

## THE INFLUENCE OF LIVE STREAMING, INFLUENCER MARKETING AND PRICE DISCOUNTS ON IMPULSE PURCHASES AT TIKTOK SHOP IN JEMBER REGENCY

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### ABSTRACT

*The rapid development of technology that provides online shopping system facilities has changed the way consumers behave in shopping. Nowadays consumers prefer to shop online rather than offline, because consumers do not need to leave the house to see the appearance of the product and buy the product. This study aims to find out and analyze the influence of Live Streaming, influencer marketing and price discounts on impulse purchases at tiktok shops in Jember Regency. This type of research uses a quantitative method with a sample of 130 respondents and uses the Non Probability Sampling Technique with a purposive sampling approach with the help of questionnaires as the main tool in collecting respondent data. The data analysis technique of this study uses instrument testing, classical assumptions, multiple linear regression, hypotheses and determination coefficients. The results of the analysis obtained showed that Live Streaming, influencer marketing and price discounts partially had a positive and significant effect on impulse purchases, with a contribution rate of 63%.*

### INTRODUCTION

Digital aera, developments that have occurred in the world of information and communication technology have brought a significant impact of change and opportunities in various aspects of life. With the development of technology, it will bring benefits to people who currently have an instant life and have high mobility (Martini & Hertina, 2023). The use of the internet is one of the technological developments that is in demand by the public and is increasing every year, because at this time internet users are not only looking for information and communication, but the use of the internet has become one

of the means to market a product in the business world.

The use of science and technology in the business world has made more and more entrepreneurs, vendors and companies turn to more sophisticated marketing and advertising methods, namely by opening storefronts *Online* as a new form of the shopping system *Online*. This is due to the existence of more sophisticated promotional media so that it can help convey information in a more attractive and modern way to consumers (Agustin & Amron, 2022). This is one of the proofs of a clear indication of how far technology has developed in this day and age.

*Development* rapid technology that provides shopping system facilities *Online* has changed the way consumers behave in shopping. Nowadays, consumers prefer to shop in a casual way *Online* compared to *offline*, Because consumers don't need to go out of the house to see the appearance of the product and buy the product. Technology that provides shopping facilities *Online* very diverse such as *E-commerce*. At this time *E-commerce* is growing rapidly. The existence of various platforms *E-commerce* in the midst of Indonesian society becoming a new alternative that makes it easier for people to shop (Aga, 2023).

*E-commerce* is a business activity that is carried out online through the internet network. At *E-commerce*, consumers can buy and sell or exchange products and services using a system that is already connected to the internet. Advantages of existence *E-commerce* It is easy to access the global market so that anyone can sell and buy products in the global market. Moreover, *e-commerce* also provides convenience in building a *fire* and consumer experience. At *E-commerce* Consumers can view products, read ratings and view price comparisons online (Sudiantini et al., 2023). With the presence of *E-commerce*, causing unwise shopping activities. This shopping activity is usually only based on desires so that the products purchased are not based on needs. Shopping has now become a lifestyle, not just a form of consumption and not only to meet primary needs, so shopping activities like this will cause impulse buying behavior (Tuapattinaya & Farida, 2024). (Asmarani et al., 2024), argues that impulse buying is a consumer behavior that makes purchases spontaneously and without a plan. These purchases are often caused by emotional factors, encouragement or suggestions from the environment, without prior consideration or planning.

Feature *Live Streaming* is one of the features that is currently widely used by e-commerce users, especially users who have micro, small and medium enterprises (MSMEs) to large companies to promote products and influence customer purchase decisions (Fakri & Santi, 2023). This feature allows users to go live and interact in real-time with consumers. Consumers who make impulse purchases and tend to make spontaneous purchases can be caused by the presence of features *Live Streaming*. With features *Live Streaming* creating direct interaction between sellers and audiences so that it will create a more personalized experience. *Live Streaming* is a real-time audio and video broadcast through an internet program, which provides a live sensation as if the audience is on the scene and acts as a promotional tool to influence purchasing decisions by creating an interactive experience in improving connections with customers (According to Chen & Lin in Rizkya et al., 2024). Customers or viewers will usually feel emotionally engaged with the product being promoted through *Live Streaming*. Viewers can participate via live chat by asking questions, commenting or providing support to the

