



The Impact of TikTok Content Marketing, Price Discount, and Online Customer Reviews on Impulse Buying

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ABSTRACT

This study aims to analyze the influence of Content Marketing, Price Discount, and Online Customer Reviews on TikTok on Impulse Buying among consumers' of Gokana Ramen & Teppan at Metropolitan Mall Bekasi. The research employed a quantitative method using a non-probability sampling technique through a purposive sampling approach, with the sample size determined using the Lemeshow formula. Data were collected through questionnaires distributed to 100 respondents, utilizing a Likert scale as the measurement instrument. The data were analyzed using multiple linear regression with the assistance of IBM SPSS Statistics version 29. The results indicate that Content Marketing and Price Discount have a positive and significant effect on Impulse Buying, while Online Customer Reviews do not have a significant effect. Price Discount emerged as the most dominant variable influencing Impulse Buying. Simultaneously, the three independent variables have a positive and significant effect on Impulse Buying. It can be concluded that attractive digital marketing strategies and beneficial price promotions are capable of increasing consumers' impulse buying behavior.

Keyword: Content Marketing, Price Discount, Online Customer Review, Impulse Buying



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1. Introduction

The food and beverage (F&B) industry continues to grow alongside increasing consumer needs and changes in modern lifestyles. This development has encouraged the emergence of various culinary services and food ordering applications that are becoming increasingly popular [1]. As a result, competition among business operators has intensified, requiring companies to continuously innovate in attracting consumer attention [2]. According to data from the Indonesian (Badan Pusat Statistik), the number of restaurants in Bekasi City increased by 9.16% in 2024. This growth was particularly significant in South Bekasi District, where the number of restaurant businesses rose from 665 to 776 units. This condition indicates that South Bekasi not only has the highest number of culinary businesses but also serves as one of the main contributors to the growth of the culinary sector in Bekasi City [3]. The increasing level of competition encourages business owners to implement appropriate, focused, and well-planned strategies to maintain their market position and business sustainability amid dynamic market conditions [4]. Furthermore, businesses need to differentiate their products or services from those of competitors. In the purchasing decision-making process, consumers tend to rely on various sources of information, including recommendations from friends and family as well as online reviews [5].

Digital technology has also transformed the way companies communicate with consumers, particularly through social media platforms. Social media serves as an effective medium for reaching broader audiences and establishing direct interactions with consumers, particularly through social media platforms, TikTok has emerged as one of the most influential due to its interactive features and engaging short video content. Many culinary businesses utilize TikTok as a promotional tool. The increasing dependence of society on digital content has made TikTok an important marketing platform for businesses seeking to remain competitive in the digital era [6].

Table 1. Top Brand Index

Brand	TBI 2022	TBI 2023	TBI 2024
Ramen 38 Sanpachi	13.70%	12.60%	24.50%
Gokana Ramen & Teppan	13.60%	11.10%	11.90%
Ajisen Ramen	12.80%	10.60%	6.20%
Tabushi Ramen	12.00%	-	5.00%
Ikkudo Ichi	-	11.50%	18.20%

Source: Top Brand Award (2022-2024) [7]

Gokana Ramen & Teppan is one of the leading Japanese restaurant brands in Indonesia, operating numerous outlets across various cities, including Bekasi. Although the brand has maintained its position as one of the top ramen restaurant brands in Indonesia, Gokana experienced fluctuations in its Top Brand Index (TBI) during the 2022–2024 period. Its TBI score declined from 13.6% in 2022 to 11.1% in 2023, before slightly increasing to 11.9% in 2024. These fluctuations may indicate challenges related to marketing effectiveness and changing consumer preferences in the digital era. Understanding the factors that influence consumers' purchasing decisions is therefore essential for maintaining competitiveness and strengthening brand positioning in the market.

