

ABSTRACT

This study aims to analyze the determinants of impulsive buying behavior among Muslim university students in Semarang who use TikTok Shop, using the Stimulus-Organism-Response (SOR) framework and incorporating Islamic values. A total of 100 respondents from various universities in Semarang participated in the survey. The data were analyzed using SEM-PLS. The findings indicate that hedonic motivation and IT affordance significantly affect urge to buy impulsively, mediated by flow experience and trust. Notably, taqwa plays a significant role in suppressing impulsive urges, while iman shows no significant influence. Furthermore, urge to buy impulsively mediates the relationship between external stimuli and actual impulsive buying behavior. This study contributes to extending the SOR model by integrating religious values as internal controls in digital consumer behavior.

Keywords: *Impulsive Buying, SOR Theory, Trust, Taqwa, Muslim Students, and TikTok Shop.*

