously examines the effects of affiliate content appeal, discount appeal, and ease of use as stimuli on *impulse buying* as a response, with *perceived enjoyment* serving as the mediating organism variable for TikTok's location-tagging features, specifically among Generation Z food consumers in Bandung.

CONCEPTUAL MODEL



RESEARCH METHODS

This study was conducted to test the hypothesis regarding the influence of the appeal of affiliate content, the appeal of discounts, and ease of use on impulse buying, with perceived enjoyment as a mediating variable, using TikTok's location tag feature. The research was carried out through seven main stages: variable operationalization; development of a research instrument in the form of a questionnaire; testing the validity and reliability of the instrument; data collection using the instrument that met the requirements; data processing; data analysis; and hypothesis testing. The stages of

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variable operationalization and instrument development were carried out during the research proposal phase, while the validity and reliability testing, data collection, data processing, data analysis, and hypothesis testing were conducted after the research proposal was approved as the basis for the study.

The subject of this study is the location tag feature on the TikTok app, which is utilized as a digital marketing tool through affiliate content, discounts, and ease of use. The study involved Generation Z in Bandung as respondents who had seen, used, or interacted with this feature. Variables were measured based on respondents' perceptions of the attributes found in TikTok's location tag feature, including the appeal of affiliate content, the appeal of discounts, ease of use, perceived enjoyment, and impulse buying. Each variable was broken down into dimensions and indicators developed based on theory and prior research, then measured using a five-point Likert scale, ranging from strongly disagree to strongly agree.

The study population consisted of Generation Z individuals aged 17–29 who reside in the city of Bandung. The sample size was determined based on Hair's (2013) recommendation, which is five to ten times the number of research indicators. With 22 indicators, the minimum required sample size was 154 respondents. The sampling technique used was purposive sampling, with the criteria that respondents must reside in the city of Bandung, be between the ages of 17 and 29, and have viewed and purchased culinary products via TikTok's location tag feature at least once in the past six months. This was a quantitative study, with primary data collected directly through the distribution of questionnaires to respondents based on the predetermined characteristics.

Data collection was conducted using a questionnaire distributed online via Google Forms to respondents who met the study criteria. Before being used in the main data collection, the research instrument was first tested for validity and reliability among 30 initial respondents (pre-survey) to ensure that each statement item could measure the variables accurately and consistently. Validity testing was conducted using the product-moment correlation, with statement items deemed valid if the calculated r value was greater than the table r value. With a sample size of 30 participants and 28 degrees of freedom, the table r value used was 0.3061. Next, the reliability test was conducted using Cronbach's Alpha. The instrument was deemed to have good reliability if Cronbach's Alpha reached or exceeded 0.80, while a value around 0.70 was still considered acceptable. The entire process of testing validity and reliability was conducted using the Statistical Program for Social Sciences (SPSS) version 25. A questionnaire was chosen because it is an efficient data collection technique in quantitative research, while each statement was formulated based on predetermined variable indicators and measured using a Likert scale.

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After all the data was collected, data processing was carried out through several stages, including data coding, data entry, data editing, and data transformation. The coding stage involved assigning a code to each respondent's answer to facilitate the data entry process into the software. Next, the data was entered into a database for further processing. The next stage was data editing, which involved checking for incomplete, illogical, inconsistent, or invalid data to ensure that the data used was truly suitable for analysis. The final stage was data transformation, which involved changing the format of the data to meet the needs of statistical analysis in the next stage. Data analysis was conducted using descriptive analysis to describe the characteristics of respondents' answers based on the results of the Likert scale measurements, thereby identifying the trends of each research variable. Next, a confirmatory analysis was conducted through classical assumption testing, multiple regression analysis, the Sobel test, and hypothesis testing using SPSS version 25 to determine the effects of the appeal of affiliate content, the appeal of discounts, and ease of use on impulse buying, with perceived enjoyment as the mediating variable, in accordance with the research objectives.