Previous studies have suggested that impulse buying behavior may be influenced by Content Marketing, Price Discount, and Online Customer Review [8], [9], [10]. Engaging content marketing can attract consumer attention and stimulate purchase interest [8]. Price discounts provide economic benefits that may encourage consumers to make immediate purchases without prior planning [11]. Meanwhile, online customer reviews help consumers obtain information regarding product quality based on the experiences of other users, which may influence their purchasing decisions [12].

However, previous studies have reported inconsistent findings regarding the influence of these variables on impulse buying. Several studies found that Content Marketing has a positive and significant effect on Impulse Buying, including studies conducted at the G-Walk culinary tourism destination [13], among UMSIDA students [14], on Jiniso fashion products among Generation Z consumers in Surabaya [15], on Gen-Z fashion products through TikTok Shop in Surabaya [8], and on qomeshop fashion products in Kediri [16]. In contrast, studies involving TikTok Shop users in university environments [17] and TikTok Shop marketplace users in Semarang [18] reported that Content Marketing does not have a significant effect on Impulse Buying.

Similar inconsistencies have also been identified in studies examining Price Discount. Price Discount was found to have a positive and significant effect on Impulse Buying in TikTok Shop marketplaces [9], TikTok Shop products in Pekanbaru [19], Shopee marketplaces [20], Galeri Batik Sampit [21], and among Shopee users from university student groups [22]. Conversely, studies conducted at Muara Mall Ternate [23], among supermarket consumers in Irian City [24], while another study found that Price Discount does not significantly influence Impulse Buying [25].

Likewise, Online Customer Review was found to positively and significantly affect Impulse Buying among Shopee users in Madiun City [10], Shopee marketplace consumers' [26], [27], [28], and TikTok Shop Live users [29]. Nevertheless, other studies reported that Online Customer Review does not significantly affect Impulse Buying [22], [30].

The inconsistent findings reported in previous studies indicate that the relationships between Content Marketing, Price Discount, Online Customer Review, and Impulse Buying require further investigation.

Moreover, most prior studies have focused on marketplace and e-commerce settings, while research examining impulse buying behavior in the restaurant industry, particularly through the TikTok platform, remains limited.

Therefore, this study aims to analyze the influence of Content Marketing, Price Discount, and Online Customer Review on TikTok on Impulse Buying among consumers' of Gokana Ramen & Teppan at Metropolitan Mall Bekasi. The findings are expected to enrich the literature on consumer behavior and digital marketing while providing practical insights for restaurant businesses in designing effective marketing strategies to encourage consumers' impulse buying behavior.

2. Methods

2.1 Grand Theory

Consumer behavior theory explains how individuals, groups, and organizations select, purchase, use, and evaluate products, services, ideas, or experiences to satisfy their needs and desires [31]. Furthermore, consumer behavior theory describes the decision-making process, including information search, alternative evaluation, purchase decisions, and product usage, which are influenced by cultural, social, personal, and psychological factors [32]. In this study, Consumer Behavior Theory explains that consumers' purchasing decisions are influenced by external marketing stimuli. Content Marketing, Price Discount, and Online Customer Review serve as external stimuli that shape consumers' perceptions and evaluations, which may encourage Impulse Buying. Therefore, Consumer Behavior Theory provides the theoretical foundation for the proposed relationships among the research variables.

2.2 Impulse Buying

Impulse Buying is a purchasing behavior that occurs spontaneously without prior planning, triggered by a strong urge or specific stimuli encountered during the shopping process, which encourages consumers' to make an immediate purchase [33], [34]. According to Consumer Behavior Theory, impulse buying occurs when consumers' respond to external marketing stimuli that influence their emotions and purchase decisions, leading to unplanned buying behavior [32].

2.3 Content Marketing

Content Marketing is a marketing process that involves creating and distributing engaging and relevant content through various media channels to attract attention and build audience engagement [35], [36]. From the perspective of Consumer Behavior Theory, engaging content functions as an external stimulus that attracts consumers' attention and shapes their purchase decisions, thereby increasing the likelihood of impulse buying [32].

