

The Influence of Impulse Buying and Hedonic Consumption in The Viral Fashion Skena Trend on TikTok on Gen-Z Overspending

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ABSTRACT

This study aims to analyze the influence of impulse buying and hedonic consumption in the viral fashion skena trend on TikTok on Generation Z overspending. The development of the TikTok social media platform has created a new consumption ecosystem that encourages unplanned purchasing behavior, especially among Generation Z who are the dominant users of the platform. This study uses a quantitative method with an associative approach. Sampling was carried out using a purposive sampling technique with a total of 400 Generation Z respondents in East Java who are aware of and directly exposed to the fashion skena trend on TikTok and have purchased fashion products inspired by the viral content. The research instrument was a questionnaire with a Likert scale of 1-4 that has been tested for validity and reliability. Data analysis used multiple linear regression with the help of SPSS software. The results of the study indicate that simultaneously, impulse buying and hedonic consumption have a positive and significant effect on Generation Z overspending in the viral fashion skena trend on TikTok. These findings indicate that the higher the tendency of impulse buying and hedonic consumption triggered by viral fashion content on TikTok, the higher the overspending behavior among Generation Z. This research is expected to contribute to the development of financial literacy and serve as a reference for further research related to digital consumer behavior in the social media era.

Keywords: Impulse Buying, Hedonic Consumption, Skena Fashion on TikTok, Overspending, Generation Z.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh impulse buying dan hedonic consumption dalam tren viral skena fashion di TikTok terhadap overspending Generasi Z. Perkembangan platform media sosial TikTok telah menciptakan ekosistem konsumsi baru yang mendorong perilaku pembelian tidak terencana, khususnya di kalangan Generasi Z yang merupakan pengguna dominan platform tersebut. Penelitian ini menggunakan metode kuantitatif dengan pendekatan asosiatif. Pengambilan sampel dilakukan menggunakan teknik purposive sampling dengan jumlah responden sebanyak 400 responden Generasi Z di Jawa Timur yang mengetahui dan terpapar langsung tren skena fashion di TikTok serta pernah melakukan pembelian produk fashion yang terinspirasi dari konten viral tersebut. Instrumen penelitian berupa kuesioner dengan skala Likert 1-4 yang telah diuji validitas dan reliabilitasnya. Analisis data menggunakan regresi linier berganda dengan bantuan perangkat lunak SPSS. Hasil penelitian menunjukkan bahwa secara simultan, impulse buying dan hedonic consumption berpengaruh positif dan signifikan terhadap overspending Generasi Z dalam tren viral skena fashion di TikTok. Temuan ini mengindikasikan bahwa semakin tinggi kecenderungan impulse buying dan hedonic consumption yang dipicu oleh konten fashion viral di TikTok, maka semakin tinggi pula perilaku overspending pada Generasi Z. Penelitian ini diharapkan dapat memberikan kontribusi bagi pengembangan literasi keuangan serta menjadi referensi bagi penelitian selanjutnya terkait perilaku konsumen digital di era media sosial.

Kata Kunci: Impulse Buying, Hedonic Consumption, Skena Fashion di TikTok, Overspending, Generasi Z.

1. Introduction

The world of social interaction and consumption habits has been significantly transformed by advances in digital technology. TikTok, a short-form video app developed by ByteDance, has now become one of the most popular social media platforms globally, including in Indonesia (Asfuri et al., 2023).

TikTok launched globally in 2018 through the purchase of Musical.ly and now has billions of active users worldwide. TikTok offers a content ecosystem spanning entertainment, education, self-expression, and marketing through its TikTok Shop feature. In addition to providing 15-second to 10-minute video content, the

platform also features a "Photo Mode" feature, which allows users to upload static photos as dynamic slideshows with effects, overlay text, and background music. This feature can transform ordinary photos into engaging visual content, such as engaging daily galleries. Furthermore, photo content can appear on the For You Page (FYP) with a recommendation algorithm similar to the video feature, reaching a wider audience (TikTok, 2025).

According to data from (We Are Social and Meltwater, 2025) published through TikTok's advertising resources, the platform recorded a figure of 108 million users aged 18 and above in Indonesia in early 2025. This figure places Indonesia as having the largest TikTok user

market in the world, with Generation Z consisting of people born between 1997 and 2012 and acting as the most dominant and most active user segment. Social media platforms such as TikTok have emerged as significant platforms that influence consumer behavior in a more integrated digital era, especially among Generation Z.

One of the phenomena currently booming in Indonesia's TikTok digital ecosystem is the "Fashion Skena". This aesthetic movement combines elements of streetwear, unique accessories, and a lifestyle inspired by scene subcultures. It is widely spread through short videos on TikTok. Visual content such as clothing hauls, style challenges, and influencer endorsements are often part of this trend, generating a massive surge of consumer enthusiasm. This content serves not only for entertainment but also serves as a powerful trigger that encourages customers to spontaneously purchase fashion items (Ramadhani & Rosa, 2024).

