

## The Influence of Live Streaming and Discounts on Purchase Decisions on Tiktok Shop in Karawang Regency

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### ABSTRACT

This study aims to analyze the influence of live streaming and discounts on consumer purchasing decisions on the TikTok Shop platform in Karawang Regency. The background of this research is the growing use of TikTok as an interactive promotional medium that utilizes the live streaming feature to sell products directly. In addition, discount strategies are considered effective in attracting consumer attention and influencing purchasing decisions. This study adopts a quantitative approach with purposive sampling techniques involving 125 respondents who are active TikTok Shop users. Data was collected through questionnaires and analyzed using the Partial Least Square Structural Equation Modeling (PLS-SEM) method with the SmartPLS 4 application. The results indicate that live streaming has a significant influence on purchasing decisions, as the interactivity and clarity of information delivered by the host can enhance consumer trust and perceived product quality. Discounts also show a significant effect, particularly when price reductions are applied to products that are of interest to consumers. These findings suggest that both live streaming and discounts play important roles in encouraging consumer purchases.

**Keywords:** Live Streaming, Discounts, Purchase Decisions, TikTok Shop.



## INTRODUCTION

The development of information technology led to a shift from the conventional trading system to the modern trading system. In Indonesia, the marketing industry has undergone a major transformation, marked by the emergence of e-commerce and digital marketing, which has changed the way people shop from face-to-face to via the internet (Denada et al., 2023). Online commerce, more commonly called e-commerce, involves interactions between consumers and sellers regarding products and services that take place over an internet connection (Rahmania et al., 2024). Changes in consumer behavior that are increasingly familiar with digital technology and ease of accessing the internet have triggered the development of the e-commerce industry in Indonesia in recent years. The e-commerce sector has experienced major development due to advances in the field of digital technology, including social media platforms such as TikTok, which now act as an interactive marketplace.



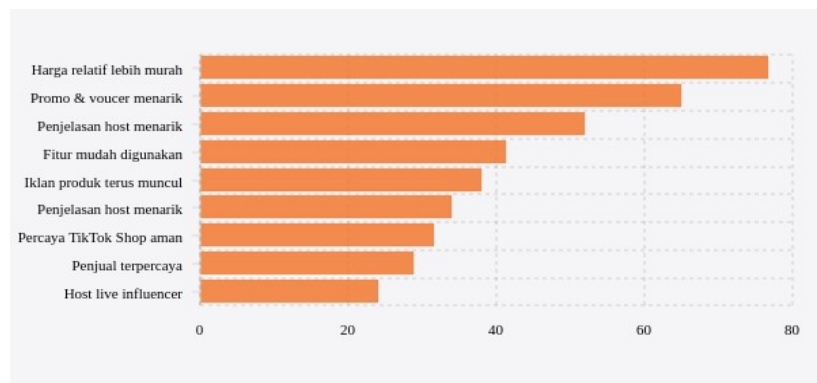
Source: data reportal

**Figure 1. TikTok User Around The World**

In accordance with the data presented in figure 1, Indonesia is identified as the country with the largest number of TikTok users in the world in 2024 with a total of more than 160 million. Today, the tiktok application not only displays interesting content, but also transforms into a place for online commerce or e-commerce called TikTok shop. TikTok shop has become one of the most popular e-commerce platforms among shoppers because of its interactive features, making TikTok shop one of the top choices for consumers in shopping (Rahmania et al., 2024). The convenience felt by its customers clearly affects their behavior, which is now increasingly inclined to online shopping, as this method allows them to save time and be more efficient in the purchase process. The phenomenon of online shopping in Karawang has touched all levels of society, from the younger generation to the older generation also participate in online shopping (General &

Available, 2024).

Therefore, in carrying out marketing activities, a marketer must be able to influence consumer decisions in making purchases. It is important for a marketer to understand the behaviors that consumers exhibit when choosing to buy, especially in a digital age that is abundant with information and a variety of options. Consumers not only make choices over products, but also assess the benefits they expect from the product, the potential risks they may face, and the extent to which the product meets their needs or preferences. As a very effective marketing method, the TikTok platform provides a live streaming feature that aims to market products. The presence of live streaming on TikTok Shop will influence consumers' views by increasing their trust and satisfaction when making online shopping choices. This live stream aims to address the doubts and difficulties that arise from a number of customer questions about product specifications in real-time (Tukidi et al., 2024). A higher level of consumer satisfaction will contribute to an increase in sales figures. In this way, in order to achieve substantial profits, companies need to think about consumer spending decisions regarding the goods or services they provide (Tukidi et al., 2024).



