

# THE EFFECT OF LIVE STREAMING, BRAND IMAGE, AND PRODUCT QUALITY ON PURCHASING DECISIONS ON THE TIKTOK PLATFORM BROMEN PRODUCTS IN SURABAYA

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**Abstract.** The development of live streaming activities on e-commerce platforms has changed the way consumers make purchasing decisions. This study aims to analyze the effect of live streaming, brand image, and product quality on purchasing decisions on Broman products in Surabaya. This study used a quantitative approach by distributing questionnaires to 105 respondents and analyzing them using the Partial Least Square (PLS) method. The results showed that live streaming and product quality had a positive and significant effect on purchasing decisions, while brand image had no significant effect. This finding indicates that aspects of live interactivity and product quality are more decisive than perceptions of brand image in shaping purchasing decisions in the digital era.

**Keywords:** Live Streaming; Brand Image; Product Quality; Purchasing Decisions; Broman

## I. INTRODUCTION

The development of digital technology has brought about major changes in the way consumers interact with brands and make purchases. One form of this transformation is seen in the increasing use of social media platforms as marketing tools, especially through live streaming features. TikTok, as one of the rising platforms, has become a new space for businesses to reach consumers in real-time and more interactively. The live streaming feature allows sellers to promote products directly, interact with potential buyers, and build trust quickly through attractive product visualization and two-way communication.

One of the local brands actively utilizing this strategy is Broman, a men's skincare brand that reaches young consumers through live streaming on TikTok. Broman's success as a top seller in the initial period shows that this approach is effective in increasing purchase decisions. However, towards the end of 2024, there was a significant decline in sales. Consumer reviews complaining about the quality of the product and the way information was delivered by the live streaming hosts worsened the perception of the brand. This condition was further exacerbated by the emergence of new competitors who were able to rival and even surpass Broman in a relatively short time. This phenomenon shows that previously successful marketing strategies no longer guarantee continued success in the midst of fast-changing digital dynamics.

From these conditions, there is a gap between *das sollen* and *das sein*. Ideally, an attractive and informative live streaming strategy, supported by a strong brand image and superior product quality, should be able to increase or maintain

consumer purchasing decisions. But in reality, even though these three elements have been implemented, Broman is still experiencing a decline in sales performance. This indicates a gap that needs to be further analyzed, especially in the context of whether these variables are still relevant and effective in influencing purchasing decisions in today's digital era.

This research also offers novelty (state of the art) by simultaneously examining the effect of live streaming, brand image, and product quality on purchasing decisions on local products marketed through TikTok. Most previous studies tend to discuss these variables separately or not in the context of short video-based social media platforms. For example, studies by [1] and [2] focus more on conventional e-commerce or large marketplaces. While the study by [3] does discuss live streaming on TikTok, it has not integrated brand image and product quality variables into the same model. Therefore, this research has added value in expanding academic insights related to digital consumer behavior.

Based on the description above, this study aims to analyze the effect of live streaming on purchasing decisions for Broman products on the TikTok platform, examine whether brand image has an influence on purchasing decisions, and evaluate the extent to which product quality can drive consumer purchasing decisions in Surabaya. This research is expected to make a practical contribution to business actors in formulating a more effective digital marketing strategy as well as an academic contribution in enriching modern marketing studies in the era of social media.

### A. Live Streaming

Live streaming is a technology that allows broadcasting video directly over the internet network, without going through the editing process, as expressed by [4]. According to [3] live streaming is a video that is broadcast directly to the audience. The audience can see what the video broadcaster is doing at the same time. According to [5] live streaming has five main indicators that make live streaming successful in influencing consumer purchasing decisions as follows: (1) Streamer Attractiveness, (2) Streamer Expertise, (3) Reciprocity between Streamer and Viewer, (4) Timeliness, (5) Discounts.

#### B. Brand Image

According to [6], brand image is the perception that consumers have of a product, which is formed from the efforts of companies or individuals in creating these products. Brand image creates reflects the identity or characteristics inherent in a company, which aims to attract consumer attention. This identity helps consumers recognize certain products and differentiate them from products offered by competitors. [7] state that brand image is a combination of various attributes, benefits, and values that consumers associate with brands, which influence purchasing decisions and customer loyalty. According to [1] brand image indicators include the following: (1) Corporate Image, (2) Product Image, (3) User Image.

#### C. Product Quality

According to Sudarso, as cited in the journal by [8], service quality is defined as an action or service provided by one party to another, which is intangible but can create ownership of something. In this context, companies can offer a wide variety of products to attract consumers to make purchases [9]. According to [10], the measurement of product quality variables is carried out using the following indicators: (1) Product Composition Content, (2) Product Freedom from Side Effects, (3) Product durability.

#### D. Purchasing Decision

Purchasing decision is a process in which consumers make a decision to choose and buy one product from various available alternatives. [11] describe purchasing decisions as an integrative process that involves evaluating several alternative choices before choosing the best one. Indicators of purchasing decisions according to Keller & Kotler in [3] include: (1) Steadiness to Buy After Knowing Product Information, (2) Steadiness to Buy After Knowing Product Information, (3) Buying because it suits your wants and needs, (4) Buying because of recommendations from others.

