

The effect of viral marketing and influencer credibility on impulsive buying, with positive emotion as a mediator, among Gen Z Tiktok users in Sidoarjo

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Abstract. *TikTok has become a prominent digital marketing platform influencing Generation Z's purchasing behavior through viral content, influencers, and shopping features. This study examines the effects of viral marketing and influencer credibility on impulsive buying, with positive emotion as a mediating variable. A quantitative approach was employed using data from 190 Generation Z TikTok users in Sidoarjo, analyzed with SEM-PLS. The findings reveal that viral marketing and influencer credibility positively influence impulsive buying, both directly and indirectly through positive emotion. These results highlight the important role of emotional responses in shaping consumer decision-making and digital purchasing behavior on social media platforms.*

Keywords: *Viral Marketing, Influencer Credibility, Positive Emotion, and Impulsive Buying*

I. INTRODUCTION

Advances in digital technology and the growing penetration of the internet have fundamentally changed consumer behavior when it comes to purchasing activities. According to a report (APJII, 2024), the number of internet users in Indonesia has reached approximately 221 million people, or 79% of the total population, accompanied by a rise in social media users who use these platforms for both interaction and marketing. According to We Are Social, data indicates that active social media users number 139 million people, or 49.9% of the population (DataReportal, 2024). This trend has driven a shift in consumption patterns from planned purchases to spontaneous or impulsive buying, triggered by external stimuli such as digital promotions and marketing content. One platform that has experienced significant growth and serves not only as entertainment but also as a digital marketing medium is TikTok.

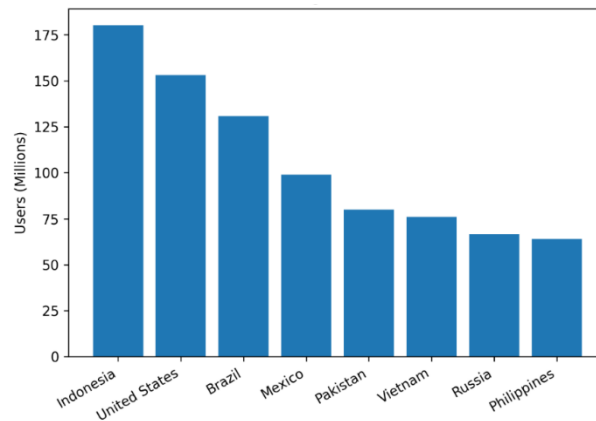


Figure 1. Data on the World's Largest TikTok User Bases by Country

Source : Instagram @DataIndonesia.id, 2025

According to a report by DataIndonesia.id (2025), based on data from We Are Social and Meltwater, Indonesia has the largest number of TikTok users in the world, reaching 180.11 million active users—surpassing the United States, which has 153.12 million users. This phenomenon indicates that TikTok has evolved from an entertainment platform into a strategic tool in the world of digital marketing. Furthermore, the majority of TikTok users are from the younger generation—specifically those aged 18–34—who are more responsive to visual, emotional, and viral content (We Are Social, 2025). This makes TikTok a promising platform for businesses to implement various digital marketing strategies aimed at influencing consumer behavior.

The selection of Sidoarjo as the research location was based on the region's demographic characteristics, which are dominated by the working-age population. According to data from the Sidoarjo Central Statistics Agency (2023), the population aged 15–29 years totals 461,359 people, or approximately 21% of Sidoarjo's total population. This age group falls into the Generation Z and young adult categories, which dominate TikTok's user base. The high population within this age group indicates significant potential for exposure to viral content, influencer activities, and various digital marketing features available on TikTok. Therefore, these demographic characteristics make Sidoarjo an ideal research location focused on Generation Z TikTok users.

Viral marketing is a strategy that leverages the rapid spread of information through social media and acts as a stimulus to increase consumer attention; 36.2% of consumers discover products through social media ads and 34.7% through other users' content (DataReportal, 2024). An influencer's credibility is a key factor in influencing consumer behavior, as influencers are viewed as authentic and trustworthy sources of information; approximately 62% of consumers have purchased products based on an influencer's recommendation, and 63% follow influencers to obtain references before making a purchase (Gregory Taslaud, 2025). Impulsive buying is spontaneous purchasing behavior triggered by external stimuli in the shopping environment, such as product information, promotions, and features on digital platforms that influence consumer tendencies (Adi et al., 2023). Viral content or influencer recommendations presented engagingly can evoke feelings of joy, enthusiasm, and interest in a product, thereby encouraging consumers to make spontaneous purchases. Research conducted by (Suwanti et al., 2023) found that positive emotion has a significant positive effect on impulsive buying when purchasing fashion products online. Therefore, positive emotion is used to explain how digital marketing stimuli can trigger impulsive buying behavior.