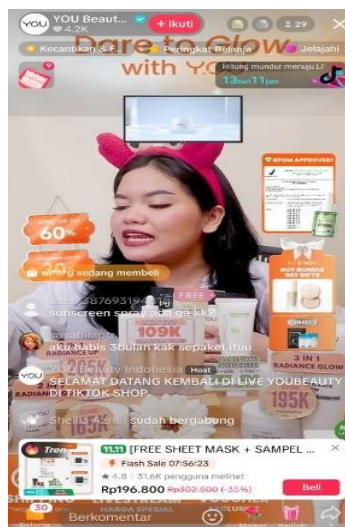
Source: databoks.co.id

**Figure 2. TikTok User Purchase Factors**

Based on the information obtained from the databoks.co.id above, there are a number of factors that can affect the purchase choice on TikTok Shop, including: fairly affordable prices, attractive promotional offers and coupons, explanations from the host during interesting live broadcast sessions, existing features that are easy to use, product ads that often appear on the TikTok homepage, and TikTok Shop which is considered by consumers as a safe and trustworthy e-commerce platform, Coupled with the circulation of influencers as hosts during live streaming. The decision to make a purchase is part of consumer behavior that includes a framework or consumer beliefs about how they behave in choosing and purchasing products and services (Sopiyan, 2022).

The use of live streaming as a method in marketing products has become one of the trends that is

clearly visible. Live streaming now serves as an innovative marketing method and is a key driver of growth in the e-commerce sector (Yang et al., 2024). With live streaming, sellers can interact directly with buyers, making it easier for sellers to explain products directly, as well as providing a more interactive and personalized shopping experience. Social media platforms like TikTok, which have taken advantage of the potential of live streaming in e-commerce, have managed to capture the attention of many TikTok users through the interactivity and entertainment it offers, making live streaming one of the most popular marketing techniques today (Zhang & Zhang, 2024). This can attract consumers to make purchasing decisions, especially by giving them the opportunity to ask directly about the product, view reviews in real-time, and assess the quality of the product through live impressions that can increase consumer interest and trust in the product.



Source: TikTok App

**Figure 3. TikTok Live Streaming**

As an illustration of live streaming, it can be seen through image 3, where a skincare product called Y.O.U is marketed. In the live session, there are several factors that can influence consumers' decision to buy, namely the delivery of clear information by the host regarding discount offers in the session, with discounts of up to 60% for consumers who buy products during the session, as well as discount coupons of up to 30 thousand rupiah. The live streaming host also provides information about additional discounts, where if consumers buy the You 2-in-1 base makeup product package which lasts from November 1 to 9, 2024, they will get additional prizes of free gifts bubble sheet mask and triple UV 8ml.

Discount strategies can be divided into two categories, namely direct price drops and promotional offers in the form of quantity (such as "buy one, get one"). One of the most successful discount strategies is a promotion with a limited period of time, such as "for today only", either in the form of a discount on the number of products or the price (Lysova et al., 2024). The approach in setting discounts is crucial to

attract buyers, consumers will feel the benefits of discount offers, especially when combined with major promotions such as flashsales or other special events. Discounts are often given during live streaming sessions on TikTok to attract potential buyers, encouraging them to make a purchase within a certain period of time.

Previous research conducted by Agustin and Rahmayanti et al., shows that live streaming has a significant impact on purchasing decision-making, titled *The Influence of Live Streaming, Content Marketing, and Online Customer Reviews on Purchase Decisions at TikTok Shop Surabaya*, shows that live streaming has no effect on purchase decisions (Agustin, 2023; Rahmayanti & Dermawan, 2023). Based on research conducted by Oktavia & Fageh and Wahyuningsih & Saputra, it is explained that discounts or discounts have a big impact and a positive effect on the purchase decision process (Oktavia & Fageh, 2022; Wahyuningsih & Saputra, 2023). In addition, in the study carried out, it was revealed that the discount had no effect on the purchase decision, by obtaining a calculated T value of 1.395 which was smaller than the T table of 1.985 and with a significance value of 0.166 which was greater than 0.05. Therefore, the Discount variable has no impact and is also not significant to the Purchase Decision variable (Yuni et al., 2023).