This phenomenon is closely related to two key consumer behavior concepts: impulse buying and hedonic consumption. Impulse buying is a spontaneous, unplanned purchasing activity triggered by external stimuli such as advertising or social trends, which creates an urgent desire to purchase a particular product immediately (Arij & Suwito, 2021). Meanwhile, hedonic consumption, as defined by Hirschman and Holbrook, is the use of products driven by the desire for happiness and pleasure (Syahida et al., 2025).

In TikTok's case, both effects are amplified by sophisticated content personalization algorithms. Fashion Skena, an example of a viral trend that can reach millions of views in a matter of days, encourage users to imitate others' styles to experience social euphoria and bond with online communities. This creates a digital environment ideal for overspending, where spending exceeds financial means.

Previous studies have examined the dynamics that go hand in hand with digital consumption and social media. According to (Kurniawan et al., 2025) found that Gen Z, especially students of Medan State Polytechnic, use social media significantly. A study conducted by (Refasa et al., 2023), found that discounts on TikTok's live streaming feature mediated by positive emotions influenced Gen Z's impulsive buying behavior. This shows that the TikTok environment significantly encourages impulsive buying behavior. Another study also showed positive results between hedonic shopping motivation and the consumptive behavior of Spaylater users (Hamidah et al., 2024). Meanwhile, research (Siddiqi & Sari, 2025), revealed that financial literacy had a negative and significant effect on the consumptive behavior of Shopee Paylater users, while lifestyle had a positive and significant effect.

Despite the fact that previous research has extensively examined how impulse buying and hedonic consumption influence consumer purchasing behavior, significant theoretical gaps remain. Few studies have specifically examined these two factors in relation to the viral fashion skena trend on TikTok and its influence on

Gen Z, particularly in East Java. This discrepancy is all the more significant given that fashion skena trends differ from conventional consumption trends and rely on visual aesthetic content and online communities.

From a practical perspective, the importance of this research is reinforced by existing data. An informal survey conducted by the Central Bureau of Statistics (BPS) found that 70% of Gen Z teens said TikTok trends influence their purchasing decisions. On average, they spend between Rp 500,000 and Rp 1,000,000 per month on fashion, far exceeding the average allowance of Rp 300,000 (BPS, 2023). Observations on campus and in the surrounding area indicate that many Gen Z teens are trapped in a cycle of debt due to online lenders like Spaylater because they lack sufficient financial planning to purchase fashion-focused clothing, such as hoodies or limited-edition shirts. As a result, they often overspend.

This situation contradicts the ideal that financial education through Entrepreneurship subjects in schools and universities can shape rational consumption behavior. In reality, adolescents are vulnerable to emotional manipulation from viral content, which exacerbates financial literacy issues among Indonesia's Generation Z. This has the potential to lead to long-term financial problems such as low savings and dependence on credit or debt.

It is crucial to conduct an empirical analysis of how hedonic buying and consumption tendencies within the viral fashion skena trend on TikTok impact Generation Z overspending in East Java. Based on the background description, this study is expected to not only fill the existing theoretical gap but also provide a practical foundation for financial education interventions for parents, schools, and platform regulators. The aim of this study is to bridge the gap between consumption theory and digital reality among Indonesia's Gen Z. The researcher chose the title "The Influence of Impulse Buying and Hedonic Consumption in the Viral Fashion Skena Trend on TikTok on Gen-Z Overspending."

2. Literature Review

Impulse Buying Theory

According to Rook and Fisher in (Narawati & Rachman, 2024) impulse buying is a purchase that occurs when people read catalogs, watch television, shop online, or enter a store to buy unplanned goods or brands due to emotional impulses, without considering the consequences.

However, according to Verhagen and Dolen in (Arbaiah et al., 2022) impulse buying occurs when someone feels a strong desire to buy a product without giving it much thought. Consumer characteristics, marketing, promotions, product packaging, and attractive store incentives are some of the factors that influence impulse buying in traditional shoppers. Meanwhile, Wang stated that many variables influence online shoppers' impulsive decisions, including the internet environment consisting of promotional content, product photos, and advertisements. Furthermore, online shoppers are also influenced by situational factors such as the influence of

others and the amount of time and money available. Internal characteristics such as personality, emotions, demographics, and purchasing motives can also influence online impulse buying.

(Risal et al., 2024) define impulse buying as the urge to act in a potential buyer due to an attractive, arousing, or tactile force. This attraction stems from the way the item is sold, enticing consumers to purchase. There are four indicators that measure impulse buying:

1. Spontaneity of purchase
2. Not considering the consequences
3. Sudden urge to buy followed by emotional feelings
4. Difficulty resisting the urge.