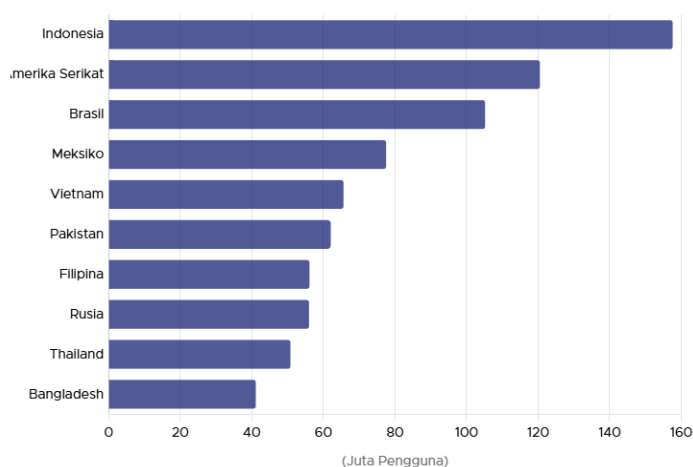
host (Isnaini & Hanandhika, 2024). This will create an emotional bond that can affect unplanned purchases. In a study conducted by (Suhyar & Pratminingsih, 2023) which states that *Live Streaming* has a positive and significant influence on impulse purchases.

College students are one of the various age groups of teenagers who are vulnerable to spending money carelessly and are often affected by the appeal of advertising also known as *influencer marketing*. Students usually often imitate popular styles or like to follow existing trends. *Influencer marketing* has become a very popular phenomenon in today's marketing world. *Influencer marketing* focus on someone who has *Followers* in bulk (*public figure*) and have an attraction or influence in promoting a brand or product. Now *Influencer Marketing* is used as the main strategy carried out by a company. Andriani et al., (2024) explain *Influencer Marketing* has a positive and significant influence on impulse purchases. *Influencer* which is known to the public when promoting a product, it is considered more attractive and more influential to consumers. Creativity and uniqueness in reviewing a product carried out by *Influencer Marketing* able to increase the potential in impulse purchases. *Influencer marketing* is a third party that influences *Customer* in making purchasing decisions, namely by creating interesting and specific content on a product (Fitri & Syaefulloh, 2023).

Another trigger for impulse buying behavior is a price discount or discount on a product offered. Price discounts are one of the company's promotional strategies to consumers by offering cheaper product prices so that they will affect consumers. With a price discount, consumers will immediately buy products that they did not think to buy before (Afifah & Andri in Gracelia & Indriani, 2023). Price discounts can be a solution or strategy in marketing a product. Products that have high quality are sought after by consumers, even consumers are willing to spend a lot of money to get what they want. If a product has good quality in terms of price and quality compared to products owned by competitors, then consumers will make repeated purchases on the product, with a larger price discount it will encourage consumers to make impulse purchases. Research conducted by (Martini & Hertina, 2023) stating that price discounts have a positive and significant influence on impulse purchases.

Based on the results of previous research studies, there is still a research gap (*Research Gap*) Regarding the variables used, which in previous studies had inconsistent results regarding the influence of *Live Streaming*, *influencer marketing* and price discounts against impulse purchases. This can be seen from the research conducted by (Suhyar & Pratminingsih, 2023), (Yulius & Aprilia, 2023), (Septiyani & Hadi, 2024) in his research which stated that *Live Streaming* has a positive influence on impulse purchases. However, the results differ regarding the study *Live Streaming* done by (Kurniawan & Nugroho, 2024) shows that *Live Streaming* has no influence on impulse purchases. Research on variables *Influencer Marketing* There is a positive and significant influence on impulse purchases put forward by (Lavenia & Erdiansyah, 2022), (Andriani et al., 2024), (Christy & Sudrajat, 2024). Meanwhile, the research conducted by (Apriliani et al., 2020) shows that *Influencer Marketing* It has no significant influence on impulse purchases. Research on price discount variables has a positive and significant influence on impulse purchases proposed by (Fatmawati et al., 2022), (Rusni & Solihin, 2022), (Martini & Hertina, 2023). Meanwhile, the research conducted by (Fatinah et al., 2024) The variable price discount has no effect on impulse purchases.