2.4 Price Discount

Price Discount is a reduction from the regular price offered by sellers to consumers' under certain conditions or during specific periods in order to attract purchase interest and provide consumers' with greater perceived value [37], [38]. Consumer Behavior Theory suggests that price discounts increase consumers' perceived value and create a sense of urgency, which can encourage spontaneous purchasing decisions [32].

2.5 Online Customer Review

Online Customer Review refers to consumers' reviews that contain their experiences, opinions, and evaluations of a product or service shared through digital media. These reviews can be accessed by other consumers' and are often used as an important source of information in making purchasing decisions [39], [40]. Based on Consumer Behavior Theory, online customer reviews provide information that shapes consumers' evaluations and reduces purchase uncertainty, thereby increasing the likelihood of impulse buying [32].

2.6 Conceptual Framework

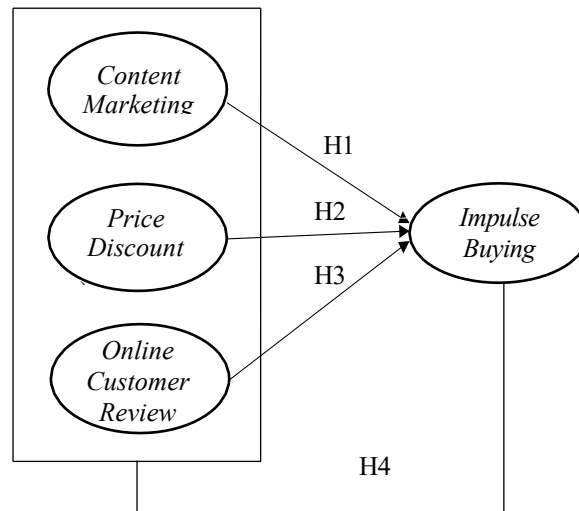


Figure 1. Conceptual Framework
Source: Processed Data (2026)

Based on the theoretical framework and previous empirical findings, the following hypotheses are proposed:

- H1: Content Marketing positively and significantly affects Impulse Buying among consumers' of Gokana Ramen & Teppan at Metropolitan Mall Bekasi.
- H2: Price Discount positively and significantly affects Impulse Buying among consumers' of Gokana Ramen & Teppan at Metropolitan Mall Bekasi.
- H3: Online Customer Review positively and significantly affects Impulse Buying among consumers' of Gokana Ramen & Teppan at Metropolitan Mall Bekasi.
- H4: Content Marketing, Price Discount, and Online Customer Review simultaneously have a significant effect on Impulse Buying among consumers' of Gokana Ramen & Teppan at Metropolitan Mall Bekasi.

2.7 Research Design and Sampling

This study adopted a quantitative research design. The target population comprised consumers of Gokana Ramen & Teppan at Metropolitan Mall Bekasi who owned a TikTok account, had purchased Gokana promotional vouchers through TikTok Deals, and had redeemed the vouchers at the Metropolitan Mall Bekasi outlet. Respondents were recruited directly at the outlet during April 20–25, April 27–29, and May 1–4. Purposive sampling was applied under a non-probability sampling approach, with incomplete responses and respondents who did not meet the criteria excluded from the analysis. The sample size was determined using the Lemeshow formula for an unknown population, with a 95% confidence level ($Z = 1.96$), maximum estimated proportion ($p = 0.5$), and 10% precision ($d = 0.1$), resulting in 96.04 respondents and rounded to 100 respondents. Data were collected using a questionnaire containing 23 statement items measured on a five-point Likert scale. The data were analyzed using validity and reliability tests, classical assumption tests, multiple linear regression, t-test, F-test, and the coefficient of determination (R^2) using IBM SPSS Statistics version 29.