Based on this, the focus of this study is to analyze the impact of live streaming on consumer purchase decisions on TikTok shop, to assess the effect of discounts offered on consumer decisions on the TikTok platform, and to analyze how live streaming and discounts play a role in influencing users' purchase decisions on the TikTok application.

## **LITERATURE REVIEW**

### **Marketing Management**

Marketing management is an approach that involves the analysis, planning, organization, and management of programs. This process includes ideation, pricing, promotion, and distribution of goods, services, and ideas that are designed in a profitable manner to build and maintain mutually beneficial exchanges with the intended audience (Hendrayani et al., 2021). According to Nursal, there are several concepts in marketing management, namely Production, Product, Sales, Marketing, and Social Marketing (Nursal, 2022).

### **Live Streaming**

Live video streaming is a way to reach consumers in general or a wide audience with messages through video. Through live streaming, merchants can hold live sessions to market products or services in real-time to customers (Febriah & Febriyantoro, 2023). In this way, customers can communicate directly to get more in-depth information about the product (Yuniar & Syaifulloh, 2024). Live streaming is also electronic commerce that is integrated with real-time social interactions, which includes text and video-

based chat channels in real-time (Mandasari et al., 2024). Meanwhile, live streaming is one way that marketers can interact directly and closer to the target market (Mutmainna et al., 2024).

Based on the explanation that has been mentioned, it can be concluded that live streaming is a method as a means to help online shops in establishing direct communication between sellers and buyers. In live streaming, buyers have the opportunity to ask questions about the product directly, while the seller can be more active in promoting his product. There are three dimensions to measure live streaming, namely Product quality perception, host credibility and discounts (Valentina et al., 2024).

### **Discount**

A rebate or discount is a reduction in the price of a product from its normal price over a period of time. Discounts can change the way customers see the items on sale for the better and influence how they make purchasing decisions (Rahmawati et al., 2020). While discounts are a price-based sales promotion approach where the price of products is lowered and offered to customers (Diskon, 2024). Discounts are a strategy to reduce or decrease the selling price in order to provide rewards for the sale of products or to consumers who make early payments or can market products within a certain period of time (Dwi Putri et al., 2024).

Based on the definition above, the author concludes that discounts are a strategy in influencing consumer purchase decisions by providing discounts. The amount of discount that will be obtained by consumers is the most influential thing, the larger the discount obtained, the more confident the consumer will be in deciding to buy. There are three dimensions of discounts or discounts, namely the amount of the discount, the price cut-off period, and the type of product that gets a discount (Lestari et al., 2023).

### **Purchase Decision**

Assael stated that the process of making a decision in a purchase involves evaluating and selecting a number of options that suit a particular interest before determining the option that is considered the most profitable. The unification of understandings to compare two or more behaviors and choose one of them is referred to as a consumer purchase decision (Arfah et al., 2022). Purchasing decisions are the process of choosing various goods or services to achieve goals. It is a combination of knowledge and judgment about what to choose (Rahmania et al., 2024). Meanwhile, a purchase decision is "a condition in which consumers form a preference for brands in the selection pool". Decision-making often involves a variety of decisions. Consumer purchase decisions are inseparable from how customers go through several stages starting from the process of finding out the problem to the occurrence of consumer purchase transactions (Mutmainna et al., 2024).

Based on the explanation above, the author formulates that purchasing decisions are a process of consumer behavior in choosing or determining various products to achieve a transaction or purchase.

Purchase decisions have several dimensions, namely Product Selection, Brand Selection, Distributor Selection, Purchase transaction time, Purchase volume, Payment method (Arfah et al., 2022).