The tiktok application has become a global phenomenon due to the very rapid growth in the number of users. Tiktok is an application made by China that has billions of views every day. This application has been banned in several countries, one of which is India, but the ban does not reduce the popularity of tiktok because tiktok is still the most downloaded application (Fakri & Santi, 2023). One of the advantages of TikTok is its easy use, the existence of rapidly developing trends, intelligent algorithms, good accessibility to unlimited creativity. According to the report *We Are Social and Meltwater*, the number of users globally will reach 1.58 Billion by 2024. With the majority of users aged 28 – 34 years. Here is data on the 10 countries with the largest Tiktok users in the world (July 2024). According to the latest data from Data Reportal, Indonesia reached the first place with the largest number of Tiktok users in the world, reaching 157.6 million users.



**Figure 1 Largest Tiktok User Countries In The World (July 2024)**

Source : DataReportal, 2024

The tiktok application in addition to being an application that contains entertainment also functions as a *platform* sales are through a feature called Tiktok Shop. Tiktok Shop takes advantage of the popularity of tiktok, so people who use tiktok will usually see an advertisement or *Reviews* products that someone does to attract the attention of the audience to buy the product (Tuapattinaya & Farida, 2024). Tiktok Shop provides various needs ranging from *Skincare* food *Fashion*, *Makeup* and so on to make it easier for people to make purchases without having to leave the house (Juliana, 2023).

The advantages that Tiktok Shop has compared to other applications are indeed quite interesting, so it is widely discussed and used by the Indonesian people. Tiktok Shop is also one of the online buying and selling sites that is ranked first based on data that has been published by Kata data. The following is data on the most visited online shopping sites by Indonesian people based on data words in 2023.

**Table 1**

**The Most Visited Online Shopping Sites by Indonesians (2023 Period)**

Marketplace Name	Number of Users
Tiktok Shop	27,5%

Shopee	26,5%
Lazada	20,1%
Posted on Instagram	12,2%
Posted on Facebook	10,1%
Youtube	3,7%

Source : Katadata, 2023

There are several reasons why consumers use the Tiktok Shop application, namely the existence of *Performance expectancy*, this is because Tiktok Shop provides benefits for users to find the items they are looking for. In addition, Tiktok Shop makes it easy for sellers and buyers to make transactions with the features that have been provided, the Tiktok Shop application also provides services that suit customer desires such as goods ordered according to images and fast delivery times (Sulistianti & Sugiarta, 2022). Tiktok shop also offers many promos and vouchers that serve to attract consumers to buy products In connection with what has been explained, I am motivated to conduct this research on the influence of *Live Streaming*, *influencer marketing* and price discounts on impulse purchases on Tiktok Shop in Jember Regency, especially among students, namely by making a significant contribution in formulating factors that affect consumer behavior in the context of impulse purchases on the Tiktok Shop platform. Theoretically, this research will add insight into knowledge about consumer behavior through a new understanding of *Live Streaming* interactions, *influencer marketing* and price discounts in the context of impulse purchases in the digital era on social media platforms. Practically, the results of this study add insight for business people and marketers on the Tiktok Shop platform in Jember Regency to design a more effective marketing strategy. In addition, this research also contributes to increasing students' awareness of the factors that affect impulse purchase decisions, so that they can make wiser decisions when shopping on *digital platforms* such as tiktok shop.

The novelty of this study refers to aspects that examine the influence of *Live Streaming*, *influencer marketing* and price discounts on impulse purchases at tiktok shops in Jember Regency, especially among students, where these variables have not been widely researched at the same time, especially on the Tiktok Shop platform which is currently developing among the younger generation, especially students in the Jember Regency area. In contrast to previous research that was often conducted in big cities, this study was conducted in Jember Regency, which is an area with different demographic and economic characteristics, thus this study provides a new perspective on the behavior of consumers who make impulse purchases in areas that are underrepresented in the literature. This study also provides a broader picture of how to understand the interaction between *Live Streaming trends*, *influencer marketing* and price discounts on impulse purchases in relation to consumer behavior capacity among students efficiently. Thus, this research is expected to fill the gap and provide a deeper insight into the factors that affect impulse purchases among students in Jember Regency.

