

THE INFLUENCE OF LIVE STREAMING AND TWIN DATE PROMOTION ON CONSUMER PURCHASE DECISION FOR SKINTIFIC PRODUCTS ON TIKTOK SHOP (A STUDY AMONG STUDENTS IN PONTIANAK CITY)

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Abstract. This study aims to analyze the influence of live streaming and twin date promotion on the purchase decision of Skintific products on TikTok Shop among college students in Pontianak City. With the rapid development of e-commerce and the online shopping trend, TikTok Shop has become an attractive platform for many consumers, especially among the younger generation. The phenomenon of live streaming as an interactive promotional tool and twin date promotions offering attractive discounts have become unique attractions for consumers in making purchasing decisions. The method used in this study is a quantitative method with an associative approach. Data was collected using a questionnaire distributed to 100 respondents who met the research criteria. Instrument testing was conducted using validity and reliability tests using SPSS, with results indicating that all instruments used in this study were valid and reliable. The classical assumption tests included normality, linearity, and multicollinearity tests, which showed that the data met the requirements for multiple linear regression analysis. The results of the f-test (simultaneous) showed that live streaming and twin date promotions had a simultaneous effect on purchasing decisions. The partial test showed that both independent variables, namely live streaming and twin date promotions, had a significant effect on purchasing decisions. The coefficient of determination (R^2) of 0.200 indicates that 20% of the variation in purchase decisions can be explained by these two variables, while the remaining 80% is influenced by other factors not examined in this study. These findings provide insights for TikTok Shop and brands like Skintific to optimize live streaming features and design more appealing promotions to enhance purchase decisions among consumers.

Keywords: Live Streaming; Twin Date Promotion; Purchase Decision

I. INTRODUCTION

With the advancement of technology, many business companies provide facilities for consumers to facilitate online interaction, known as the electronic commerce (e-commerce) model. According to [1], e-commerce is a means of buying and selling activities that is based online and can be used by individuals using a computer and the internet, as well as by business people to conduct their business activities.

The global growth of e-commerce in 2024 is predicted to reach 10.4%. Indonesia is the country with the highest e-commerce growth in the world with a percentage of 30.5%, while Mexico ranks second with a projected growth of 26.8%. In third place is Thailand with an e-commerce growth rate of 22.9%, Iran is in fourth place with a projected growth rate of 22.1%. Malaysia is in fifth place with a growth rate of 21.4%, the Philippines is in sixth place with a projected growth rate of 20.5%, Peru is in seventh place with an e-commerce growth rate of 19.95%, India is in eighth place with a projected growth of e-commerce of 19.9%, Israel is in ninth place with a

projected growth of 17.2%. And the last place is filled by Vietnam with a projected growth of 16.5%.

With the increasing number of e-commerce marketplace companies in Indonesia, business competition between companies has become fierce. Social media was originally created for various content and social interaction, but over time these platforms have evolved into a means of online shopping. TikTok is a social media application and music video platform that is popular among the public. TikTok was launched in September 2016 by Chinese technology company ByteDance.

The app was initially introduced in China under the name Douyin before expanding globally as TikTok in 2018. TikTok began gaining traction in Indonesia around 2018, when ByteDance acquired the short-form video platform Musical.ly and merged it with TikTok. Prior to this, Musical.ly already had a significant user base in Asia, including Indonesia. On the other hand, TikTok began to expand its reach again by launching TikTok Shop. TikTok Shop was launched on April 17, 2021, as an additional feature of the TikTok app. This feature further strengthens the trend of "social commerce," which can reach producers, sellers, buyers, and creators and

provide a smooth, enjoyable, and convenient shopping experience. The TikTok app has a live streaming feature. TikTok live streaming is a live broadcast feature that allows users to interact in real-time with their audience through video, comments, and more, creating a more interactive experience with significant potential to be optimally utilized as a marketing tool.

Many well-known local skincare brands are competing in the beauty world by creating products that have advantages that can influence consumer purchasing decisions. This competition is intensifying as public interest in cosmetics grows, particularly among younger generations who are increasingly aware of the importance of appearance. Skintific leads the beauty package market with total sales of Rp64 billion from official stores and Rp7 billion from non-official stores, totaling Rp71 billion. In second place, MS Glow recorded Rp13 billion from official stores and Rp46 billion from non-official stores, totaling Rp59 billion, followed by The Originote with Rp26 billion from official stores and Rp7 billion from non-official stores, totaling Rp33 billion. Daviena Skincare is in fourth place with Rp1 billion from official stores and Rp29 billion from non-official stores, totaling Rp30 billion, while Benings Indonesia occupies the last position with Rp6 billion from official stores and Rp7 billion from non-official stores, totaling Rp13 billion. Thus, it can be seen how each brand's sales performance based on data from the first quarter of 2024.