RESULTS AND DISCUSSION

Research Results

Descriptive Analysis Test

Based on the results of the descriptive analysis, all indicators of the "Affiliate Content Appeal" variable received average scores in the high category, with mean values ranging from 3.37 to 3.73. This indicates that respondents have a positive perception of the appeal of the affiliate content they view on the TikTok platform. The indicator with the highest average score was X1.4 at 3.73, indicating that this aspect received the most approval from respondents. Conversely, indicator X1.5 received the lowest average score of 3.37, although it still fell within the "good" category. Standard deviation values ranged from 0.961 to 1.053, indicating that respondents' answers varied considerably but were still relatively homogeneous. Overall, these results suggest that the affiliate content displayed was effective at capturing respondents' attention.

Based on the results of the descriptive analysis, all indicators of the "Attractiveness of Discounts" variable had mean values ranging from 3.50 to 3.65, which fall into the "high" category. This indicates that respondents gave positive ratings to the discounts offered through TikTok Shop. The indicator with the highest mean value is X2.1 at 3.65, while indicator X2.6 has the lowest mean value at 3.50. The standard deviation ranges from 1.096 to 1.166, indicating some variation in respondents' answers; however, overall, their perceptions remain consistent. These findings indicate that discount programs are one of the factors that significantly attract consumers' attention when making purchases.

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Based on the results of the descriptive analysis, the Ease of Use variable received average scores ranging from 3.68 to 3.73, all of which fell into the "high" category. This indicates that respondents found the TikTok app easy to use when searching for information or purchasing products. Indicator X3.4 received the highest average score of 3.73, while indicator X3.1 had the lowest average of 3.68. The standard deviation ranged from 1.049 to 1.133, indicating that respondents' answers were quite diverse but still within a reasonable range of variation. Overall, respondents had a positive perception of the ease of use of the TikTok platform as a shopping medium.

Based on the results of the descriptive analysis, the variable *"perceived enjoyment"* had an average score ranging from 3.55 to 3.61, which falls into the "high" category. This indicates that respondents had an enjoyable experience both while using TikTok and while viewing affiliate content. The indicator with the highest mean score was Z1 at 3.61, while indicator Z2 had the lowest mean score at 3.55. The standard deviation ranged from 1.003 to 1.060, indicating that respondents' perceptions were relatively uniform. Thus, it can be concluded that using TikTok provides an enjoyable experience for the majority of respondents.

Based on the results of the descriptive analysis, the *"Impulse Buying"* variable had an average score ranging from 3.45 to 3.60, which still falls within the high category. This indicates that respondents tend to make impulse purchases when shopping via TikTok's location tag feature. The indicator with the highest mean value is Y2 at 3.60, while indicator Y3 has the lowest mean at 3.45. The standard deviation ranges from 1.074 to 1.123, indicating variation in respondents' answers but still within the normal range. Overall, these results indicate that respondents quite frequently make spontaneous purchases after being exposed to affiliate content or promotions available on TikTok's location tag feature.

Multiple Regression Test

Table 6 Results of the Regression Test Equation 1

Model		Beta	Sig
1	(Constant)	.098	.883
	Attractiveness of Affiliate Content	.139	.000
	Appeal of Discounts	.103	.000
	Ease of Use	.367	.000

a. Dependent Variable: *Perceived enjoyment*

Based on Table 6, the following simple regression equation can be derived:

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$$Z = 0.098 + 0.139X1 + 0.103X2 + 0.367X3$$

Based on the results of the multiple regression analysis above, it is evident that the constant value of 0.098 indicates that if all independent variables were zero, *Perceived Enjoyment* would be 0.098 units. The appeal of affiliate content has a positive and significant effect on *Perceived Enjoyment*, as evidenced by the coefficient (B) of 0.139 and a calculated t-value of 4.474 with a significance level of 0.000 < 0.05. The appeal of discounts also has a positive and significant effect on *Perceived Enjoyment,* with a coefficient of 0.103, a t-value of 4.169, and a significance level of 0.000 < 0.05.

Furthermore, ease of use has a positive and significant effect on *perceived enjoyment*, as indicated by a coefficient of 0.367 , with a calculated t-value of 9.403 and a significance level of 0.000 < 0.05. This indicates that a one-unit increase in each independent variable will increase *perceived enjoyment* by the value of its coefficient.