2.8 Operational Definition of Variables

Table 2. Variable Operational

Construct	Operational Definition	Indicator	Item Code	Reference
Content Marketing	Content Marketing is a marketing process that involves creating and	1. Reader Understanding	CM1	[41]
		2. Sharing Motivation	CM2	
		3. Persuasiveness	CM3 – CM4	

Construct	Operational Definition	Indicator	Item Code	Reference
	distributing valuable, relevant, and engaging content through various media channels to attract and engage target audiences.	4. Decision Making 5. Supporting Factors	CM5 – CM6 CM7	
Price Discount	Price Discount is a reduction from the regular price offered by sellers to consumers' under certain conditions or during specific periods to attract purchase interest and provide greater perceived value to consumers'.	1. Encourages consumers' to purchase larger quantities 2. Responds to competitors' promotional activities 3. Encourages higher purchase volumes 4. Encourages repeat purchases	PD1 PD2 PD3-PD4 PD5	[27]
Online Customer Review	Online Customer Review refers to consumers' reviews containing their experiences, opinions, and evaluations of a product or service shared through digital media. These reviews can be accessed by other consumers' and are often used as an important source of information in making purchasing decisions.	1. Review Content 2. Customer Rating 3. Customer Experience	OCR1 OCR2 OCR3-OCR5	[27]
Impulse Buying	Impulse Buying refers to a purchasing behavior that occurs spontaneously without prior planning, triggered by a strong urge or specific stimuli encountered during the shopping process, which encourages consumers' to make an immediate purchase.	1. Spontaneity 2. Power, Compulsion, and Intensity 3. Excitement and Stimulation 4. Disregard for Consequences	IB1 – IB2 IB3 IB4-IB5 IB6	[27]

Source: Research Data (2026)

Table 3. Questionnaire Items

Code	Questionnaire Item
CM1	The Content Marketing uploaded by Gokana Ramen & Teppan on TikTok presents products that are easy to understand
CM2	The Content Marketing uploaded by Gokana Ramen & Teppan on TikTok can be viewed clearly.
CM3	The Content Marketing uploaded by Gokana Ramen & Teppan on TikTok provides information about the products offered.

Code	Questionnaire Item
CM4	The Content Marketing uploaded by Gokana Ramen & Teppan on TikTok provides up-to-date information about its products.
CM5	The Content Marketing uploaded by Gokana Ramen on TikTok describes the products according to the conditions being marketed.
CM6	The Content Marketing uploaded by Gokana Ramen & Teppan on TikTok helps me find solutions related to the products I am looking for.
CM7	Gokana Ramen regularly uploads TikTok content, so its content frequently appears on my TikTok For You Page (FYP).
PD1	The discounts offered by Gokana Ramen & Teppan on TikTok encourage me to purchase more menu items.
PD2	The price of Gokana Ramen & Teppan menu items after receiving a TikTok discount is more affordable than at other places.
PD3	Gokana Ramen & Teppan frequently offers discounts on selected menu items through TikTok.
PD4	The discounts offered by Gokana Ramen & Teppan on TikTok attract my attention to make a purchase.
PD5	Major promotions offered by Gokana Ramen & Teppan on TikTok make me interested in purchasing again.
OCR1	Customer reviews of Gokana Ramen & Teppan on TikTok help me obtain information about the products.
OCR2	Customer reviews of Gokana Ramen & Teppan on TikTok provide trustworthy information.
OCR3	Positive reviews from other customers on TikTok help me decide whether to purchase the product.
OCR4	Negative reviews from other customers help me consider whether to purchase the product.
OCR5	Reviews from other customers on TikTok help me determine the quantity of products to purchase.
IB1	I sometimes purchase Gokana Ramen & Teppan menu items on TikTok without planning beforehand.
IB2	I sometimes spontaneously purchase Gokana Ramen & Teppan menu items on TikTok because I see an attractive offer.
IB3	I purchase Gokana Ramen & Teppan menu items on TikTok because they look attractive without thinking beforehand.
IB4	I purchase Gokana Ramen & Teppan menu items on TikTok because I feel happy when I see the products.
IB5	I purchase Gokana Ramen & Teppan menu items on TikTok based on my mood when I see the promotion.
IB6	I purchase Gokana Ramen & Teppan menu items on TikTok because I am interested in them.