Skintific is a skincare brand from Canada, originating from the combination of the words "skin" and "scientific." It is a product created by Kristen Tveit and Ann-Kristin Stokke. The brand was first marketed in 1957 in Oslo, Norway. Over time, Skintific production was carried out by scientists in Canada, even though it originally came from Norway. PT May Sun is the official distributor and license holder for Skintific in Indonesia. The company is located in Mega Kuningan, East Kuningan, South Jakarta. It is led by Dedi Irawan Sinuhaji, who serves as the director. Since its entry in 2021, Skintific has grown rapidly in Indonesia, particularly in 2022. Skintific is a beauty product favored by people of all ages, from teenagers to adults, because the skincare products produced by Skintific are renowned worldwide for maintaining skin health and addressing skin issues with safe and effective products.

The purchasing decision is the process consumers undergo to select a product or service to meet their needs and desires. According to [2], this decision involves activities and actions considered by consumers before choosing a product. This process is psychological, where individuals evaluate various options before making a final decision [3]. [4] explains that a purchase decision occurs after someone evaluates several available product alternatives. This process goes through several stages, starting from problem recognition, information search, alternative evaluation, to the decision to buy [5]. Internal and external factors, such as personal preferences and social influence, also affect this decision-making process.

With the advancement of digital technology, e-commerce platforms such as TikTok Shop are increasingly influencing how consumers make purchasing decisions. One innovation supporting this is live streaming. [6] reveal that live streaming

is an interactive activity in which information is conveyed to viewers directly through streamers. Live streaming enables real-time interaction between sellers and buyers [7]. Live streaming has become a direct marketing method through online applications that allow communication without time delays [8].

On the other hand, sales promotion is an important part of a marketing strategy aimed at encouraging consumers to make purchases quickly. According to Keller & Kotler (2016) in [1], sales promotion is a series of short-term incentives designed to accelerate purchasing decisions. One type of promotion that is now commonly used is twin date promotions. According to [9] the twin date promotion campaign, also known as "beautiful dates," is Shopee's strategy to attract consumers to shop on dates with the same numbers, such as January 1 (1.1), February 2 (2.2), and so on.

The emergence of live streaming on TikTok Shop provides consumers with the opportunity to interact directly with sellers. While watching live streams, consumers not only receive real-time product information but can also ask questions directly to the streamer and receive quick and tailored responses. Streamers, who typically wear uniforms with name tags and showcase products directly on camera, play a crucial role in building trust and credibility among viewers. They not only explain the products in detail but also show the product details directly, such as packaging and size, so that viewers feel more confident to buy [10].

In addition, TikTok Shop also implements twin date promotions that offer various attractive offers such as discounts and exclusive coupons. These promotions provide flexibility for consumers to purchase products according to their needs and budgets. Additional coupons such as cashback, free shipping, and exclusive gifts further enhance the appeal of shopping on TikTok Shop [1]. With these attractive offers, TikTok Shop is able to attract more consumers to shop online.

Based on the background described above, the author is interested in conducting research with the title "The Influence of Live Streaming and Twin Date Promotions on Consumer Purchase Decisions of Skintific Products on TikTok Shop (A Study of Students in Pontianak City)".

II. RESEARCH METHOD

This study is associative research, which aims to determine the relationship between two or more variables [11]. In this study, the author examines the relationship between two main variables, namely live streaming and twin date promotions, on the purchasing decisions of Skintific product consumers on TikTok Shop. The data collection techniques in this study involved two types of data, namely primary data and secondary data. Primary data was collected directly from the original source [11]. In this case, data was collected through a questionnaire distributed to students who purchased and used Skintific products on TikTok Shop. The questionnaire aimed to obtain information regarding the perceptions and purchasing decisions made by the respondents [11]. Secondary data was obtained from other sources that have been published or used by parties not directly related to this study [11]. Secondary data

in this study includes information on e-commerce growth projections, social media usage in Indonesia, and favorite live shopping platforms. The population in this study was students who purchased Skintific products through TikTok Shop. Population is the entire set of subjects that possess certain characteristics relevant to the research objectives [12]. Since the population size is unknown, the formula proposed by Purba (1996) in [13] was used, resulting in a minimum sample size of 96 respondents. In this study, the researcher decided to select 100 respondents using the Purposive Sampling technique. This technique selects samples based on specific criteria relevant to the research [12]. The variables in this study use two main variables: The independent variables in this study are Live Streaming (X1) and Twin Date Promotion (X2). The dependent variable in this study is Purchase Decision (Y). The measurement scale used in this study is a Likert scale to measure the attitudes, opinions, and perceptions of respondents toward the phenomenon being studied [12]. The Likert scale used has five answer options, as follows: Strongly Agree to Strongly Disagree.