Next, a multiple linear regression analysis was conducted on the second equation to determine the effects of the appeal of affiliate content, the appeal of discounts, and ease of use on *impulse buying*, with *perceived enjoyment* included as a mediating variable.

Table 7 Results of the Multiple Regression Test for " " Equation 2

Model		Beta	Sig
	(Constant)	-.954	.101
	The Appeal of Affiliate Content	.092	.002
	Appeal of Discounts	.086	.000
	Ease of Use	.099	.022
	Perceived enjoyment	.584	.000

a. Dependent Variable: *Impulse buying*

Based on Table 7, the following multiple regression equation can be derived:

$$Y = -0.954 + 0.092X1 + 0.086X2 + 0.099X3 + 0.584Z$$

Referring to the results of the multiple regression analysis, it is known that the constant value of -0.954 indicates that if all independent variables and the mediating variable are zero, then *impulse buying* will be -0.954 units. The appeal of affiliate content ( )has a positive and significant effect on *impulse buying*, as indicated by a coefficient of 0.092 with a t-value of 3.195 and a significance level of 0.002 < 0.05.

The appeal of discounts also had a positive and significant effect on *impulse buying,* with a coefficient of 0.086, a t-value of 3.792, and a significance level of 0.000 < 0.05.

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Ease of use has a positive and significant effect on *impulse buying,* with a coefficient of 0.099, a t-value of 2.317, and a significance level of 0.022 < 0.05.

In addition, *perceived enjoyment,* as a mediating variable, has a positive and significant effect on *impulse buying,* with a coefficient of 0.584, a t-value calculated of 8.402, and a significance level of 0.000 < 0.05. Therefore, food business owners who utilize TikTok's location tag feature should prioritize enhancing the appeal of affiliate content, the appeal of discounts, and ease of use, as these are expected to have a positive impact on *impulse buying*. Every 1-unit increase in the appeal of affiliate content, the appeal of discounts, and ease of use can drive an increase of 0.092, 0.086, and 0.099 units, respectively, in *impulse buying*. Additionally, *perceived enjoyment* contributes significantly more to *impulse buying*—by 0.584 units—indicating that the higher the level of enjoyment users experience, the greater their tendency to engage in *impulse buying*.

Hypothesis Test Results

Table 8: Hypothesis Test Results

Hypothesis	Path of Influence	Beta Coefficient (β)	Calculated t/Z	Sig.	Decision
H1	Attractiveness of Affiliate Content → *Perceived Enjoyment*	0.262	4.474	0.000	Accepted
H2	Attractiveness of Discounts → *Perceived Enjoyment*	0.222	4.169	0.000	Accepted
H3	Ease of Use → *Perceived Enjoyment*	0.519	9.403	0.000	Accepted
H4	Appeal of Affiliate Content → *Impulse Buying*	0.164	3.195	0.002	Accepted
H5	Attractiveness of Discounts → *Impulse Buying*	0.176	3.792	0.000	Accepted
H6	Ease of Use → *Impulse Buying*	0.132	2.317	0.022	Accepted

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Hypothesis	Path of Influence	Beta Coefficient (β)	Calculated t/Z	Sig.	Decision
H7	*Perceived enjoyment* → *Impulse buying*	0.554	8.402	0.000	Accepted
Sobel test					
H8	Attractiveness of Affiliate Content → *Perceived Enjoyment* → *Impulse Buying*	–	Z = 3.950	0.000078	Accepted
H9	's Appeal → *Perceived enjoyment* → *Impulse buying*	–	Z = 3.694	0.000221	Accepted
H10	Ease of Use → *Perceived Enjoyment* → *Impulse Buying*	–	Z = 6.243	<0.001	Accepted

Based on the test results, all research hypotheses (H1–H10) were accepted. The three mediation paths (H8, H9, H10) showed calculated z-values greater than the critical z-value (1.96) with significance levels below 0.05; thus, H0 was rejected and Ha was accepted. Since the direct effects of X1, X2, and X3 on Y remained significant after Z was included in the model, as shown in Tables 4.20 and 4.21, the mediating role of *perceived enjoyment* in these three pathways is partial mediation. The appeal of affiliate content, the appeal of discounts, and ease of use were found to have positive and significant effects on both *perceived enjoyment* and *impulse buying*. Additionally, *perceived enjoyment* also has a positive and significant effect on *impulse buying*. These findings indicate that the more appealing the affiliate content and discounts offered—and the easier TikTok's location tag feature is to use—the higher the level of enjoyment users experience. This sense of enjoyment subsequently increases users' tendency to make spontaneous purchases. Thus, *Perceived Enjoyment* is an important psychological mechanism in explaining how digital marketing characteristics and platform usability can drive *impulse buying* among users of TikTok's location tag feature.