The conceptual framework used in this research:

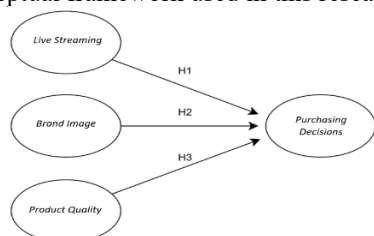


Fig. 1 Conceptual Framework

H1: Live Streaming has a positive and significant effect on purchases on the TikTok Platform for Broman products in Surabaya.

H2: Brand Image has a positive and significant effect on purchases on the Broman product TikTok Platform in Surabaya.  
H3: Product Quality has a positive and significant effect on purchases on the Broman product TikTok Platform in Surabaya.

## II. RESEARCH METHOD

This research uses a quantitative approach. The population in this study were consumers of Broman products who live in Surabaya. The sample selection was carried out using non-probability sampling technique using purposive sampling method, which is based on certain considerations that are relevant to the research objectives. The number of respondents who were successfully collected was 105 people, with the following criteria: (1) Having used / bought Broman products, (2) Domiciled in Surabaya, (3) Above the age of 17 years. The data collection technique was carried out through distributing questionnaires as primary data using a Likert scale, as well as literature study as a secondary data source that supports theoretical studies. The data were analyzed using SmartPLS software with a Structural Equation Modeling (SEM) approach based on Partial Least Square (PLS), which includes testing construct validity, instrument reliability, and testing research hypotheses.

## III. RESULT AND DISCUSSION

### A. Outer Model

#### 1. Convergent Validity

Convergent Validity is a form of construct validity that aims to assess the extent to which the indicators in one construct show consistency and are significantly correlated with each other, thus reflecting that the indicators actually measure the same concept. In this study, the measurement model used is a reflective model, which is applied to the Live Streaming (X1), Brand Image (X2), Product Quality (X3), and Purchasing Decisions (Y). To measure the validity of indicators can be seen in the Outer Loading table, namely by looking at the magnitude of the Loading Factor value.

TABLE I  
OUTER LOADINGS (MEAN, STDEV, T-VALUES, P-VALUES)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1.1 < (X1)	0.710	0.713	0.106	6.716	0.000
X1.2 < (X1)	0.743	0.733	0.117	6.371	0.000
X1.3 < (X1)	0.725	0.683	0.142	5.125	0.000
X1.4 < (X1)	0.753	0.720	0.121	6.223	0.000
X1.5 < (X1)	0.716	0.698	0.117	6.129	0.000
X2.1 < (X2)	0.829	0.801	0.138	6.008	0.000
X2.2 < (X2)	0.803	0.783	0.107	7.473	0.000
X2.3 < (X2)	0.734	0.722	0.117	6.301	0.000
X3.1 < (X3)	0.763	0.745	0.102	7.511	0.000
X3.2 < (X3)	0.833	0.816	0.080	10.411	0.000
X3.3 < (X3)	0.853	0.850	0.056	15.152	0.000
Y1.1 < (Y)	0.798	0.785	0.062	12.846	0.000
Y1.2 < (Y)	0.847	0.839	0.051	16.476	0.000
Y1.3 < (Y)	0.823	0.813	0.068	12.031	0.000
Y1.4 < (Y)	0.779	0.768	0.074	10.580	0.000

Based on Table 1. above, all reflective indicators on the Live Streaming (X1), Brand Image (X2), Product Quality (X3), and Purchasing Decisions (Y) variables have met Convergent

Validity or good validity because they have a loading factor value > 0.7 or T-statistic > 1.96 at the 5% significance level.

TABLE II  
AVERAGE VARIANCE EXTRACTED (AVE)

	Average Variance Extracted (AVE)
(X1) Live Streaming	0.533
(X2) Brand Image	0.624
(X3) Product Quality	0.668
(Y) Purchasing Decisions	0.659

The results of testing the AVE value show that the Live Streaming (X1) has a value of 0.533, Brand Image (X2) of 0.624, Product Quality (X3) of 0.668, and Purchasing Decisions (Y) of 0.659. The four variables have an AVE value above 0.5, so it can be concluded that all variables in this study have good convergent validity.

### 2. Discriminant Validity

TABLE III  
CROSS LOADING

	(X1)	(X2)	(X3)	(Y)
X1.1	0.710	0.452	0.249	0.321
X1.2	0.743	0.360	0.317	0.259
X1.3	0.725	0.268	0.220	0.225
X1.4	0.753	0.337	0.171	0.359
X1.5	0.716	0.480	0.248	0.435
X2.1	0.483	0.829	0.285	0.397
X2.2	0.516	0.803	0.340	0.283
X2.3	0.265	0.734	0.360	0.287
X3.1	0.280	0.409	0.763	0.379
X3.2	0.306	0.368	0.833	0.439
X3.3	0.233	0.263	0.853	0.585
Y1.1	0.338	0.366	0.591	0.798
Y1.2	0.363	0.266	0.498	0.847
Y1.3	0.295	0.222	0.341	0.823
Y1.4	0.481	0.459	0.426	0.779

Referring to the Cross Loading Table, all loading factor values on each indicator for the Live Streaming (X1), Brand Image (X2), Product Quality (X3), and Purchasing Decisions (Y) show a higher value than the loading factor on other variables. This indicates that each indicator consistently measures the right construct, so it can be concluded that all indicators in this study have met the criteria for discriminant validity well.