The Stimulus-Organism-Response (S-O-R) theory serves as the theoretical foundation for this study. This theory, proposed by (Mehrabian A, 1974), was developed to understand the relationship between environmental stimuli, psychological processes, and individual actions. It

is used to explain how external stimuli in the environment can influence an individual's internal state and specific behavioral responses.

Previous research suggests that viral marketing has a positive effect on impulsive buying because it can increase emotional engagement and encourage consumers to make spontaneous purchases without deep consideration (Suharto et al., 2023). However, these findings contrast with those of Rika et al. (2021), who found that viral marketing has no effect on impulsive buying, although viral products on social media do not always directly prompt consumers to make impulsive purchases. A study by Fatimah et al. (2025) states that an influencer's credibility has a positive influence on impulsive buying; the higher the influencer's credibility, the more likely Generation Z is to make unplanned purchases. Meanwhile, Desy & Christiawan (2022) assert that an influencer's credibility does not affect purchasing decisions because influencers are not yet well-known in small regions such as regencies, so their influence does not have a significant impact. These differing findings indicate a research gap that requires further exploration of the relationship between viral marketing and influencer credibility on impulsive buying, with positive emotion serving as a mediator.

The purpose of this study is to examine the role of positive emotions as a mediator between viral marketing and influencer credibility in relation to impulsive buying. This research not only contributes to the development of digital marketing studies but also provides insight into Generation Z's digital consumption behavior within the context of the digital economy. By examining the roles of viral marketing, influencer credibility, and positive emotions in impulsive buying, this study explains how digital stimuli on the TikTok platform can influence users' psychological processes and consumption decisions. The findings are expected to enrich the literature review on digital consumption behavior and provide insights for digital economy stakeholders in designing more effective marketing strategies tailored to the characteristics of Generation Z.

II. LITERATURE REVIEW

2.1. The Stimulus-Organism-Response (S-O-R) Theory. The Stimulus-Organism-Response (S-O-R) theory was introduced by Mehrabian and Russell (1974) as a framework explaining how external stimuli can influence an individual's internal processes, thereby eliciting a response. In this study, viral marketing and influencer credibility serve as stimuli that attract attention and trigger internal processes in the form of positive emotions, such as joy and interest. These positive emotions cause Gen Z TikTok users in Sidoarjo to make spontaneous purchasing decisions quickly after viewing viral content or recommendations from influencers who appear trustworthy.

2.2. Viral Marketing. Viral marketing is the rapid dissemination of marketing messages so that consumers who receive them can pass them on to others, thereby continuously expanding the reach of the campaign (Cakirkaya & Afsar, 2024). Viral marketing strategies can drive sales growth while reducing marketing costs (Hamidi & Ozgul, 2020). The implementation of viral marketing encourages companies to introduce products more effectively by leveraging the wide reach of digital media (Linawati et al., 2023). The spread of viral content increases product awareness and has the potential to influence how consumers evaluate products (Sani et al., 2024). Viral marketing on TikTok is considered effective when content goes viral by reaching approximately one million viewers within 24–48 hours (Schneider, 2025). This increases the likelihood that the content will be viewed, shared, and influence a broader audience. According to Ruslim & Setianingsih (2023), viral marketing can be measured using the following indicators: visibility, credibility, appeal, persuasiveness, virality, and reach.

2.3. Kredibilitas Influencer. An influencer's credibility is their ability to convince their audience

through expertise, trustworthiness, and the positive image they project on social media. An influencer is considered credible if they demonstrate honesty, possess competence or expertise, and are able to engage consumers through their communication style (Octaviani & Selamat, 2023). An influencer's credibility is a key factor in digital marketing because it influences the level of consumer trust in the product recommendations they provide. Influencers perceived as having high credibility can foster positive attitudes and increase consumers' purchase intent (Añaña & Barbosa, 2023). An influencer's credibility can strengthen trust and relationships with followers, thereby encouraging a positive response to the promoted product (Liu & Zheng, 2024). According to Anshu et al. (2022), an influencer's credibility can be measured using the following indicators: trust, expertise, relevance, appeal, and communication.