Therefore, it can be concluded that impulse buying, also known as impulsive buying, is a phenomenon in consumer behavior in which the purchasing stage of a product deviates from the normal rational cycle. If ideal consumer behavior occurs as a result of a deliberate and organized process to satisfy needs, then impulse buying is a quick, emotional, and unplanned response to environmental stimuli that fulfills an instant desire, not an evaluated need. In other words, an action that still leads to a purchase (satisfying a desire), but is carried out in a way that is very different from what was planned.

Hedonic Consumption Theory

According to Hirschman and Holbrook in (Debora & Setiobudi, 2024) hedonic consumption is a type of consumption that involves emotions, causing people to feel something when they shop, such as joy, hatred, anger, fantasy, or even feel like shopping is an adventure.

According to Swastha in (Vionnalita Jennyya et al., 2021) some characteristics of hedonistic people are as follows:

1. They like to seek attention
2. They tend to be impulsive
3. They tend to follow the crowd
4. They are irrational, and
5. They are easily influenced.

(Cahyono, 2019) states that hedonic consumption occurs when consumers make quick decisions about fashion items driven by their persistent desires and the resulting feelings of pleasure and happiness. Three indicators for measuring hedonic consumption are:

1. Customers want to satisfy their curiosity
2. Customers want to gain new experiences
3. Customers want to experience new experiences.

Therefore, it can be concluded that hedonistic consumption is a real effort by consumers to achieve life goals (maximizing enjoyment) through purchasing and owning goods and services that provide strong emotional, sensory, and recreational experiences.

Overspending Theory

According to Vastag and Balassa in (Perdana et al., 2025) overspending refers to consumers' tendency to spend more than they need or can afford. Overspending itself is synonymous with compulsory purchasing.

Excessive spending, also known as overspending, is a problem often caused by psychological factors. People who tend to overspend believe that purchasing material goods will improve their quality of life. The desire to fulfill emotional needs, build social connections, or even gain the approval of others are other factors that drive this behavior (Kasim, 2025).

According to (Hasbi, 2024) overspending is when someone spends money uncontrollably or beyond their needs without considering the reasons. Three ways to measure overspending are:

1. Impulsive buying
2. Purchasing without rational consideration
3. Waste of money

Therefore, it can be concluded that excessive spending, also known as overspending, is when someone spends more money than they have or can afford. This can be caused by intrinsic motivation, attractive advertising, or the desire to maintain a certain lifestyle.

Definition Of Fashion Skena On TikTok

TikTok provides a strategic opportunity for MSMEs to sell their products at affordable prices. In addition to providing product information, marketing strategies employed through this platform include building emotional experiences and stories for consumers and establishing dynamic, interactive relationships with potential buyers (Pradani & Puspita, 2025).

The fashion skena, often inspired by ordinary users or influencers, is one of the fastest-growing trends on TikTok. This trend encompasses creative clothing and unique accessories. The way consumers view fashion has shifted from being exclusive to being more inclusive and democratic, with anyone able to become a trendsetter. Fashion sketches on TikTok are not only about visuals but also about storytelling and self-expression, driving innovation thanks to the duet and stitch features. The word "skena" is a paronym of the word "scene." This study explains that a "fashion trend" refers to a clothing style popular during a specific time period that emphasizes aesthetics or beauty. In the mid-2000s, the term "skena" was used to refer to groups of teenagers who enjoyed underground music such as hardcore, pop punk, punk, and even indie. However, since early 2023, many teenagers have defined the term "skena fashion" as a trend related to clothing or style. A Skena is a group of people who share a hobby or interest. Friendships are often the basis of exclusive groups. This is evident in teenagers who often hang out with their friends. With just a group of people, they set new standards. Before going viral, the term skena was widely used in the music industry to describe a particular community or culture from various places where audiences interact with musicians. However, in the current situation, skena is synonymous with the eccentric and unique clothing styles of young people from various brands or brands that are used as a way for young people to express themselves through fashion. Characteristics of the skena style of clothing usually include wearing oversized cargo pants, Salomon shoes, and Carhartt corduroy outerwear. For example, many

skena kids from various music communities, such as pop, rock, punk, hip-hop, and even indie, wear band t-shirts and have their own distinctive styles (Ramadhani & Rosa, 2024).

3. Methodology

This analysis uses a quantitative method with an associative approach to measure the causal relationship between independent variables and dependent variables without experimental manipulation, in accordance with the context of consumer behavior on social media, especially on TikTok (Sugiyono, 2019). The variables analyzed in this study include impulse buying (X1) and hedonic consumption (X2) as independent variables, and overspending (Y) as the dependent variable, which are measured through numerical data from online questionnaires (Google Form) and analyzed statistically to determine their influence on the behavior of Generation Z in East Java in the viral trend of the fashion skena on TikTok.