## **Hypothesis**

### **Effect $X_1$ on Y**

Live streaming is one of the digital marketing strategies that allows direct interaction between sellers and consumers in real-time. With live streaming, consumers can see products in more detail, get live demonstrations, and ask questions that are answered directly by the seller. This increases consumer trust, engagement, and positive perception of the product or brand, which ultimately influences the purchase decision. Previous studies have shown that interactive experiences through live streaming can increase buying interest and encourage consumers to make immediate purchasing decisions, as research conducted by Agustin and Rahmayanti et al. (Agustin, 2023; Rahmayanti & Dermawan, 2023).

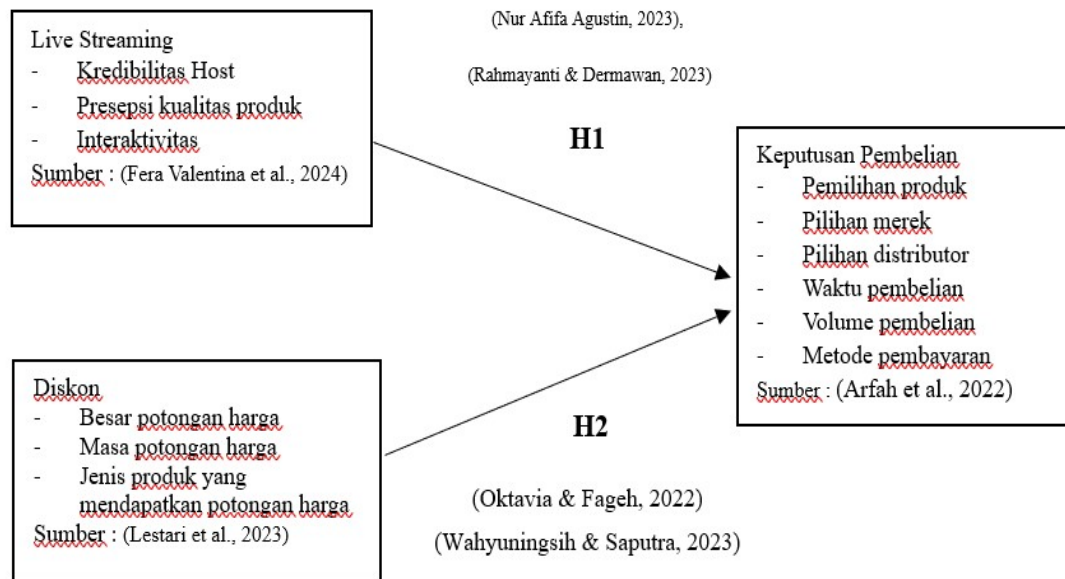
H<sub>1</sub>: There is a significant influence of Live Streaming on Purchase Decisions

### **Effect $X_2$ on Y**

Discounts are a form of sales promotion that is often used to attract consumer attention. The existence of discounts provides a perception of higher value, increases product appeal, and creates a sense of urgency for consumers to buy immediately before the promo ends. Discounts can also reduce the doubts or risks that consumers feel in buying a product. Based on previous research, namely the research conducted Oktavia & Fageh and Wahyuningsih & Saputra. Providing discounts has been proven to have a significant effect in driving purchase decisions because it can affect price perception, create satisfaction, and increase consumer purchase intention (Oktavia & Fageh, 2022; Wahyuningsih & Saputra, 2023).

H<sub>2</sub>: There is a significant influence of Discounts on Purchase Decisions





**Figure 4. Conceptual Framework**

## RESEARCH METHODS

The research methodology used is a quantitative approach with the analyzed population covering all Tiktok users in Karawang Regency. Each respondent was selected based on the criteria as an active Tiktokshop user who had made a purchase during the live stream or when there was a discount or discount. The sampling technique used in determining the sample is Purposive Sampling by selecting respondents based on certain criteria or objectives. The determination of the number of respondents in this study refers to the opinion (Hair et al., 2021), which states that the minimum number of samples in the PLS-SEM analysis is 5 to 10 times the number of indicators. With a total of 25 indicators, the minimum number of respondents is:  $5 \times 25 = 125$  Responders

Therefore, the number of respondents in this study was set at 125 respondents. Data collection was carried out through the distribution of questionnaires specifically designed to evaluate the research variables, namely Live Streaming, Discounts, and Purchase Decisions. The questionnaire was measured using an ordinal scale with a choice of answers from "Strongly Agree" to "Strongly Disagree". The data that has been collected is then analyzed to determine the validity and reliability of the research instrument. Validity was tested through convergent validity and discriminant validity, while reliability was tested with Composite Reliability and Cronbach's Alpha. An analysis of the structural model was carried out using PLS-SEM to examine the influence of live streaming and discounts on Purchase Decisions.