2.4. Impulsive Buying. Impulsive buying is a behavior that occurs when consumers are driven to purchase a product immediately, without careful consideration (Zhang et al., 2021). Consumers tend to skip the stage of evaluating alternatives—such as comparing prices and product quality—because their desire to buy is more dominant than rational considerations in their purchasing decisions. This behavior arises when an individual experiences a sudden urge to immediately purchase a product without going through a thorough deliberation process (Ni Wayan & Fathin, 2024). According to Fransisca et al. (2023), impulsive buying can be measured using the following indicators: spontaneity, lack of planning, self-control, and intention.

2.5. Positive Emotion. Positive emotion is a pleasant feeling that arises when a person's needs or desires are met (Putu & Sukaatmadja, 2023). Positive emotions that arise when a person wants to shop or is shopping can trigger impulsive purchasing behavior (Sulasih et al., 2025). Consumers experiencing positive emotions may spend more money while shopping because purchasing decisions are made more quickly and with less deliberation (Riyanto & Riris, 2022). According to Yuliana & Wilujeng (2024), positive emotions can be measured using the following indicators: enthusiasm, interest, emotional satisfaction, and emotional comfort.

III. METHODS

This study employed a quantitative method, with the study population consisting of Generation Z TikTok users in Sidoarjo. The sampling technique used non-probability sampling with a purposive sampling method because the exact population size was unknown. The sample size was determined based on the recommendation by Hair et al. (2019), who state that the sample size for Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis should range from 5 to 10 times the number of research indicators. Since this study used 19 indicators, the sample size was set at 190 respondents. The criteria for respondents in this study were Generation Z individuals who are active TikTok users and reside in Sidoarjo.

The study was conducted in Sidoarjo with Generation Z TikTok users as respondents. The selection of Generation Z was based on the age distribution of TikTok users in Indonesia. According to We Are Social (2025), the 18–24 age group constitutes the largest segment of TikTok users compared to other age groups. Meanwhile, Sidoarjo was selected because its population aged 15–29 totals 461,359 people, or approximately 21% of the total population, based on data from the Sidoarjo Regency Central Statistics Agency (2023). The size of this young population indicates a high potential for exposure to viral content, influencers, and various digital marketing features on TikTok; therefore, Sidoarjo is considered representative for examining impulsive buying behavior among Generation Z TikTok users.

This study uses primary data obtained through the distribution of a 5-point Likert-scale questionnaire, supported by secondary data from relevant reference books and scientific journals. Data collection was conducted via an online survey using Google Forms, and data

analysis was performed using SmartPLS 4 software with the PLS-SEM method to analyze both direct and indirect relationships among variables.

IV. RESULTS AND DISCUSSION

The characteristics of the respondents in this study include gender, age, duration of TikTok use, and place of residence. The distribution of respondents is shown in Table 1.

Table 1. Distribution of Respondents

		Frequency	Percentage (%)
Gender	Female	118	62,1%
	Male	72	37,9%
Age	18 - 21 years	64	33,7%
	22 - 25 years	112	58,9%
	26 – 28 years	14	7,4%
Duration of TikTok Use	< 1 jam	21	11,1%
	1-3 jam	74	38,9%
	> 4 jam	95	50%
Place of Residence	Sidoarjo	32	16,8%
	Porong	17	8,9%
	Candi	15	7,9%
	Tanggulangin	14	7,4%
	Gedangan	11	5,8%
	Krembung	10	5,3%
	Taman	10	5,3%
	Sedati	10	5,3%
	Prambon	10	5,3%
	Balongbendo	9	4,7%
	Waru	9	4,7%
	Tarik	9	4,7%
	Buduran	8	4,2%
	Sukodono	8	4,2%
	Krian	7	3,7%
	Wonoayu	4	2,1%
	Jabon	4	2,1%
	Tulangan	3	1,6%

Source : Data Processed by The Researcher (2026)

Based on the respondent distribution table, the majority of respondents in this study were women (62.1%) and were in the 22–25 age range (58.9%), indicating the dominance of Generation Z as active TikTok users. TikTok usage is predominantly more than 4 hours per day (50%), indicating high exposure to viral marketing content and influencers, which has the potential to increase emotional engagement and drive impulsive buying. This finding is consistent with research (Djafarova & Bowes, 2020) stating that women and Generation Z tend to be more responsive to visual content and emotional stimuli on social media.