3. Result and Discussion

3.1 Respondent Characteristics

Table 4 summarizes the demographic profile of the respondents, including information on gender, age, educational level, occupation, monthly income, and purchase frequency.

Table 4. Respondent Characteristics

Characteristics	Category	Percentage (%)
Gender	Male	58%
	Female	42%
Age	18-25 years	79%
	26-35 years	19%
	36-45 years	2%
Education	SMA/SMK	46%
	Diploma	9%
	Bachelor Degree	43%

Characteristics	Category	Percentage (%)
Occupation	Others	2%
	Student	38%
	Private Employee	37%
	Entrepreneur	6%
	Civil Servant	2%
	State-Owned Enterprise Employee	3%
Monthly Income	Others	14%
	< IDR 2,000,000	33%
	IDR 2,000,000 - < IDR 3,000,000	11%
	IDR 3,000,000 - < IDR 5,000,000	20%
	> IDR 5,000,000	36%
Purchase Frequency	1 Time	34%
	2 Times	25%
	> 2 Times	41%

Source: Primary Data from Questionnaire Survey (2026)

3.2 Descriptive Statistics

Table 5. Descriptive Statistics

Variable	Mean
Content Marketing	3.99
Price Discount	4.018
Online Customer Review	4.096
Impulse Buying	3.775

Source: Data Questionnaire (2026)

3.3 Validity Test

Prior to the main survey, a pilot test was conducted with 30 respondents who met the predetermined research criteria. The pilot test evaluated the validity and reliability of the 23 questionnaire items. All items were found to be valid, with item correlations ranging from 0.388 to 0.814, exceeding the r-table value of 0.361. The reliability test conducted on the same 30 respondents also indicated that the instrument was valid.

Table 6. Validity Test Results

Variable	Item	r hitung	r tabel	Conclusion
Content Marketing (X1)	CM1	0.688	0.361	Valid
	CM2	0.388	0.361	Valid
	CM3	0.717	0.361	Valid
	CM4	0.509	0.361	Valid
	CM5	0.671	0.361	Valid
	CM6	0.579	0.361	Valid
	CM7	0.814	0.361	Valid
Price Discount (X2)	PD1	0.657	0.361	Valid
	PD2	0.577	0.361	Valid
	PD3	0.444	0.361	Valid
	PD4	0.756	0.361	Valid
	PD5	0.761	0.361	Valid
Online Customer Review (X3)	OCR1	0.604	0.361	Valid
	OCR2	0.501	0.361	Valid
	OCR3	0.541	0.361	Valid
	OCR4	0.432	0.361	Valid
	OCR5	0.639	0.361	Valid

Variable	Item	r hitung	r tabel	Conclusion
Impulse Buying (Y)	IB1	0.561	0.361	Valid
	IB2	0.599	0.361	Valid
	IB3	0.575	0.361	Valid
	IB4	0.530	0.361	Valid
	IB5	0.753	0.361	Valid
	IB6	0.568	0.361	Valid

Source: Data Processed Using SPSS Version 29 (2026)

3.4 Reliability Test

The Cronbach's Alpha result was above 0.70, indicating that the questionnaire had satisfactory internal consistency and could be used for further analysis.

Table 7. Reliability Test Results

Variable	Cronbach's Alpha	Result
Content Marketing	0.914	Reliable
Price Discount	0.913	Reliable
Online Customer Review	0.915	Reliable
Impulse Buying	0.914	Reliable

Source: Data Processed Using SPSS Version 29 (2026)

3.5 Normality Test

Based on the normality test of the regression model residuals using the Kolmogorov–Smirnov method, the test statistic was 0.060 with an Asymp. Sig. (2-tailed) value of 0.200. Since the significance value is greater than 0.05, the regression model residuals are considered normally distributed. Therefore, the normality assumption is fulfilled.