### 3. Composite Reliability

TABLE IV  
COMPOSITE RELIABILITY

	Composite Reliability
(X1) Live Streaming	0.851
(X2) Brand Image	0.832
(X3) Product Quality	0.858
(Y) Purchasing Decisions	0.886

Composite Reliability is used to assess the consistency of indicators in measuring latent constructs. Based on the test results in the composite reliability table, the Live Streaming (X1) is 0.851, Brand Image (X2) is 0.832, Product Quality (X3) is 0.858, and Purchasing Decisions (Y) is 0.886. All of these values are above 0.70, so it can be said that all variables in this study are reliable.

### B. Inner Model

#### 1. R-Square

TABLE V  
R-SQUARE

	R-Square	Adjusted R-Square
(Y) Purchasing Decisions	0.432	0.415

Based on Table 5, the R-Square value of 0.432 indicates that the Live Streaming (X1), Brand Image (X2), and Product Quality (X3) variables are able to explain 43.2% of the variation in Purchasing Decisions (Y), while the remaining 56.8% is influenced by other factors outside this study. Thus, this model can be categorized as a model with moderate strength because the R-Square value is between 0.33 and 0.67.

### C. Hypothesis Testing

TABLE VI  
PATH COEFFICIENTS (MEAN, STDEV, T-VALUES, P VALUES)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O /STDEV)	P Values
(X1) Live Streaming -> (Y) Purchasing Decisions	0.264	0.266	0.079	2.148	0.032
(X2) Brand Image -> (Y) Purchasing Decisions	0.084	0.111	0.104	0.703	0.482
(X3) Product Quality -> (Y) Purchasing Decisions	0.468	0.454	0.079	2.917	0.004

H1: Live Streaming (X1) has a positive and significant effect on Purchasing Decisions (Y) on the Tiktok platform Broman products in Surabaya, with an original sample of 0.264. The t-statistic value (2.148 > 1.96) and p-value (0.032 < 0.05) support the significance of this influence, so H1 is accepted.

H2: Brand Image (X2) has no significant effect on Purchasing Decisions (Y) on the Tiktok platform Broman products in Surabaya, with an original sample of 0.084. The t-statistic value (0.703 < 1.96) and p-value (0.482 > 0.05) indicate the insignificance of this influence, so H2 is rejected.

H3: Product Quality (X3) has a positive and significant effect on Purchasing Decisions (Y) on the Tiktok platform Broman products in Surabaya, with an original sample of 0.468. The t-statistic value (2.917 > 1.96) and p-value (0.004 < 0.05) strengthen this conclusion, so H3 is accepted.

#### A. The Effect of Live Streaming on Purchasing Decisions

The results of data processing show that the Live Streaming variable has a positive and significant effect on Purchasing Decisions. The indicator with the highest loading factor is Timeliness, which shows that live broadcasts that are carried out in a timely manner increase consumer trust and buying interest. This finding is in line with the research of [12] and [13], which state that live streaming creates proximity and an interactive experience between sellers and buyers. Thus, timeliness in live streaming plays an important role in encouraging purchasing decisions for Broman products on TikTok.

#### B. The Effect of Brand Image on Purchasing Decisions

Based on the results of data processing, it shows that Brand Image has no significant effect on Purchasing Decisions. The

indicator with the lowest loading factor is User Image, which indicates that consumers do not have a clear picture of Broman product users. This finding is in line with [14] and [15], which states that brand image has less impact without direct experience. Therefore, the user image aspect needs to be strengthened so that it has more influence on purchasing decisions.

### C. The Effect of Product Quality on Purchasing Decisions

The results of data processing show that Product Quality has a positive and significant effect on Purchasing Decisions. The highest indicator is Product Durability, which indicates that consumers in Surabaya consider Broman products to be durable and comfortable. This finding is in line with [10] and [16], who state that qualities such as reliability and durability affect trust and loyalty. Thus, product quality is a key factor in driving purchasing decisions.

## IV. CONCLUSIONS

The results showed that Live Streaming and Product Quality have a positive and significant effect on Purchasing Decisions on Broman products on TikTok, while Brand Image has no significant effect. Timeliness in live streaming is proven to be a major factor that increases consumer trust and buying interest. Durability as the highest indicator of product quality shows that consumers value products that are durable and comfortable to use. Conversely, the user image as the lowest indicator of Brand Image shows that there is no strong consumer perception of Broman product users. Therefore, Broman needs to improve the consistency of the live streaming schedule and maintain product quality on an ongoing basis. On the other hand, marketing strategies to form a clearer user image, such as through influencers and user testimonials, need to be improved so that brand image has more influence on purchasing decisions.

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