## LITERATURE REVIEW



## Live Streaming

*Live Streaming* refers to broadcasting voice and video content directly over an internet. In this case, the word "live" shows that the content is broadcast in real time, so that consumers can watch it while broadcasting is going on (Savitri & Riva'i, 2024). According to (Lu et al., in Kurniawan & Nugroho, 2024) *Live Streaming* is an internet-based and interactive multimedia feature, which allows streamers and users to interact directly through text, voice and video. *Live Streaming* In the context of digital marketing, it provides a number of advantages.

## Influencer Marketing

Influencer marketing is an individual or public figure who has a great influence among the public or consumers, so that it can be an effective promotional medium. *Influencer marketing* is a strategy that leverages *influencers*, both celebrities and non-celebrities with a large number of followers, to influence consumer attitudes and behaviors in impulsively buying a brand (Uyuun & Dwijayanti, 2022).

## Discounted Prices

According to (Kotler & Keller, 2019), Price discounts are price adjustments as a form of appreciation to customers for certain actions, such as making early payments, buying in large quantities, or shopping out of season. (Sonata in Nuryani & Handayani, 2022) Define a discount (*price discount*) as an effort made to set a price on the product sold, which is in the form of a reduction in the price of the product. This discount is given in certain situations that provide benefits for both the company and the consumer.

## Impulse Purchases

Purchase Impulsivity is consumer behavior that is carried out without careful consideration before purchasing a product, or it can be interpreted as an irrational purchase related to spontaneous and unplanned decisions, and triggered by strong emotions (Tumanggor et al., 2022). (Verpalanken et al., 2023) states that impulse buying is a buying action that is not based on rational considerations, which is characterized by a rapid and unplanned buying process, and is often accompanied by conflicts in the mind and emotional impulses.

## METHODS

The research method used in this study is a quantitative method. (Sugiyono, 2016) stated that quantitative research is a research method based on the philosophy of positivism as a scientific method, because it includes concrete or empirical scientific principles and is objective, measurable, rational and systematic. The collected data is then processed using validity tests and reliability tests. Then it is presented with the results of data analysis and finally given conclusions and suggestions. The analysis techniques used in this study used multiple linear regression analysis, hypothesis test and R<sup>2</sup>

codetermination with the help of SPSS 25 for Windows.

## Population

Population is a generalized area consisting of objects or subjects that have certain qualities and characteristics that are determined by the researcher to be studied and then drawn conclusions (Sari & Paludi, 2020). The population in this study is students who use Tiktok Shop, especially those in Jember Regency, which consists of students from the University of Jember, the University of Muhammadiyah Jember, the Jember State Polytechnic, the State Islamic Institute (IAIN) of Jember, Dr. Soebandi University, the Mandala Institute of Technology and Science, the Islamic University of Jember and Mochammad Sroedji University.

## Sample

The research sample is a factor of the number and characteristics possessed by the population. According to (Scott, 2018). In this study, the author used the *Nonprobability Sampling* with saturated sampling techniques. According to (Sugiyono, 2016) the *Probability Sampling* is a sampling technique that provides equal opportunities or opportunities for each element or member of the population to become a sample.

In this study, the formula used (Ferdinand, 2015) Provides a general reference to determine the sample size because the number of customer population is unknown, the sample size should be multiplied by the number of indicators multiplied by 1-5. The following is the number of samples based on opinions (Ferdinand, 2015). So based on these provisions, the number of samples or respondents to be used in this study is  $13 \times 10 = 130$  respondents. In this study, the *Non-probability* with the *Purposive sampling*. *No probability* is a sampling technique by not giving the same opportunity or opportunity to each member of the population when it will be selected as a sample.

## VARIABLE OPERATIONAL DEFINITION

### Live Streaming (X1)

*Live Streaming* is an interactive platform that facilitates real-time communication between consumers and manufacturers. *Live Streaming* in the context of digital marketing provides a number of advantages. According to (Lestari & Jaya, 2025) there are several indicators for *Live Streaming*, which are as follows:

1. Interaction

Live Streaming *Interaction* is a forum for interaction between sellers and consumers of the Tiktok Shop so that they can get clearer information about a product being sold.

2. Real Time

Tiktok Shop consumers can usually ask questions directly through the chat feature which will be responded to by the seller during *Live Streaming activities*.