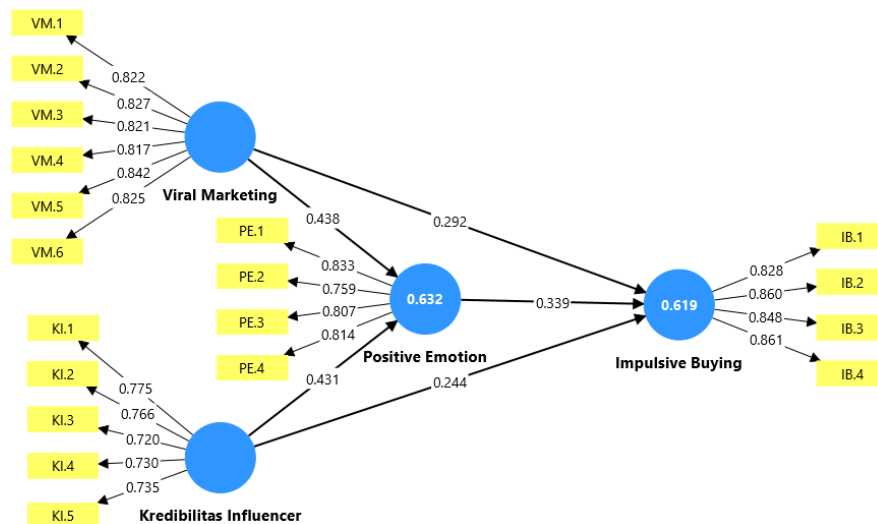


Figure 2. Output Model

Source : Data processed by the researcher (2026)

4.1. Convergent Validity. The convergent validity test aims to determine the extent to which indicators within a single construct are correlated with one another. Convergent validity is measured by an outer loading value > 0.70 and an Average Variance Extracted (AVE) value > 0.50 (Hair et al., 2017). The results of the convergent validity test are presented in Table 2.

Table 2. Outer Loading and AVE

Construct	Item	Outer Loading	AVE	Status
Viral Marketing	VM.1	0.822	0.682	Valid
	VM.2	0.827		Valid
	VM.3	0.821		Valid
	VM.4	0.817		Valid
	VM.5	0.842		Valid
	VM.6	0.825		Valid
Kredibilitas Influencer	KI.1	0.775	0.556	Valid
	KI.2	0.766		Valid
	KI.3	0.720		Valid
	KI.4	0.730		Valid
	KI.5	0.735		Valid
Positive Emotion	PE.1	0.833	0.646	Valid
	PE.2	0.759		Valid
	PE.3	0.807		Valid
	PE.4	0.814		Valid
Impulsive Buying	IB.1	0.828	0.722	Valid
	IB.2	0.860		Valid
	IB.3	0.848		Valid
	IB.4	0.861		Valid

Source: Data processed by the researcher (2026)

Based on Table 2, all indicators have outer loading values above 0.70, and the AVE values for each construct are greater than 0.50. These results indicate that all indicators are able to represent the research constructs well, thereby satisfying the criteria for convergent validity.

4.2 Discriminant Validity. A discriminant validity test was conducted to demonstrate that each construct is distinct from the others. According to (Hair et al., 2017), discriminant validity is measured using cross-loading values that is, an indicator must have a higher loading value on one construct than on another as well as the Heterotrait-Monotrait Ratio (HTMT), which should be less than 0.90, thereby indicating a degree of distinction between constructs.