3.1 Data

The data used in this study consisted of primary and secondary data. Primary data was obtained through an online questionnaire in the form of a Google Form distributed to respondents via social media platforms such as WhatsApp and TikTok. It contained Likert-scale statements measuring impulse buying, hedonic consumption, and overspending.

Secondary data came from previous research, a publication by the Central Bureau of Statistics (BPS) on the number of Generation Z users in East Java, Wikipedia, and a report by We Are Social and Meltwater on TikTok user statistics in Indonesia.

Population and Sample

The population of this study is Generation Z aged 15–24 years in East Java who actively use TikTok and are aware of and directly involved in the viral fashion skena trends on TikTok, with a total population of 5,947.0 million people (BPS East Java, 2025), as presented in Table 1.

Table 1. Generation Z Population in East Java

Age group	Population (Millions of People)
15–19 years	2.947,1
20–24 years	2.999,9
Total	5.947,0

The sample size of this study was determined using the Slovin formula with a margin of error of 5% and a confidence level of 95% (Sugiyono, 2019). This resulted in a sample size of 399.9, rounded up to 400 respondents. The sampling technique used was purposive sampling, with respondents selected based on specific criteria (Asrulla et al., 2023), includes: (1) aged 15–24 years, (2) domiciled in East Java, (3) have been exposed to viral fashion skena trends on TikTok, and (4) have purchased viral fashion products after seeing content on TikTok.

Research Instruments

This research instrument is a structured questionnaire developed based on the impulse buying theory of Risal et al., the hedonic consumption theory of Cahyono, and the overspending theory of Hasbi. The questionnaire is structured in a closed format using a modified Likert scale with 4 levels (1–4) by eliminating the neutral option, which aims to encourage respondents to provide more assertive answers and reduce central tendency bias (Sugiyono, 2019), as presented in the following table:

Table 2. Likert Scale

Skor	Information
4	Strongly Agree (SS)
3	Agree (S)
2	Disagree (TS)
1	Strongly Disagree (STS)

Source: Sugiyono (2019)

Data Collection Technique

Primary data collection was conducted through an online survey using a questionnaire designed by the researcher and distributed directly to respondents via social media (Instagram, WhatsApp, and TikTok). Secondary data was collected through searching official documents and previous research relevant to the topic of this study.

3.2 Analysis Method

The analysis of this research data was carried out through several stages of testing using the SPSS Statistics for Windows version 27 software.

Validity and Reliability Test

Validity testing is conducted to measure product-moment correlation. A questionnaire item is declared valid if the calculated *r* value is greater than the table *r* value at a significance level of 5% or 0.05 (Rovita & Komariah Hildayanti, 2025).

Reliability testing is conducted to measure whether a questionnaire can produce stable results using the Cronbach's Alpha method. The research instrument is considered reliable if the Cronbach's Alpha value is greater than 0.60 (Forester et al., 2024).

Multiple Linear Regression Analysis

Multiple linear regression analysis in a study is used to determine the effect of two or more independent variables on one dependent variable, such as in this study, impulse buying (X1) and hedonic consumption (X2) on overspending (Y), with the equation model $Y = a + b_1X_1 + b_2X_2 + e$, where *Y* is the dependent variable, *a* is a constant, *b*₁ and *b*₂ are the regression coefficients, *X*₁ and *X*₂ are the independent variables, and *e* is the confounding variable (Sudariana & Yoedani, 2021).

Classical Assumption Test

The classical assumption test consists of a normality test using the Kolmogorov-Smirnov non-parametric statistic, where the data is declared normally distributed if the significance value is greater than 0.05; a multicollinearity test with the criteria of a tolerance value greater than 0.10 and a VIF less than 10; and a heteroscedasticity test using scatterplot graphic analysis, where there are no symptoms of heteroscedasticity if the data points are spread randomly without forming a particular pattern (Purnamasari et al., 2025).

Hypothesis Test

Hypothesis testing in a study is carried out through a partial test (t), namely to find out whether there is a significant influence of each independent variable partially, and a simultaneous test (F) to find out whether there is an influence between the independent variables together on the dependent variable, at a significance level of 5% or 0.05 (Mangantar et al., 2020).