3. Promotional tools

During *Live Streaming*, sellers will usually provide promotional offers that can be applied at that moment. There is a time limit for Tiktok Shop consumers to use discounts that are used as promotional tools.

## Influencer Marketing (X2)

*Influencer Marketing* It can be interpreted as a marketing strategy that engages individuals with a wide and relevant network of readers, who have a trustworthy voice as well as fit the brand image. This strategy is carried out through uploads shared on *platform* social media, which will also provide opportunities for *Influencers* and their followers to contribute to shaping the brand image on social media. According (Adha & Subambang, 2023) There are several indicators of *Influencer Marketing* that is:

### 1. Product use *expertise*

*Influencer marketing* has knowledge and experience in using products or services promoted on Tiktok Shop. A *marketing influencer* will be considered someone who has a credible source of information, because they can provide insights and recommendations to Tiktok Shop viewers or consumers.

### 2. Trust that leads to a name (*trustworthiness*)

An *influencer marketing* must be honest, transparent about the recommendations given. So that it gets high trust from Tiktok Shop consumers.

### 3. The attractiveness of the performance to be performed (*attractiveness*)

The physical attractiveness and personality possessed by a *marketing influencer* can be accepted and liked by Tiktok Shop consumers. *Marketing influencers* who have high appeal are considered as a figure who is fun to watch, listen to and able to attract the attention of Tiktok Shop consumers.

## Discounted Price (X3)

A price discount is a price adjustment as a form of appreciation to customers for certain actions, such as making an early payment, buying in bulk, or shopping out of season. Price discounts often get a quick response from consumers. According to Sutisna in (Fatmawati et al., 2022), some of the price discount indicators consist of:

1. The size of the discount, The size of the discount can trigger Tiktok Shop consumers to buy in large quantities.
2. A discount period, a period of time or a certain period of time that encourages Tiktok Shop consumers to make purchases due to price discounts.
3. The types of products that get discounts, the variety of product choices that get discounts follow Tiktok Shop consumers.

## Impulse Purchases

Impulse buying is a buying act that is not based on rational considerations, characterized by a quick and unplanned buying process, and is often accompanied by conflicts in the mind and emotional impulses. According to Japrianto's research (in Utami 2020), impulse buying has one or more characteristics of impulse buying, which are as follows:

1. Spontaneity. Tiktok Shop consumers buy products spontaneously.
2. Force, compulsion, intensity. There is a strong encouragement in Tiktok Shop consumers to buy products immediately.



3. Excitement and stimulation (stimulation). Tiktok Shop consumers feel happy when buying products on the *Tiktok Shop* marketplace.
4. Indifference to consequences. In other words, Tiktok Shop consumers have an urge to buy products and are difficult to resist so that the negative impact is ignored.

## RESEARCH RESULTS

### Validity Test Results

Table 2 Validity Test Results

Yes	Statement Items	Criterion 1		Criterion 2		Information
		Table r values	Calculated r-value	Sig value	Alpha	
Live Streaming (X1)						
1	Item 1	0,172	0,823	0.000	0,05	Valid
2	Item 2	0,172	0,864	0.000	0,05	Valid
3	Item 3	0,172	0,793	0.000	0,05	Valid
Influencer Marketing (X2)						
1	Item 1	0,172	0,725	0.000	0,05	Valid
2	Item 2	0,172	0,834	0.000	0,05	Valid
3	Item 3	0,172	0,763	0.000	0,05	Valid
Discounted Price (X3)						
1	Item 1	0,172	0,803	0.000	0,05	Valid
2	Item 2	0,172	0,696	0.000	0,05	Valid
3	Item 3	0,172	0,734	0.000	0,05	Valid
Impulse purchase (Y)						
1	Item 1	0,172	0,884	0.000	0,05	Valid
2	Item 2	0,172	0,719	0.000	0,05	Valid
3	Item 3	0,172	0,885	0.000	0,05	Valid
4	Item 4	0,172	0,788	0.000	0,05	Valid

Source : Data processed by researchers (2025)

Based on the results of the validity test in table 4.8, the validity test results can be seen that the correlation between the indicators X1 (*Live Streaming*), X2 (*Influencer Marketing*), X3 (Price Discount) and Y (Impulse purchase) indicators. Showing valid test results, this is because R calculates > R of the table (0.172) and the significance value < 0.05 (5%). Therefore, it can be concluded that of all the statement items, the variables X1 (*Live Streaming*), X2 (*Influencer Marketing*), X3 (Price Discount) and Y (Impulse purchase) are declared valid.