Table 3. Cross Loading

Item	Viral Marketing	Kredibilitas Influencer	Positive Emotion	Impulsive Buying	Notes
VM.1	0.822	0.531	0.568	0.580	Valid
VM.2	0.827	0.571	0.612	0.566	Valid
VM.3	0.821	0.548	0.603	0.532	Valid
VM.4	0.817	0.550	0.568	0.645	Valid
VM.5	0.842	0.451	0.607	0.543	Valid
VM.6	0.825	0.669	0.646	0.607	Valid
KI.1	0.516	0.775	0.508	0.516	Valid
KI.2	0.520	0.766	0.505	0.460	Valid
KI.3	0.492	0.720	0.562	0.469	Valid
KI.4	0.477	0.730	0.543	0.476	Valid
KI.5	0.500	0.735	0.576	0.612	Valid
PE.1	0.600	0.582	0.833	0.598	Valid
PE.2	0.573	0.600	0.759	0.589	Valid
PE.3	0.611	0.598	0.807	0.605	Valid
PE.4	0.552	0.549	0.814	0.545	Valid
IB.1	0.526	0.617	0.526	0.828	Valid
IB.2	0.595	0.575	0.588	0.860	Valid
IB.3	0.570	0.526	0.639	0.848	Valid
IB.4	0.681	0.613	0.705	0.861	Valid

Source: Data processed by the researcher (2026)

Based on Table 3, all indicators have higher cross-loading values on their respective constructs than on other constructs. These results indicate that each construct is well differentiated and meets the criteria for discriminant validity.

Table 4. HTMT

	Impulsive Buying	Kredibilitas Influencer	Positive Emotion
Kredibilitas Influencer	0.813		
Positive Emotion	0.856	0.893	
Viral Marketing	0.783	0.786	0.844

Source: Data processed by the researcher (2026)

Based on Table 4, all HTMT values show that the correlation coefficients between constructs are below 0.90. These results indicate that each construct possesses discriminant validity and is capable of distinguishing itself from the other constructs.

4.3 Reliability. Reliability tests are used to measure the level of consistency among indicators within a single construct. Reliability is assessed by examining Cronbach's alpha, with a value of > 0.70 (Hair et al., 2019).

Table 5. Cronbach's alpha

	Cronbach's alpha
Viral Marketing	0.907
Kredibilitas Influencer	0.800
Positive Emotion	0.817
Impulsive Buying	0.872

Source: Data processed by the researcher (2026)

Based on Table 5, all constructs have Cronbach's alpha values above 0.70. These results indicate that all indicators exhibit good internal consistency, thereby establishing the constructs as reliable.

4.4 R-Square (R^2). The R-squared value is used to measure the ability of the independent variables (Viral Marketing and Influencer Credibility) to explain the dependent variable (Impulsive Buying). The higher the R^2 value, the better the model explains the phenomenon under study. An R^2 value of 0.75 is considered strong, 0.50 moderate, and 0.25 weak (Hair et al., 2019).

Table 6. R-square

	R-square
Impulsive Buying	0.619
Positive Emotion	0.632

Source: Data processed by the researcher (2026)

Based on Table 6, the R^2 value for the impulsive buying variable is 0.619 and for positive emotion is 0.632. These results indicate that the model has moderate explanatory power. Thus, the research model is sufficiently capable of explaining the relationships among the constructs under study.

4.5 F-Square (f^2). The F-square test is used to determine the magnitude of the effect of one independent variable (Viral Marketing and Influencer Credibility) on the dependent variable (Impulsive Buying). The F2 test helps assess which variables make the most significant contribution to the research model. An F2 value of 0.02 indicates a small effect, 0.15 a moderate effect, and 0.35 a large effect (Hair et al., 2019).

Table 7. F-square

	Impulsive Buying	Positive Emotion
Viral Marketing	0.095	0.286
Kredibilitas Influencer	0.067	0.277
Positive Emotion	0.111	

Source: Data processed by the researcher (2026)

Based on Table 7, the f^2 value indicates that the effect of viral marketing on positive emotion (0.286) and the effect of influencer credibility on positive emotion (0.277) fall into the moderate category. Meanwhile, the effect of viral marketing on impulsive buying (0.095), the effect of influencer credibility on impulsive buying (0.067), and the effect of positive emotion on impulsive buying (0.111) fall into the small category. These small effect sizes indicate that impulsive buying behavior among Gen Z TikTok users is influenced by various other factors, such as price promotions, discounts, and ease of transaction. Therefore, although the contribution

of each variable to impulsive buying is relatively small, all three variables still play a role in influencing Gen Z's digital consumption behavior on the TikTok platform.