Coefficient of Determination Test

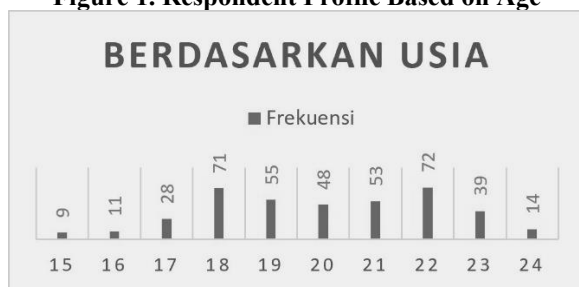
The coefficient of determination (R^2) is used in a study to measure how much of the proportion of variation in the dependent variable (overspending) can be explained by the independent variables (impulse buying and hedonic consumption), with the R^2 value ranging from 0 to 1 (Indrawan Sanny et al., 2020).

4. Results And Discussion

4.1 Result

This study involved 400 Generation Z respondents aged 15–24 years who live in East Java and met the research criteria, namely having been directly exposed to viral fashion trends on TikTok and having purchased viral fashion products after seeing content on TikTok.

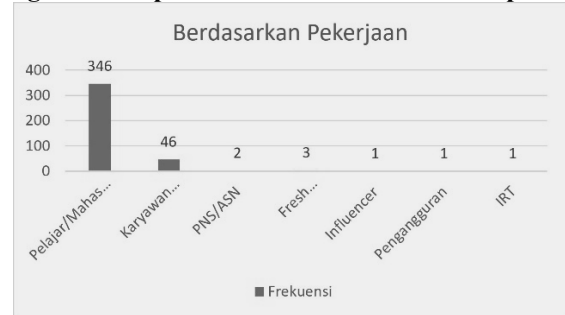
Figure 1. Respondent Profile Based on Age



Source: Primary data, processed in 2026

Based on Figure 1, it can be seen that the majority of respondents are in the 18–22 year age range and are a generation Z group that is relatively active in using TikTok.

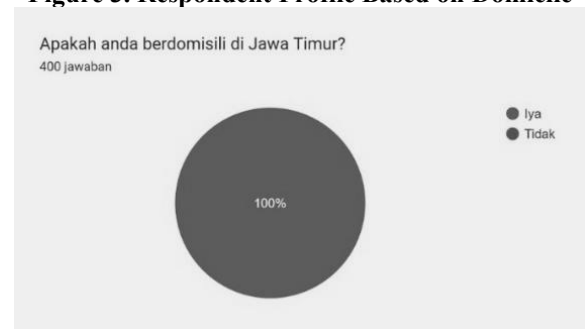
Figure 2. Respondent Profile Based on Occupation



Source: Primary data, processed in 2026

The data in Figure 2 shows that the majority of research respondents are students/college students, amounting to 86.50%.

Figure 3. Respondent Profile Based on Domicile



Source: Primary data, processed in 2026

Figure 3 indicates that all respondents (100%) live in East Java as required by the sample criteria.

Variable Description

The tabulation results of the answers of 400 respondents to the questionnaire statements for each variable are presented in Table 3.

Table 3. Distribution of Respondents' Answers to Research Variables

Variable	STS (%)	TS (%)	S (%)	SS (%)
Impulse Buying (X1)	21,25	26,59	33,72	18,44
Hedonic Consumption (X2)	10,70	21,58	42,62	25,08
Overspending (Y)	25,29	26,54	28,54	19,62

Source: Primary data, processed in 2026

The results in Table 3 show that the majority of respondents to this study agreed with all three variables, with the highest percentage for hedonic consumption (42.62%). This indicates that the tendencies for impulse buying, hedonic consumption, and overspending among Generation Z in East Java are quite high.

Validity Test

The results of the validity test show that all statement items in the impulse buying (8 items), hedonic

consumption (6 items), and overspending (6 items) variables have a calculated r value greater than the table r (0.361) with a significance level below 0.05.

Table 4. Validity Test Results

Variable	Item	R Value	R Table	Sig	Notes
Impulse Buying	X1.1	0,468	0,361	0,009	Valid
	X1.2	0,506	0,361	0,004	Valid
	X1.3	0,766	0,361	<,001	Valid
	X1.4	0,623	0,361	<,001	Valid
	X1.5	0,516	0,361	0,004	Valid
	X1.6	0,473	0,361	0,008	Valid
	X1.7	0,521	0,361	0,003	Valid
	X1.8	0,733	0,361	<,001	Valid
Hedonic Consumption	X2.1	0,718	0,361	<,001	Valid
	X2.2	0,661	0,361	<,001	Valid
	X2.3	0,683	0,361	<,001	Valid
	X2.4	0,654	0,361	<,001	Valid
	X2.5	0,567	0,361	0,001	Valid
	X2.6	0,474	0,361	0,008	Valid
Over-spending	Y.1	0,684	0,361	<,001	Valid
	Y.2	0,551	0,361	0,002	Valid
	Y.3	0,647	0,361	<,001	Valid
	Y.4	0,685	0,361	<,001	Valid
	Y.5	0,771	0,361	<,001	Valid
	Y.6	0,482	0,361	0,007	Valid

Source: Primary data, processed in 2026

Table 4 indicates that the calculated r value of each statement item in each variable is greater than the table r value with a significance level of 5% or 0.05 in a sample of 30 respondents, namely 0.361, so that the questionnaire in the statement is declared valid.