### Reliability Test Results

Table 3 Reliability Test Results

Variable	Cronbach	Standart	Information
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	<i>Alpha Values</i>	<i>Alpha</i>	
<i>Live Streaming (X1)</i>	0,836	0,06	<i>Reliable</i>
<i>Influencer Marketing (X2)</i>	0,814	0,06	<i>Reliable</i>
<i>Discounted Price (X3)</i>	0,799	0,06	<i>Reliable</i>
<i>Impulse purchase (Y)</i>	0,820	0,06	<i>Reliable</i>

Source : Data Processed by Researchers (2025)

Based on the results of the reliability test in table 4.9 The results of the Reliability Test are known that in the variable instrument X1 (*Live Streaming*) with a value of *Cronbach's Alpha* of 0.836, X2 (*influencer marketing*) with a value of *Cronbach's Alpha* of 0.814, X3 (price discount) with a value of *Cronbach's Alpha* of 0.799, and impulsive purchases (Y) with a value of *Cronbach's Alpha* 0.820. It can be stated that the instrument in this study has been reliable because the *Cronbach Alpha* value is greater than 0.06.

### Multiple Linear Regression Analysis Results

**Table 4 Multiple Linear Regression Results**

<b>Co-efficient</b>			
<b>Type</b>	<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>
	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>
1 (Constant)	1.134	.102	
<i>Live Streaming (X1)</i>	0.694	.010	.626
<i>Influencer Marketing (X2)</i>	0.039	.008	.031
<i>Discounted Price (X3)</i>	0.605	.011	.473

Source : Data processed by researchers (2024)

Based on table 4, the results of the Multiple Linear Regression Analysis Test above can be arranged in the form of regression equations as follows:

1. The equation can be explained if the constant is positive 1.134 which means that if the variables *Live Streaming (X1)*, *influencer marketing (X2)*, price discount (X3) are fixed (constant) or there is no change, then impulse purchases (y) have a value of 1.134.
2. The *Live Streaming coefficient* is 0.694 and positive means that if the *Live Streaming* variable (X1) increases by 1 unit significantly, it will increase the value of the impulse purchase variable (Y) by 0.694. Likewise when experiencing a decline.
3. *influencer marketing coefficient* of 0.039 and positive means that if the *influencer marketing* variable (X2) increases by 1 unit significantly, it will increase the value of the impulse purchase variable (Y) by 0.039. Likewise when experiencing a decline.

4. The price discount coefficient is 0.605 and positive means that if the price discount (X3) increases by 1 unit significantly, it will increase the value of the impulse purchase variable (Y) by 0.605. Likewise when experiencing.

#### T test (Partial test)

**Table 3. Results of the t-test (partial)**

Variable	Significance of Calculation	Significance Levels	t count	t table
<i>Live Streaming</i> (X1)	0,000	0,05	70.634	1.979
<i>Influencer Marketing</i> (X2)	0,000	0,05	4.594	1.979
Discounted Price (X3)	0,000	0,05	53.059	1.979

Based on the table, the results of the t-test (Partial) can be obtained. There is a significant influence on the variables of *Live Streaming* (X1), *influencer marketing* (X2), price discounts (X3) individually or partially on the dependent variable of impulse purchases (Y). The results of the previous t-test showed that the t-count value  $< 0.05$  and the t-value of the t-count  $>$  table 1.979.

#### Determination Coefficient Results ( $R^2$ Test)

Table 4. Results of Determination Coefficient  $R^2$

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.799a	.638	.629	1.76445

Source : Data processed by researchers (2025)

Based on the results of the determination coefficient test in table 4.13, the *Adjusted R-square* value of 0.629 or 62.9% rounded to 63% can be obtained. This means that the ability of *independent variables* (*Live Streaming*, *influencer marketing*, price discounts) to contribute to *dependent variables* (impulse purchases) is 63%. And vice versa, 37% were influenced by other factors outside of *independent variables* (*Live Streaming*, *influencer marketing*, price discounts).