4.7 Path Coefficient. Path coefficients are used to indicate the direction and strength of the relationship between variables. The significance of the relationship was tested using bootstrapping, with a t-statistic > 1.96 and a p-value < 0.05 (Hair et al., 2019).

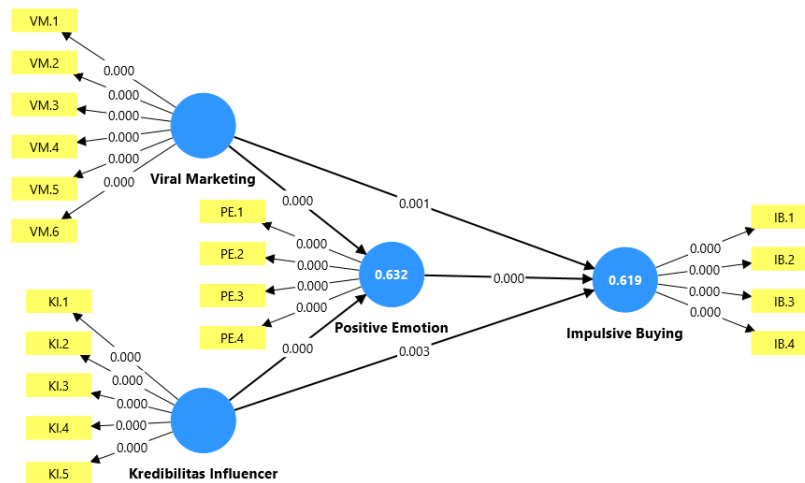


Figure 3. Path Coefficients

Source: Data processed by the researcher (2026)

4.8 Direct Effect . The direct effect is used to determine the direct influence of an independent variable on a dependent variable through path coefficients and the significance of bootstrapping results, using the criteria of a t-statistic > 1.96 and a p-value < 0.05 (Hair et al., 2019).

Table 8. Direct Effect

	Original sample (O)	T statistics	P values
Viral Marketing -> Impulsive Buying	0.440	5.536	0.000
Viral Marketing -> Positive Emotion	0.438	5.893	0.000
Kredibilitas Influencer -> Impulsive Buying	0.390	5.276	0.000
Kredibilitas Influencer -> Positive Emotion	0.431	6.214	0.000
Positive Emotion -> Impulsive Buying	0.339	4.004	0.000

Source: Data processed by the researcher (2026)

Based on Table 8, the following can be explained:

- 1) The viral marketing variable has a positive and significant effect on impulsive buying, as evidenced by a t-statistic value of $5.536 > 1.96$ and a p-value of $0.000 < 0.05$.
- 2) The viral marketing variable has a positive and significant effect on positive emotion, as evidenced by a t-statistic of $5.893 > 1.96$ and a p-value of $0.000 < 0.05$.
- 3) The influencer credibility variable has a positive and significant effect on impulsive buying, as evidenced by a t-statistic of $5.276 > 1.96$ and a p-value of $0.000 < 0.05$.
- 4) The influencer credibility variable has a positive and significant effect on positive emotion, as evidenced by a t-statistic of $6.214 > 1.96$ and a p-value of $0.000 < 0.05$.
- 5) The positive emotion variable has a positive and significant effect on impulsive buying, as evidenced by a t-statistic of $4.004 > 1.96$ and a p-value of $0.000 < 0.05$.

4.9 Indirect Effect .The indirect effect is used to determine the indirect influence of an independent variable on a dependent variable through a mediating variable by measuring path coefficients and the significance of bootstrapping results using the criteria of a t-statistic > 1.96 and a p-value < 0.05 (Hair et al., 2019).

Table 9. Indirect Effect

	Original sample (O)	T statistics	P values
Viral Marketing -> Positive Emotion -> Impulsive Buying	0.148	3.571	0.000
Kredibilitas Influencer -> Positive Emotion -> Impulsive Buying	0.146	3.144	0.002

Source: Data processed by the researcher (2026)

Based on Table 9, the variable Viral Marketing → Positive Emotion → Impulsive Buying yielded a coefficient of 0.148, a t-statistic of 3.571 > 1.96 , and a p-value of 0.000 < 0.05 . This indicates a positive and significant mediating effect of viral marketing on impulsive buying through positive emotion. Additionally, a coefficient of 0.146 was found for the variable Influencer Credibility → Positive Emotion → Impulsive Buying, with a t-statistic of 3.144 > 1.96 and a p-value of 0.002 < 0.05 . This indicates that positive emotion has a positive and significant mediating effect on the relationship between influencer credibility and impulsive buying.