Reability Test

This research's reliability test was conducted to determine how consistently the research instrument measured the research variables. When respondents provide consistent responses to questions, the questionnaire can be declared reliable. The Cronbach's Alpha method was used to test the reliability of this study; a variable is considered reliable if its Cronbach's Alpha value is greater than 0.60.

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	Information
Impulse buying	0,720	Reliable
Hedonic Consumption	0,681	Reliable
Overspending	0,704	Reliable

Source: SPSS Version 27, processed in 2026

Based on the results of the reliability test in Table 5, it can be seen that the Cronbach's Alpha value is 0.720 for impulse buying, 0.681 for hedonic consumption, and 0.704 for overspending, all of which are above 0.60 so that the instrument is declared reliable.

Multiple Linear Regression Analysis

(Sugiyono, 2019) states that to predict the state (fluctuation) of a dependent variable, or criterion, researchers use multiple regression analysis. Two or more independent variables function as predictor factors.

Table 6. Results of Multiple Linear Regression Analysis

Variable	B	t	Sig.
Constanta	1,301	2,020	0,044
Impulse Buying (X1)	0,564	15,302	<,001
Hedonic Consumption (X2)	0,118	2,055	0,041

Source: SPSS Version 27, processed in 2026

Based on Table 6, the multiple linear regression equation is obtained, namely: $Y = 1.301 + 0.564X1 + 0.118X2$. The constant value of 1.301 indicates that if impulse buying and hedonic consumption are zero, then overspending remains at 1.301. The impulse buying regression coefficient of 0.564 indicates that when each unit increase in the impulse buying variable will increase overspending by 0.564, assuming hedonic consumption is constant or fixed. The hedonic consumption regression coefficient of 0.118 indicates that each unit increase in hedonic consumption will increase overspending by 0.118, assuming impulse buying is constant or fixed.

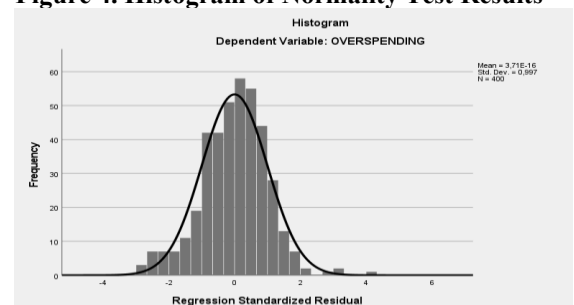
Classical Assumption Test

The classical assumption test is used to evaluate the quality of a regression model provided for good prediction. The following is an example of a classical assumption test:

1. Normality Test

The purpose of the normality test is to determine whether the residual data distribution from the regression model of the independent and dependent variables used in this study is normally distributed. A good regression model meets the assumption of normality, or has a good or nearly normal data distribution. This study conducted a normality test using the non-parametric Kolmogorov-Smirnov (K-S) statistical test. The standard decision-making process for the K-S test states that research data is normally distributed if the significance value is greater than 0.05.

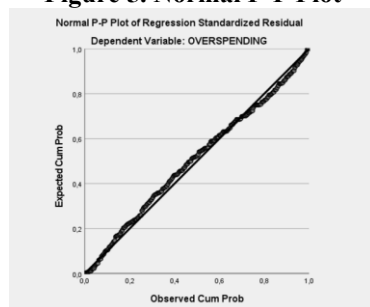
Figure 4. Histogram of Normality Test Results



Source: SPSS Version 27, processed in 2026

Figure 4 shows a mean of $3.71\text{E-}16$, which is nearly zero, and a standard deviation of 0.997, which is nearly one. These two values are ideal indicators of residuals with a normal distribution. The histogram bar pattern forms a bell-shaped curve that follows the normal curve. The peak of the data distribution is around zero, and the data distribution is relatively symmetrical to the left and right. This indicates that the regression residual data is unskewed, indicating a normal distribution.

Figure 5. Normal P-P Plot



Source: SPSS Version 27, processed in 2026.

Figure 5 shows a normal P-P plot of the Regression Standardized Residual. This plot compares the cumulative probability of the observed outcome (observed cumulative probability) with the expected cumulative probability (observed cumulative probability) in a situation where the data are normally distributed. If the data points consistently follow the diagonal line, then the regression model meets the assumption of normality. This graph indicates that the data points do not form a systematic pattern, but are close together and follow the diagonal line. Therefore, this finding supports the hypothesis that the residuals of the regression model are normally distributed.