## DISCUSSION

### The Effect of *Live Streaming* on Impulsive Purchases

*Live Streaming* features are evolving not only in terms of doing business but as a platform. One of Tiktok's innovations is utilizing *Live Streaming* in marketing its products sold by its users (Nardiana & Budiarti, 2023). *Live Streaming* is a live broadcast

video feature where sellers can sell products while communicating directly with buyers. The convenience offered in the *Live Streaming* feature makes online shopping a convenient option, and is currently considered one of the ways to meet people's daily needs, so this also causes consumers to make impulse purchases (Nardiana & Budiarti, 2023). The combination of visual elements and textual information allows consumers to make impulsive purchasing decisions towards the products they want to buy. The convenience offered in the *Live Streaming* feature makes online shopping a convenient choice, and is currently considered one of the ways to meet people's daily needs so that this also causes consumers to make impulse purchases, based on the results of the analysis it is known that *the Live Streaming* variable has a positive and significant effect on impulse purchases in Jember Regency students (Putri & Sharif, 2021).

The results of the respondents' answers show the findings of several factors in influencing impulsive purchases, namely the ease with which customers can communicate indirectly with sellers and even viewers through text chat at the time of *Live Streaming*. To begin with, it is useful for customers and sellers to know the expected needs, *Live streaming* increases direct engagement between sellers and consumers, building trust and satisfaction (Kurniawan & Nugroho, 2024). These real-time interactions allow consumers to ask questions and receive immediate responses, which can significantly impact impulse purchases. *Live streaming* provides a real-time platform where potential buyers can see products as they are showcased (Putri & Sharif, 2021). This proximity helps overcome any doubts that buyers may have when buying fashion items online, as they cannot physically inspect the item first. Features such as exclusive promos and discount offers during live broadcasts can also drive consumer purchasing decisions, *Live Streaming* TikTok Shop can also get special promos, which are only valid when *Live Streaming*. It starts with the existence of this special promo will further increase impulse purchases, some of these factors are the results of findings that can affect impulse purchases on TikTok Shop. In line with research conducted by Nardiana & Budiarti, (2023), Rizkya et al., (2024) and Tuapattinaya & Farida (2024) states that *Live Streaming* has a positive and significant effect against Impulse Buying.

### **The Influence of Influencer Marketing on Impulse Purchases**

The increasing allocation for the *Influencers* As a marketing tool, there will be more and more purchasing decisions on products. *Influencer marketing* It has become a popular strategy in digital marketing because it is able to create a more personal connection between brands and consumers and reach the target audience in a more organic way (Wilis & Faik, 2022). The following is an influencer tiktok shop that is quoted from radarstatistik.com 2025, Noera Beauty (@noerabeauty) This beauty product brand managed to achieve gross sales of IDR 8.03 billion through *Live Streaming* and affiliate videos on TikTok. They use influencers to promote products and provide commissions based on the sales generated. Cahyani Rynn (@cahyaniirynn): This influencer recorded an income of IDR 4.3 billion from video affiliates on TikTok. With over 19 million followers, her creative content attracts many people to buy the products she recommends. Ikbali (@sptr\_ikball): Despite having fewer followers (500 thousand), she managed to generate an income of IDR 407.4 million through the promotion of

beauty products on TikTok. Its informative content makes it trusted by Followers *Influencer marketing* is one of the factors that underlie marketing success Verawaty & Seran, (2023).

The results of this study show that *the influencer marketing* variable has a significant effect on the variable of impulse purchases in tiktok shop, seen in the results of respondents' answers in each indicator shows that influencers with good knowledge, experience, and skills in promoting products can increase consumer trust. The ability of *influencers* to explain products well also affects impulse purchases, *influencers* who are considered experts in their field can increase consumer purchase intent. Consumers tend to trust recommendations from *influencers* who have expertise. *Influencers* can apply an honest personality in presenting products that will be marketed through tiktok shops, by always being honest will have an impact on consumers' confidence in the products purchased, so that consumers will make repeated purchases in the future. Attractiveness is not only limited to physical appearance, but also includes the personality and abilities of *the influencer*. An overall attractive influencer can be more effective in promoting products (Pratama et al., 2024).