H1: Viral Marketing Has a Significant Positive Effect on Impulsive Buying. The test results show that viral marketing has a significant positive effect on impulsive buying. These results indicate that the higher the intensity of viral content dissemination on TikTok, the greater the tendency for Generation Z to make spontaneous purchases. For Gen Z TikTok users in Sidoarjo, repeated exposure to content on the For You Page (FYP) and a tendency to follow trends make it easier for them to be drawn to products that are currently going viral. The research findings are supported by (Suharto et al., 2023), who state that viral marketing can increase consumer interest, thereby driving impulsive buying. From the perspective of the S-O-R (Stimulus-Organism-Response) theory, viral marketing acts as a stimulus that influences the psychological state of consumers—as organisms—thereby eliciting a response in the form of impulsive buying. Viral content that is engaging and easily accepted by consumers can heighten emotional drive and accelerate spontaneous purchasing decisions.

H2: Influencer Credibility Has a Significant Positive Effect on Impulsive Buying. Test results show that influencer credibility has a significant positive effect on impulsive buying. These findings indicate that the higher the influencer's level of trustworthiness, expertise, and appeal, the greater the tendency for Generation Z in Sidoarjo to make spontaneous purchases. For Generation Z in Sidoarjo, influencers are often used as a reference source when evaluating products, making the recommendations they provide easier to accept. On the TikTok platform, the communicative and personalized presentation of product information through video content makes influencers increasingly influential over consumer behavior. The research results are supported by (Octaviani & Selamat, 2023), who state that influencer credibility has a positive effect on purchase intent. Based on the S-O-R (Stimulus-Organism-Response) model, an influencer's credibility functions as a stimulus that influences consumer perception and generates a response in the form of impulsive buying. The higher the influencer's credibility, the greater the consumer's urge to make spontaneous purchases of the recommended products.

H3: Viral Marketing Has a Significant Positive Effect on Positive Emotion. The test results show that viral marketing has a positive and significant effect on positive emotion. These

findings indicate that engaging, creative, and trend-relevant content can evoke feelings of joy, enthusiasm, and interest among Generation Z TikTok users in Sidoarjo. Generation Z's active engagement with entertainment content on TikTok makes it easier for them to experience positive emotions when exposed to viral content. In line with the S-O-R (Stimulus-Organism-Response) theory, viral marketing acts as a stimulus that influences the emotional state of consumers—as organisms—before eliciting a specific behavioral response. Viral marketing not only increases consumer attention toward a product but also fosters emotional engagement during both the information-seeking and purchasing processes. This is because consumers tend to enjoy content that is on-trend, entertaining, and relevant to their needs.

H4: Influencer Credibility Has a Significant Positive Effect on Positive Emotion. The test results show that influencer credibility has a significant positive effect on positive emotion. This finding indicates that influencers who are trusted and perceived as competent are able to create feelings of comfort, trust, and enthusiasm toward the promoted products. Among Generation Z in Sidoarjo, the relationships built through regular interactions with influencers make product recommendations easier to accept emotionally. Interactions established through video content, product reviews, and product usage experiences make consumers feel more trusting and comfortable with the promoted products. These results align with research (Agitashera et al., 2020) stating that an influencer's credibility can enhance the audience's positive emotional response. In line with the S-O-R (Stimulus-Organism-Response) theory, an influencer's credibility acts as a stimulus that influences consumers' affective state before purchasing behavior is formed. An influencer's credibility not only increases consumers' trust in product information but also builds an emotional connection between the influencer and their followers. The higher the influencer's credibility, the stronger the positive emotions consumers feel toward the marketed product.