Figure 6. Kolmogorov-Smirnov normality

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		400
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,93947309
Most Extreme Differences	Absolute	,040
	Positive	,037
	Negative	-,040
Test Statistic		,040
Asymp. Sig. (2-tailed) ^c		,122
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: SPSS Version 27, processed in 2026

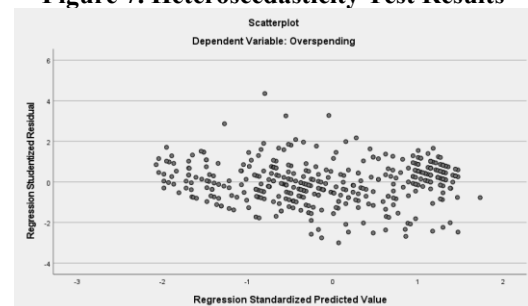
Based on Figure 6, it can be seen that the test results show a residual mean value of 0.0000000 and a standard deviation of 2.93947309; the test statistic value (the largest absolute difference) is 0.040, and the significance value of Asymp. Sig. (2-tailed) is 0.122, which is greater than the significance level of 0.05. Therefore, the normality assumption is met because the residual data

from the regression model of this study is normally distributed.

2. Heteroscedasticity Test

The heteroscedasticity test for this study was conducted using a scatterplot. Overspending was the dependent variable. The purpose of this test was to determine whether a regression model exhibited unequal variance between residuals from one observation to another. The absence of heteroscedasticity indicates a good regression model for the study.

Figure 7. Heteroscedasticity Test Results



Source: SPSS Version 27, processed in 2026

The data in Figure 7 shows the results of the heteroscedasticity test using a scatterplot graph between the Standardized Predicted Value Regression and the Studentized Residual Regression, with the dependent variable being overspending. The data points appear to be randomly distributed around zero without forming a specific systematic pattern, thus the regression model in this study is declared free from heteroscedasticity symptoms.

3. Multicollinearity Test

Figure 8. Multicollinearity Test Results

Coefficients ^a			
		Collinearity Statistics	
Model		Tolerance	VIF
1	Impulse Buying	,415	2,408
	Hedonic Consumption	,415	2,408
a. Dependent Variable: Overspending			

Source: SPSS Version 27, processed in 2026

Based on Figure 8, the multicollinearity test results obtained Tolerance and Variance Inflation Factor (VIF) values for the impulse buying and hedonic consumption variables, with overspending as the dependent variable. Both variables had a Tolerance value of 0.415 (>0.10) and a VIF of 2.408 (<10), thus the regression model was declared free from multicollinearity symptoms.

Hypothesis Test

This study conducted a partial t-test to determine whether the independent variables of impulse buying and

hedonic consumption significantly influenced the dependent variable of overspending.

A simultaneous t-test was conducted to determine whether all independent variables, impulse buying and hedonic consumption, significantly influenced the dependent variable of overspending. The ANOVA table shows the results of the F-test, and the standard for decision-making is based on a significance level of 0.05. The F-value was calculated using the formula ($df = n - k - 1$), where k is the number of variables and n is the sample size. The F-value of 3.018 was obtained from this formula.

Table 7. Hypothesis Test Results

Hypothesis	t/F Value	t/F Table	Sig.	Notes
H1 ($X1 \rightarrow Y$)	15,302	1,966	<,001	Accepted
H2 ($X2 \rightarrow Y$)	2,055	1,966	0,041	Accepted
H3 (Simultan)	344,969	3,018	<,001	Accepted

Source: SPSS Version 27, processed in 2026

Based on Table 7, it can be seen that the impulse buying (H1) and hedonic consumption (H2) variables each have a positive and significant partial effect on the overspending variable, because the calculated t value is greater than the t table (1.966) with a significance level below 0.05. Simultaneously (H3), the calculated F value of 344.969 is greater than the F table (3.018) with a significance level <0.001, which means that the impulse buying and hedonic consumption variables simultaneously have a positive and significant effect on the overspending variable.

Coefficient of Determination Test

The coefficient of determination test is used to determine how well the independent variables, namely impulse buying and hedonic consumption, can explain their influence on the dependent variable, namely overspending. The higher the coefficient of determination, the greater the influence of the independent variables on the dependent variable.

Figure 9. Results of the Determination Coefficient Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.797 ^a	.635	.633	2,947
a. Predictors: (Constant), Hedonic Consumption, Impulse Buying				
b. Dependent Variable: Overspending				

Source: SPSS Version 27, processed in 2026

The data in Figure 9 indicates that the results of the determination coefficient test of this study show an Adjusted R Square value of 0.633 or 63.3%, which means that impulse buying and hedonic consumption simultaneously contribute 63.3% to overspending, while the remaining 36.7% is influenced by other variables outside this research model.