## RESULTS

### Descriptive Analysis

**Table 1. Age and Gender of Respondents**

Age	Gender		Total
	Male	Female	
15-20	2	30	32
21-25	16	74	90
26-33	1	2	3
Sum	19	106	125

Source: Primary Data Process, 2024

In the table above, it can be seen that the most consumers who make purchase decisions during live streaming or discounts are female consumers. With the most age range ranging from 20 to 25 years old, which means that Gen Z dominates shopping through TikTok shops during live streaming or even when there are discounts.

**Table 2. Respondent's Profession**

Work	Total
Student/ Student	83
Employee	27
Self employed	15
Sum	125

Source: Primary Data Process, 2024

The table above classifies respondents based on job type. The majority of respondents were students or students, which was 83 people. Respondents who work as employees are 27 people, while those who work as self-employed are 15 people. The total number of respondents to this table is also 125 people.

**Table 3. Respondent Income**

Income	Total
Rp. 500.000 – Rp. 1.000.000	70
Rp. 1.100.000 – Rp. 3.000.000	31
Rp. 3.100.000 – Rp. 5.000.000	18
Rp. > 5.000.000	6
Sum	125

Source: Primary Data Process, 2024

The majority of respondents in this study were students or students, namely 83 people out of a total of 125 respondents. This is in line with the findings in the income category, where most

respondents have an income in the range of IDR 500,000 – IDR 1,000,000 (70 people). This data shows that respondents' income levels tend to be low, which is most likely due to their status as students or college students who do not have a fixed income. The group of respondents who worked as employees (27 people) and self-employed (15 people) tended to have higher incomes, but fewer than students/students.

### Validity Test

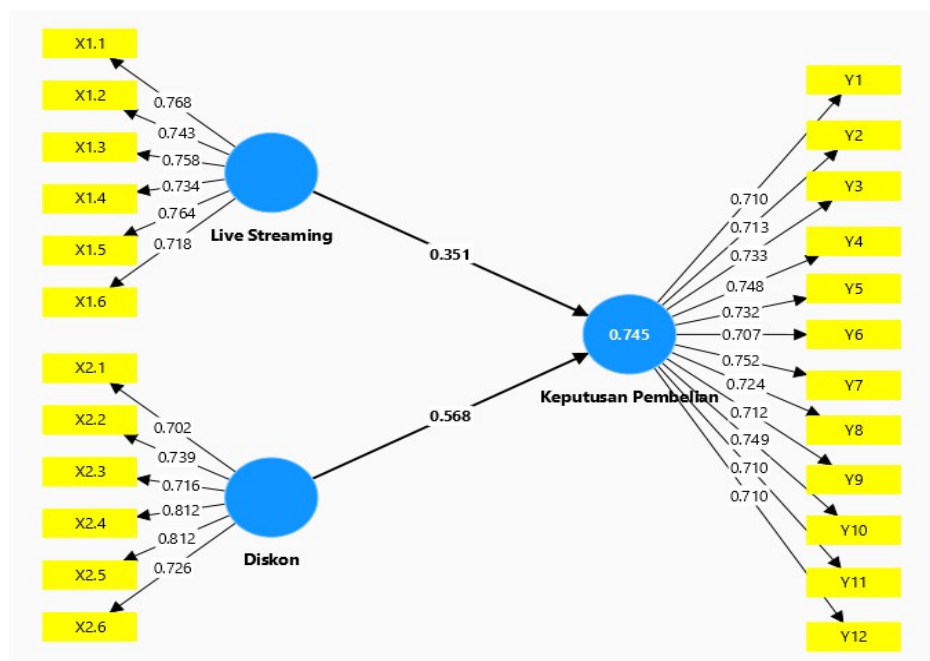
In the validity test, the criteria for an outer loading value of more than 0.70 were set. The results of the validity testing with the SEM-PLS method in this study are as follows:

**Table 4. Validity Test Results**

	Discount	Purchase decision	Live Streaming
X1.1			0.768
X1.2			0.743
X1.3			0.758
X1.4			0.734
X1.5			0.764
X1.6			0.718
X2.1	0.702		
X2.2	0.739		
X2.3	0.716		
X2.4	0.812		
X2.5	0.812		
X2.6	0.726		
Y1		0.710	
Y2		0.713	
Y3		0.733	
Y4		0.748	
Y5		0.732	
Y6		0.707	
Y7		0.752	
Y8		0.724	
Y9		0.712	
Y10		0.749	
Y11		0.710	
Y12		0.710	

Source: Primary Data Process, 2024

As stated in the table above, the loading factor value for each variable has a value above 0.70, which indicates that all the variables involved in this study meet high validity standards. Therefore, the conclusion is that this study is valid.



Source: Smart PLS Output Result 4

**Figure 5. Outer Model Results**

In Figure above, the results of the validity test can be seen showing the outer loading value for independent variables against dependent variables. The outer loading value for each independent variable is above 0.70, which indicates that all variables have good validity in measuring dependent variables.

### Reliability Test

Reliability tests are used to evaluate the reliability and consistency of measurement results. The research instrument is considered reliable if the Composite Reliability and Cronbach's Alpha values are more than 0.70. The results of the reliability test of this study are as follows:

**Table 5. Reliability tests Result**

	Cronbach's alpha	Keandalankomposit(rho_a)	Keandalankomposit(rho_c)	Rata-rata varians diskursi(AVE)
<b>Discount</b>	0.846	0.848	0.886	<b>0.566</b>
<b>Purchase decision</b>	0.918	0.918	0.930	<b>0.526</b>
<b>Live Streaming</b>	0.842	0.842	0.884	<b>0.559</b>

Source: Primary Data Process, 2024

Table above shows that the measurement instruments in this study have good reliability, because Cronbach's Alpha and Composite Reliability values each show a number above 0.70.

### Coefficient of Determination

To measure how much influence independent variables have on dependent variables, the determination coefficient denoted by R-squared is used. The following are the results of the determination coefficient in this study:

**Table 6. Determination Coefficient Results**

	<b>R-square</b>	<b>AdjustedR-square</b>
<b>Purchase decision</b>	0.745	<b>0.741</b>

Source: Primary Data Process, 2024

Based on Table 6, the R-squared value of this study was 0.745, or 74.5%, which indicates that independent variables affected the dependent variables by 74.5%, and other variables not included in the study model affected the remaining 25.5%.

### Hypothesis Test

The hypothesis test serves to identify whether there is a significant relationship or influence between independent variables and dependent variables. The hypothesis test used in this study is the t-test. The t-test serves to evaluate the partial impact of independent variables on dependent variables by paying attention to the T-statistical value and the P-value. It can be concluded that the impact is significant. The following are the findings from the t-test in this study.

**Table 7. Test Results t**

	<b>Sampelasli (O)</b>	<b>Rata-rata sampel( M)</b>	<b>Standardevasi (STDEV)</b>	<b>Tstatistik ( O/STDEV )</b>	<b>Nilai P(Pva lues)</b>
<b>Discount-&gt;</b>					
<b>Keputusan Pembelian</b>	0.568	0.571	0.077	7.413	<b>0.000</b>
<b>LiveStreaming-&gt;</b>					
<b>&gt;Purchase decision</b>	0.351	0.352	0.080	4.377	<b>0.000</b>

Source: Primary Data Process, 2024

In Table 7, it can be seen that all independent variables have a separate impact on the dependent variables. For the Live Streaming variable, the statistical T-value is at 4.377, which is higher than 1.96, and the recorded P-value is 0.000, which is less than 0.05. On the other hand, the Discount variable showed a more significant influence with a statistical T-value of 7.413, which also exceeded 1.96, and a P-value of 0.000, which was less than 0.05.

Based on the table above, it can be analyzed that the discount variable has a more significant impact on the decision to buy. From the analysis that has been carried out on the Discount variable, there is an indicator that has the highest influence, namely regarding the type of product that gets a discount with a value of 26,228. Meanwhile, the variable with the lowest impact is on the purchase decision related to the availability of the product or stock which has a value of 12.773, as shown by the following calculation table.