*Influencer marketing* has a significant impact on impulse purchases, so the increasing allocation for *Influencers* As a marketing tool, there will be an increasing rate of repeat purchases in the future (Pratama et al., 2024). *Influencer marketing* It has become a popular strategy in digital marketing because it is able to create a more personal connection between brands and consumers and reach the target audience in a more organic way. The findings are in line with research conducted by (Andriani et al., 2024), (Fachmi & Sinau, 2022) and (Jason & Slamet, 2024) From the three studies, the results were obtained that *Influencer Marketing* has a positive and significant effect on impulse purchases.

### The Effect of Price Discounts on Impulse Purchases

Price discounts often get a quick response from consumers. To attract more attention to consumers, (Themba, 2021) states that online stores often provide different types of discounts to consumers. These discounts are usually applied to certain brands or products offered by online store owners, here are some discounts that are often given to buyers who use tiktok shop, Direct Discounts, sellers offer direct discounts on certain products. The amount of the discount varies depending on the seller's policy and the type of product offered. Coupon or Promo Code (Martini & Hertina, 2023). the merchant shares a coupon code that can be used to get additional discounts at checkout1. This code can be found in videos, post descriptions, or through special promotions by influencers. Special Discounts *Live Streaming*, the seller offers exclusive discounts that are only available during the session *Live Streaming*. This discount encourages the audience to buy the product immediately because the offer is limited (Rusni & Solihin, 2022). Flash Sale a limited offer where a product is sold at a significantly discounted price in a short period of time. Flash sales usually last only a few hours or even minutes, so buyers need to be quick to get the offer. Vouchers: Discount or discounted coupons given by TikTok to users to use when shopping on TikTok Shop. Vouchers can be in the form of discounts in the form of percentages, discounts, or free shipping. Bundling Savings Package: The



seller groups two or three items into one package at a price lower than the price of each product if purchased separately. Free Shipping: Buyers can save the cost of shipping the goods. Sellers can provide free shipping promos on twin dates or with a limited period with a certain minimum number of transactions. *Cashback* : Spending with a certain minimum amount will get cashback with a certain value. With these discounts, more consumers are also encouraged to make purchases (Aga, 2023).

The results of this study show that the price discount variable has a positive and significant effect on the variable of impulse purchases in tiktok shop, seen in the results of respondents' answers in each indicator showing that discounts or discounts on products are one of the factors that affect impulsive purchase behavior (Rusni & Solihin, 2022). The greater the discount given, the greater the chance for a person to behave impulsively. Price discounts get a good judgment and have great potential to stimulate impulse buying behavior, which can increase sales volume (Fatinah et al., 2024). Discounts with a limited period of time, such as flash sales or discounts that are only available during live broadcasts, can create a sense of urgency that encourages consumers to make a purchase right away for fear of missing out on an opportunity. The types of products that get discounts on TikTok Shop are very diverse, and each category has its own appeal for consumers. The discounts offered on these products are able to create a sense of urgency and encourage impulse buying behavior among TikTok users (Gracelia, 2023).

Price discounts have a significant influence on impulse purchases, When consumers receive a price drop, they logically assume that they can get more purchases at a lower price, so they unconsciously make repeated purchases. Similar to previous research, (Rusni & Solihin 2022) and (Fatmawati et al., 2022) states that the Price Discount variable has a positive and significant effect on Impulse Purchases.

## CONCLUSION

The study was conducted to determine the individual (partial) influence between independent variables (*Live Streaming*, *influencer marketing*, price discounts) and dependent variables (impulse purchases). Based on the results of the research, discussion and interpretation that have been described in the previous chapter, the following conclusions are obtained. The results of this study show that *Live Streaming*, *influencer marketing* and price discounts have a positive and significant influence on impulse purchases on TikTok shop.

From the results of the research related to the results of the *Live Streaming variable*, *influencer marketing*, price discounts in influencing impulse purchases to pay more attention to doing *Live Streaming* by displaying clear products and providing honest explanations, regarding the use of marketing influencers and implementing several strategies in the future through the addition of *influencers* and providing discounts on all product lines sold so that later it will have an impact on consumers being able to make impulse purchases. For researchers, it can be done by expanding the scope of the research object by researching the latest social media variables that affect impulse purchases, as well as increasing the research time period so that maximum results can be obtained. The next research can add the variables of service quality, content quality and *endorsement* in influencing purchase impulses, with the aim of covering the gap of the unexplored R<sup>2</sup> determination result by 37%.

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