H5: Positive Emotion Has a Significant Positive Effect on Impulsive Buying. The test results show that positive emotion has a positive and significant effect on impulsive buying. This finding indicates that the stronger the feelings of joy, comfort, and enthusiasm experienced by consumers, the greater their tendency to make spontaneous purchases. For Gen Z TikTok users in Sidoarjo, features such as short videos and engaging promotions are able to create an enjoyable shopping experience. The research findings are supported by (Arfia, 2022) and (Ni Wayan & Jatra, 2020), who state that positive emotion has a positive and significant effect on impulsive buying. The positive emotions consumers experience while shopping can increase their comfort and interest, thereby encouraging spontaneous purchases. In line with the S-O-R (Stimulus-Organism-Response) theory, positive emotion acts as the "organism" that arises in response to marketing stimuli, influencing consumer behavior in the form of impulsive buying. When consumers experience high levels of positive emotion, they are more likely to be driven to make purchases without considering their needs or prior planning.

H6: Positive Emotion Mediates the Effect of Viral Marketing on Impulsive Buying. The test results show that positive emotion mediates the effect of viral marketing on impulsive buying. This finding indicates that the influence of viral marketing on impulsive buying among Generation Z TikTok users in Sidoarjo occurs through the prior generation of positive emotions. Viral content not only increases attention toward a product but also evokes feelings of joy, enthusiasm, and a desire to try products that are currently trending. TikTok's emphasis on creative visual content and rapid information dissemination allows consumers to have an enjoyable experience when viewing a product. The resulting positive emotions then increase consumers' tendency to make spontaneous purchases. This finding aligns with research

(Sopiyan & Neny, 2020), which states that consumers in a positive emotional state tend to have a higher urge to buy, thereby increasing the likelihood of impulsive buying. In line with the S-O-R (Stimulus-Organism-Response) theory, viral marketing acts as the stimulus, positive emotion as the organism, and impulsive buying as the response. Positive emotion can increase the emotional urge to make a purchase immediately.

H7: Positive Emotion Mediates the Effect of Influencer Credibility on Impulsive Buying. The test results show that positive emotion mediates the effect of influencer credibility on impulsive buying. This finding indicates that influencer credibility not only increases consumer confidence but also fosters positive feelings that drive spontaneous purchases. Among Gen Z TikTok users in Sidoarjo, influencers perceived as trustworthy and experienced are able to create a sense of comfort and enthusiasm toward the promoted products. The rapport built between influencers and their followers through TikTok content makes product recommendations more emotionally acceptable. These positive feelings can prompt purchases without prior planning. In line with the S-O-R (Stimulus-Organism-Response) theory, an influencer's credibility acts as a stimulus that influences consumers' emotional state before resulting in impulsive buying as a behavioral response. Positive emotions can trigger the desire to buy spontaneously.

V. CONCLUSION

Based on the research findings, it can be concluded that viral marketing and influencer credibility have a positive and significant effect on impulsive buying among Gen Z TikTok users in Sidoarjo, both directly and through the mediation of positive emotions. These findings indicate that viral, engaging, and shareable marketing content, along with influencers who possess high levels of trust, expertise, and appeal, can evoke positive emotions such as joy, comfort, and enthusiasm in consumers, thereby driving unplanned, spontaneous purchases. Furthermore, positive emotion has been shown to act as a mediating variable that strengthens the relationship between viral marketing and influencer credibility on impulsive buying. These research results reinforce the Stimulus-Organism-Response (S-O-R) theory, which explains that external stimulus as viral marketing and influencer credibility can influence consumers' internal states in the form of positive emotions before generating a behavioral response in the form of impulsive buying. Thus, digital marketing strategies involving the management of viral content and the selection of credible influencers are critical factors in enhancing marketing effectiveness and shaping consumer purchasing behavior in the digital age. These findings indicate that Generation Z's consumption behavior in the digital economy is influenced not only by product information but also by emotional experiences built through digital content. Therefore, digital economy stakeholders need to develop marketing strategies that not only focus on conveying product information but also create emotional engagement among consumers through relevant and compelling content.

VI. RECOMMENDATIONS

The findings of this study provide practical implications for business owners and companies to enhance their digital marketing strategies by creating content that is creative, interactive, and aligned with consumer trends. Companies are advised to select influencers who possess high credibility, authenticity, and the ability to build an emotional connection with their audience, thereby increasing consumer interest in products and encouraging impulsive buying. This study has limitations, as the respondents were limited to TikTok users in the Sidoarjo region; therefore, the findings cannot yet be broadly generalized. Consequently, future researchers are advised to expand the sample scope by including respondents from various regions and with different consumer characteristics.

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