Table 8. Normality Test Results

Indicator	Value
N	100
Kolmogorov-Smirnov Statistic	0.060
Asymp. Sig. (2-tailed)	0.200
Conclusion	Normally Distributed

Source: Data Processed Using SPSS Version 29 (2026)

3.6 Residual Histogram

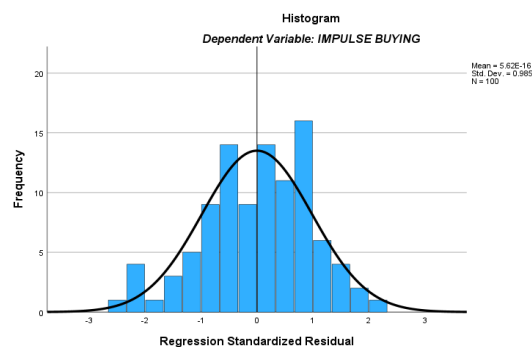


Figure 2. Residual Histogram
Data Processed Using SPSS Version 29 (2026)

The residual histogram shows a distribution that approximates a normal curve and is centered around zero. This indicates that the regression model residuals are approximately normally distributed.

3.7 Normal P-P Plot of Regression Model Residuals

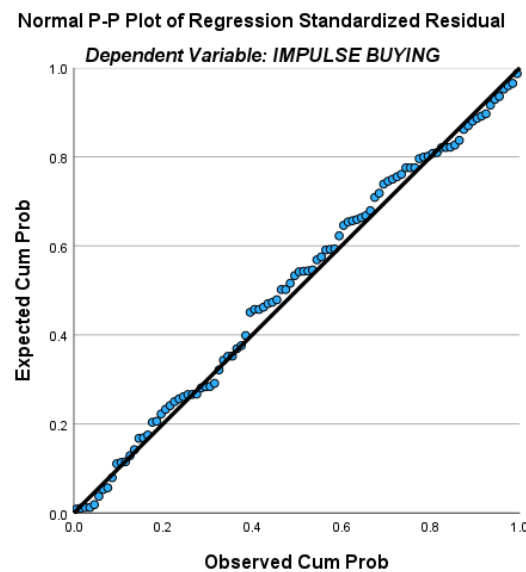


Figure 3. Normal P-P Plot of Regression Model Residuals
Data Processed Using SPSS Version 29 (2026)

The Normal P-P Plot shows that the observed residual points are generally distributed close to and follow the diagonal line, although slight deviations can be observed in several areas. Overall, the pattern supports the assumption that the regression model residuals are approximately normally distributed.

3.8 Multicollinearity Test

Based on the multicollinearity test, all tolerance values were above 0.10 and all VIF values were below 10, it can be concluded that the regression model did not exhibit multicollinearity.

Table 9. Multicollinearity Test Results

Variable	Tolerance	VIF	Conclusion
Content Marketing	0.542	1.845	No Multicollinearity
Price Discount	0.609	1.643	No Multicollinearity
Online Customer Review	0.683	1.465	No Multicollinearity

Source: Data Processed Using SPSS Version 29 (2026)

3.9 Heteroscedasticity Test

The heteroscedasticity test was conducted using the Glejser method by examining the significance values of each independent variable. The results showed significance values of 0.151 for Content Marketing, 0.189 for Price Discount, and 0.365 for Online Customer Review. Since all significance values were greater than 0.05, it can be concluded that the regression model did not exhibit heteroscedasticity.

Table 10. Heteroscedasticity Test Results

Variable	t-value	Sig.	Conclusion
Content Marketing	1.448	0.151	No Heteroscedasticity
Price Discount	-1.323	0.189	No Heteroscedasticity
Online Customer Review	0.911	0.365	No Heteroscedasticity

Source: Data Processed Using SPSS Version 29 (2026)

3.10 t-test Results

The t-test was employed to analyze the partial influence of Content Marketing, Price Discount, and Online Customer Review on Impulse Buying, as shown in Table 11.