4.2 Discussion

The Influence of Impulse Buying on Overspending

The results of the study found that the impulse buying variable ($X1$) had a positive and significant effect on the overspending variable (Y), meaning that hypothesis 1 (H1) was accepted, with a t -value of 15.302 and a significance level of <0.001. This finding is in line with the theory proposed by (Risal et al., 2024) which states that individuals with a high tendency for impulse buying tend to act based on spontaneous impulses without careful evaluation of their own needs or financial capabilities. Generation Z who were exposed to the viral fashion skena trend on TikTok in this study felt the urge to make unplanned purchases that directly encouraged spending beyond the appropriate limits. This finding is also in line with research conducted by (Refasa et al., 2023) which revealed that discounts on TikTok's live streaming feature mediated by positive emotions influenced Gen Z's impulsive buying, and is reinforced by findings conducted by (Kusumojati & Albari, 2026) which proved that social influence and economic benefits had a positive and significant effect on Generation Z's impulsive buying on TikTok Shop.

The Influence of Hedonic Consumption on Overspending

The results of the study found that the hedonic consumption variable ($X2$) had a positive and significant effect on the overspending variable (Y). This indicates that hypothesis 2 (H2) was accepted, with a calculated t value of 2.055 and a significance of 0.041. This finding is in line with the theory proposed by (Cahyono, 2019) which states that consumers make purchasing decisions based on the urge to seek pleasure, entertainment, or emotional satisfaction. Generation Z in this study does not simply buy clothes to fulfill clothing needs, but to feel emotional satisfaction and a positive response from their social environment when following viral trends on TikTok. The findings of this study are in line with research conducted by (Nurazijah et al., 2023) which found that hedonistic behavior has a positive effect on the risk of student debt, and is reinforced by research conducted by (Amelia Ayu Mutiara & Abdurrohm, 2025) which found a significant positive relationship between a hedonistic lifestyle and consumptive behavior.

The Effect of Simultaneous Impulse Buying and Hedonic Consumption on Overspending

The results of the simultaneous hypothesis test indicate that the independent variables of impulse buying and hedonic consumption together have a positive and significant effect on overspending, indicating that hypothesis 3 (H3) is accepted, with an Adjusted R Square contribution of 0.633 or 63.3%. This finding is in line with the theory proposed by (Hasbi, 2024) which states that overspending is impulsive buying behavior and uncontrolled spending without rational consideration. The consumption characteristics of Generation Z who grew up in a digital ecosystem that is all connected also strengthens this finding, where social media has a

significant influence on their shopping behavior (Merlinia Andriyani & Novia, 2025). Massive and repeated exposure to visual content of viral trends in the fashion skena on TikTok creates social pressure that encourages Generation Z to immediately follow these trends, thus triggering the urge to buy impulsively as well as hedonic consumption patterns.

5. Conclusion and Suggestions

Conclusion

Based on the data analysis, it can be concluded that the independent variable, impulse buying, has a positive and significant effect on the dependent variable, overspending, among Generation Z members within the viral fashion trend on TikTok in East Java. The independent variable, hedonic consumption, also has a positive and significant effect on the dependent variable, overspending. Simultaneously, the independent variables, impulse buying and hedonic consumption, have a positive and significant effect on the dependent variable, overspending. This study successfully analyzed the influence of impulse buying and hedonic consumption within the viral fashion trend on TikTok on overspending among Generation Z members in East Java. These findings indicate that the higher the tendency for impulsive buying and hedonic consumption triggered by viral trends on social media, the higher the overspending behavior among Generation Z members in East Java. Specifically, this study can provide empirical answers regarding the extent to which visual pressure from social media algorithms and the fulfillment of immediate emotional gratification can encourage unhealthy financial behavior among Generation Z members in the current digital era. This study has several limitations, including the limited coverage of respondents to Generation Z in East Java, making the results unable to be generalized nationally. The use of self-report data via questionnaires, which could potentially introduce subjective bias, and the inclusion of only two independent variables, potentially contributing to the remaining unexplained variation in overspending, may be influenced by other factors such as financial literacy, peer influence, or ease of access to digital payments.

Based on these limitations, future researchers are advised to expand the scope of the study, add other variables such as financial literacy, social influence, or ease of access to paylater, which could potentially influence overspending. They are also recommended to consider qualitative or mixed-method approaches to gain a deeper understanding of Generation Z's consumption behavior on social media. The findings of this study can provide a basis for designing financial literacy education interventions to reduce the risk of overspending due to viral trends on digital platforms. They also enrich digital consumer behavior theory by demonstrating how trends such as the fashion skena can become new triggers for impulsive behavior and excessive spending among Generation Z.

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