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DISCUSSION

The results of the study indicate that all hypotheses were accepted. Affiliate Content Appeal, Discount Appeal, and Ease of Use have a significant positive effect on both perceived enjoyment and *impulse buying*. Ease of Use is the strongest predictor of *perceived enjoyment*, while *perceived enjoyment* is the most dominant predictor of impulse buying. The Sobel test confirmed that *perceived enjoyment* partially mediates the influence of the three independent variables on *impulse buying*, thus proving that all direct and indirect relationships are significant. These findings are consistent with previous research and reinforce the *Stimulus-Organism-Response* theory, which posits that digital marketing stimuli shape *perceived enjoyment* as the primary psychological mechanism driving *impulse buying* among Generation Z users of TikTok's location tag feature.

CONCLUSION

Scientific Implications

This study offers a number of scientific implications that reinforce its contribution to the development of the digital marketing management literature. First, this study confirms the validity of the Stimulus-Organism-Response (S-O-R) framework in explaining impulse buying behavior in the context of short-form video social media, where the appeal of affiliate content, the appeal of discounts, and ease of use consistently influence perceived enjoyment as the "organism," which then drives impulse buying as the "response." Second, this study makes an original contribution by positioning the appeal of price discounts as a standalone independent stimulus, independent of the live-streaming context or hedonic shopping motivation, thereby expanding the understanding that price discounts can produce meaningful psychological and behavioral effects without requiring accompanying variables. Third, this study fills an academic gap regarding the location tag feature as a digital promotional tool—a topic that has received minimal attention—by demonstrating that this feature on TikTok plays a tangible role in driving perceived enjoyment and impulse buying, thereby providing new empirical evidence that enriches the digital marketing literature. Fourth, this study strengthens the generalizability of the impulse buying model within a more specific context—namely, the combination of the food and beverage product category, Generation Z segmentation, and TikTok's location tag feature—which has not been extensively explored together in previous literature. Fifth, with an Adjusted R-Square value of 75.4%, this study confirms the role of perceived enjoyment as a strong mediating variable, indicating that the combined model of these three stimuli is a solid and robust model for explaining impulsive consumer behavior on the TikTok platform. As such, it can serve as a theoretical reference for future

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research aiming to develop impulse-buying models on other social media platforms, for other product categories, or for different generational segments.

Managerial Implications

The results of this study indicate that enhancing perceived enjoyment through ease of use and the appeal of marketing stimuli can serve as a strategy for food business operators to remain distinctive and retain consumer attention amid intense content competition. For food and beverage business owners, content creators, affiliates, and TikTok as the platform provider, these findings indicate that ease of use and perceived enjoyment are the two most dominant factors in driving impulse buying on TikTok's location tag feature, with influence coefficients of 0.519 for perceived enjoyment and 0.554 for impulse buying, respectively. For SMEs and food business owners, it is recommended to focus on optimizing the completeness and clarity of location and product information on the location tag feature, as ease of use from the user's perspective is heavily influenced by how informative and easy-to-understand the content they upload is—not solely by the platform's technical aspects. Additionally, content creators and affiliates need to strengthen their credibility and honesty when sharing product reviews, given that the creator honesty indicator received the lowest score (average 3.37) compared to other indicators within the " " variable for affiliate content. For TikTok as the platform provider, since ease of use has proven to be the most dominant predictor, TikTok is advised to continue simplifying the information exploration flow and transaction process within the location tag feature to make the user experience even smoother. By implementing these recommendations, it is hoped that food and beverage businesses in Bandung can make more optimal use of TikTok's location tag feature to drive impulse purchases among Gen Z consumers.

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