Table 11. t-test Results

Variable	t-value	Sig.	Conclusion
Content Marketing	2.326	0.022	Accepted
Price Discount	5.595	<0.001	Accepted
Online Customer Review	0.113	0.910	Rejected

Source: Data Processed Using SPSS Version 29 (2026)

H1: Content Marketing Has a Significant Effect on Impulse Buying

The results indicate that Content Marketing has a positive and significant effect on Impulse Buying. This finding suggests that engaging and informative content on TikTok can encourage consumers' to make spontaneous purchases. Therefore, H1 is accepted.

H2: Price Discount Has a Significant Effect on Impulse Buying

The results indicate that Price Discount has a positive and significant effect on Impulse Buying. Attractive price promotions encourage consumers' to make unplanned purchases. Therefore, H2 is accepted.

H3: Online Customer Review Has No Significant Effect on Impulse Buying

The results indicate that Online Customer Review does not significantly affect Impulse Buying. This suggests that consumers' spontaneous purchasing behavior is not primarily influenced by online reviews. Therefore, H3 is rejected.

H4: Content Marketing, Price Discount, and Online Customer Review are jointly significantly associated with Impulse Buying.

The results indicate that Content Marketing, Price Discount, and Online Customer Review are jointly significantly associated with Impulse Buying. This finding indicates that the three predictors, when considered together, provide a significant contribution to explaining variations in consumers' impulse buying behavior. Therefore, H4 is supported.

Table 12. Simultaneous Hypothesis

Model	F	Sig.
Regression	30.113	<.001 ^b

Source: Data Processed Using SPSS Version 29 (2026)

3.11 Coefficient of Determination (Model Summary)

Table 13 shows that the Adjusted R Square value is 0.469, indicating that Content Marketing, Price Discount, and Online Customer Review account for 46.9% of the variance in Impulse Buying. The remaining 53.1% represents variation in Impulse Buying that is not explained by the variables included in the model. This finding indicates that the proposed model has explanatory power, suggesting that Content Marketing, Price Discount, and Online Customer Review are jointly associated with variations in consumers' Impulse Buying behavior.

Table 13. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.696 ^a	.485	.469	3.01043

Source: Data Processed Using SPSS Version 29 (2026)

3.12 Multiple Linear Regression Coefficients

Table 14 presents the results of the multiple linear regression analysis, including the regression coefficients, standardized beta coefficients, t-values, and significance values for each independent variable.

Table 14. Multiple Linear Regression Coefficients

Variable	B	Beta	t	Sig
Constant	2.114	-	.830	.409
Content Marketing	.248	0.231	2.326	.022
Price Discount	.662	0.525	5.595	<.001
Online Customer Review	.015	0.010	.113	.910

Source: Data Processed Using SPSS Version 29 (2026)

The coefficients are interpreted as follows:

1. The constant value of 2.114 indicates that when Content Marketing, Price Discount, and Online Customer Review are assumed to be zero, the Impulse Buying variable remains at 2.114.
2. The regression coefficient of 0.248 for Content Marketing indicates a positive effect on Impulse Buying. This suggests that better content marketing activities tend to increase consumers' propensity to make impulse purchases.
3. The regression coefficient of 0.662 for Price Discount indicates a positive effect on Impulse Buying. This coefficient implies that more attractive discounts lead to a higher tendency for consumers' to engage in impulse buying. Moreover, Price Discount has the strongest influence among the independent variables.
4. The regression coefficient of 0.015 for Online Customer Review indicates a positive relationship with Impulse Buying. However, the effect is relatively weak compared to the other variables, suggesting that its contribution to increasing impulse buying behavior is limited.
5. The coefficient of determination analysis showed an Adjusted R Square value of 0.469, indicating that Content Marketing, Price Discount, and Online Customer Review explain 46.9% of the variation in Impulse Buying. The remaining 53.1% is influenced by other factors outside the research model.