**Table 8. Variables with The Largest and Smallest Influence**

	<b>Original sample( O)</b>	<b>Sample average (M)</b>	<b>Standard deviation (STDEV)</b>	<b>Tstatistik( O/S TDEV )</b>	<b>Value P(Pvalues)</b>
<b>X2.5&lt;-Discount</b>	0.812	0.812	0.031	26.228	<b>0.000</b>
<b>Y8 &lt;- Purchase decision</b>	0.724	0.722	0.057	12.773	<b>0.000</b>

Source: Primary Data Process, 2024

## DISCUSSION

### The Influence of Live Streaming on Purchase Decisions

Live streaming has shown a great influence on purchasing decisions. Thus, live streaming is one of the key aspects that consumers consider when making purchasing decisions, so engaging live broadcasts serve as a driver in the purchase decision-making process. The results of the research conducted show consistency with previous research Agustin and Rahmayanti & Dermawan, which stated that the live streaming variable has a significant impact on purchase decisions (Agustin, 2023; (Rahmayanti & Dermawan, 2023). The data processing process shows that the indicator with the strongest relationship is the perception of product quality, as it has the highest loading factor value among the other two indicators. The perception of product quality is crucial because it allows consumers to understand the product directly through live streaming. Products that meet the standards desired by consumers will increase the chances of making purchase decisions.

### The Effect of Discounts on Purchase Decisions

Discounts have an impact on the decision to make a purchase, where consideration of discounts on products makes consumers more likely to choose to make a purchase because of the discount. The results of the research that has been carried out show similarities with studies from Oktavia & Fageh and Wahyuningsih & Saputra, which show that discount variables have a significant and positive impact on

purchasing decisions. This indicates that the greater the discount offered, the higher the consumer's tendency to make a purchase decision (Oktavia & Fageh, 2022; Wahyuningsih & Saputra, 2023).

## CONCLUSION

Based on the results of the research conducted, it can be concluded that the variables of live streaming and discounts have a significant effect on consumers' purchase decisions on TikTok Shop in Karawang Regency. Live streaming has been proven to have a positive impact on purchase decisions because it is able to present direct interaction between sellers and buyers, as well as provide real-time product information that increases consumer confidence. On the other hand, discounts also play an important role in influencing purchasing decisions, especially when discounts are given during certain periods such as during major promotions or seasonal events. Consumers tend to be more interested and motivated to buy products when they are offered a lower price than the normal price. Between the two, the discount variable has a more dominant influence than live streaming. Therefore, a marketing strategy that optimally combines live streaming and discounts can be an effective approach in increasing sales on the TikTok Shop platform.

## SUGGESION

Based on the findings in this study, the advice that can be given is for sellers on TikTok Shop, this finding confirms that live streaming and discounts are crucial marketing strategies. Sellers should pay attention to the quality of live streaming content, choose a trustworthy host, and provide discounts that attract consumers' attention. In addition, other aspects such as product quality, branding, and customer service also need to be considered. For researchers, this study could serve as a foundation for developing more complex research models as well as more efficient marketing strategies for e-commerce platforms such as TikTok Shop. On the consumer side, this study increases understanding of the marketing strategies implemented by sellers on TikTok Shop, so that consumers can be wiser in making decisions to buy. Overall, the study provides a participatory in understanding the factors that influence purchasing decisions on TikTok Shop and provides benefits for many parties, including marketers, researchers, and consumers.

## CREDIT AUTHORSHIP CONTRIBUTION STATEMENT

**Nita Martien:** Conceptualization, Supervision, Data Curation, Formal Analysis, Project Administration, Writing-original Draft, and Writing-review Editing. **Puji Isyanto:** Conceptualization, Resources, Software, Validation, Visualization, and Writing-review Editing. **Neni Sumarni:** Funding Acquisition, Investigation, Writing-original Draft, and Writing-review Editing.

## DECLARATION OF COMPETING INTEREST

The author declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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## DATA AVAILABILITY

Data will be made available in request.

## FUNDING

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## ETHICAL APPROVAL

No patient-identifying parts in this paper were used or known to the authors. Therefore, no ethical approval was requested.

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