3.13 Discussion

This study was conducted to investigate the effects of Content Marketing, Price Discount, and Online Customer Review on Impulse Buying among consumers' of Gokana Ramen & Teppan Metropolitan Mall Bekasi. The results reveal that Content Marketing and Price Discount significantly affect Impulse Buying, while Online Customer Review does not have a significant impact.

The significant effect of Content Marketing supports the findings of [8], [13], [14], [15], [16]. which reported that engaging digital content can stimulate spontaneous purchasing behavior. Content distributed through TikTok provides information and entertainment simultaneously, making consumers more interested in products and encouraging unplanned purchases. Furthermore, Price Discount was found to positively and significantly influence Impulse Buying. This finding is supported by previous studies conducted by [9], [19], [20], [22]. Attractive discounts encourage consumers to make immediate purchase decisions because they perceive greater economic benefits from promotional offers. In this study, Price Discount was identified as the strongest determinant of Impulse Buying, indicating that promotional pricing strategies remain highly effective in attracting consumers' and increasing spontaneous purchases.

In the context of this study, respondents purchased Gokana promotional vouchers through TikTok Deals and redeemed them at the Gokana Ramen & Teppan Metropolitan Mall Bekasi outlet. Therefore, the significant effects of Content Marketing and Price Discount indicate that engaging promotional content and attractive discount offers on TikTok Deals can effectively encourage consumers to make spontaneous purchase decisions before redeeming the vouchers at the restaurant. In contrast, Online Customer Review showed a positive but insignificant relationship with Impulse Buying. Similar findings were reported by [22], [30], suggesting that customer reviews are not always the main consideration in making impulsive purchase decisions. Consumers'

of Gokana Ramen & Teppan Metropolitan Mall Bekasi appear to be more responsive to promotional content and discount programs than to online reviews.

Gokana Ramen & Teppan should continue to strengthen its digital marketing activities by producing creative TikTok content and maintaining attractive price promotions, as these factors have proven to encourage Impulse Buying. Although Online Customer Review does not significantly affect consumers' spontaneous purchases, it remains important for building consumer trust. This study has several limitations. First, the study focused only on consumers' of Gokana Ramen & Teppan at the Metropolitan Mall Bekasi outlet who purchased promotional vouchers through TikTok Deals, which may limit the generalizability of the findings to other restaurant brands, locations, or purchasing channels. Second, this study employed a cross-sectional design, which captured respondents' perceptions at a single point in time and therefore could not examine changes in consumer behavior over time. Future research is recommended to incorporate other variables, such as electronic word of mouth, brand image, or sales promotion, and to involve broader research objects and locations to obtain more comprehensive findings.

4. Conclusion

This study has several limitations. First, the research was conducted at a single Gokana Ramen & Teppan outlet, namely Metropolitan Mall Bekasi, and used purposive sampling, which limits the generalizability of the findings to other outlets or consumer groups. Second, the study used self-reported questionnaire data, so the results may be influenced by respondents' perceptions and understanding of the questions. Third, all variables were measured using the same questionnaire, which may result in common-method bias. Fourth, the cross-sectional design only reflects consumer responses during the research period and does not capture changes in impulse buying behavior over time. Future research is recommended to involve multiple outlets or different research objects, consider additional variables, and use longitudinal or qualitative approaches to obtain a broader understanding of impulse buying behavior. This study was conducted for academic purposes, with voluntary participation and confidential treatment of respondent information. The study did not involve experimental procedures or interventions and did not receive specific external funding. The author declares no conflict of interest. The data were collected and analyzed by the author and are used solely for academic research purposes. The author was responsible for the research design, data collection, data analysis, interpretation of the results, and preparation of the manuscript.

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