Before the instruments were used in the study, they were tested to ensure their validity and reliability. The instruments were tested using the SPSS program to evaluate whether they met the established eligibility standards [11]. Validity testing aims to measure the extent to which the instrument can measure what it is intended to measure. This test is carried out by measuring the correlation between the statement items and the total score. The instrument is declared valid if the calculated *r* value is greater than the table *r* value at a significance level of 0.05 [11]. Meanwhile, the reliability test aims to measure the extent to which the instrument remains consistent when used repeatedly in measuring the same symptoms. Reliability testing was conducted using Cronbach's Alpha, and the instrument was considered reliable if Cronbach's Alpha was greater than 0.60 [11]. Next, a classical assumption test was conducted to ensure that the data met the requirements for multiple linear regression analysis. A normality test was used to check whether the data was normally distributed, which was done using the Kolmogorov-Smirnov test through SPSS [14]. The linearity test ensures that the relationship between the independent and dependent variables is linear, while the multicollinearity test is used to detect correlations between independent variables. If the VIF value is less than 10 and the Tolerance is greater than 0.10, then multicollinearity does not occur [14]. To analyze the influence of Live Streaming and Twin Date Promotions on Purchase Decisions, multiple linear regression was used. The regression formula used is: $Y = \alpha + b_1X_1 + b_2X_2$, where *Y* is Purchase Decision, *X*₁ is Live Streaming, and *X*₂ is Twin Date Promotions. The regression coefficients (*b*₁, *b*₂) are calculated to determine the influence of each independent variable on the dependent variable [11]. The correlation coefficient is used to measure the strength of the relationship between the variables being tested. This correlation value indicates a very weak to very strong relationship [11]. The coefficient of determination (*R*²) is used to measure the contribution of independent variables to the dependent variable. The formula used is $R^2 = (r^2) \times 100\%$ [11]. Simultaneous testing (F-test) is conducted to

test the simultaneous influence of independent variables on the dependent variable. The hypothesis is tested by comparing the calculated *F* and table *F*. If *F* calculated is greater than *F* table, then *H*₀ is rejected and *H*_a is accepted [11]. Finally, a partial test (t-test) was conducted to measure the effect of each independent variable on the dependent variable separately. The value of *t* calculated was compared with *t* table to determine whether the effect was significant [11].

III. RESULT AND DISCUSSION

TEST RESEARCH INSTRUMENTS

Validity Test

The following is a statement of the results of the variable validity test in this study, which can be seen in Table 3.1 below:

TABLE 3.1 VALIDITY TEST RESULTS

Variable	Indikator	r value	r table	Description
Live Streaming (X1)	X1.1	0,531	0.196	Valid
	X1.2	0,586		Valid
	X1.3	0,543		Valid
	X1.4	0,530		Valid
	X1.5	0,531		Valid
	X1.6	0,483		Valid
	X1.7	0,426		Valid
	X1.8	0,432		Valid
	X1.9	0,407		Valid
	X1.10	0,358		Valid
Twin Date Promotion (X2)	X2.1	0,371	0.196	Valid
	X2.2	0,435		Valid
	X2.3	0,506		Valid
	X2.4	0,397		Valid
	X2.5	0,419		Valid
	X2.6	0,511		Valid
	X2.7	0,505		Valid
	X2.8	0,429		Valid
	X2.9	0,403		Valid
	X2.10	0,589		Valid
	X2.11	0,632		Valid
Purchase Decision (Y)	Y.1	0,666	0.196	Valid
	Y.2	0,829		Valid
	Y.3	0,834		Valid
	Y.4	0,787		Valid
	Y.5	0,798		Valid
	Y.6	0,371		Valid
	Y.7	0,295		Valid
	Y.8	0,333		Valid
	Y.9	0,347		Valid
	Y.10	0,261		Valid
	Y.11	0,384		Valid
	Y.12	0,378		Valid
	Y.13	0,391		Valid
	Y.14	0,293		Valid
	Y.15	0,300		Valid
	Y.16	0,507		Valid
	Y.17	0,279		Valid
	Y.18	0,371		Valid
	Y.19	0,298		Valid

Source: Processed Data, 2025

Based on the validity test results in Table 3.1, it shows that all variable statements in this study are valid because the calculated r value is greater than the table r (0.196), meaning that the calculated $r >$ table r .

Reliability Test

Reliability testing was conducted using Cronbach's alpha (α). The reliability test for all variables in this study can be seen in Table 3.2 below:

TABLE 3.2 RELIABILITY TEST RESULTS

Variable	Cronbach's Alpha	Description
Live Streaming (X1)	0,625	Reliable
Twin Date Promotion (X2)	0,641	
Purchase Decision (Y)	0,791	

Source: Processed Data, 2025

Based on Table 3.2 above, it can be seen that the value of Cronbach's alpha is greater than 0.60. Thus, it can be concluded that the items from all variables in this study are reliable.

CLASSICAL ASUMPTION TEST

Normality Test

The results of the normality test on the statements in the variables Live Streaming, Twin Date Promotion, and Purchase Decision can be seen in Table 3.3 below:

TABLE 3.3 NORMALITY TEST RESULTS

Test	Value
N (Sample)	100
Test Statistic (Kolmogorov-Smirnov Z)	.054
Asymp.Sig.(2-tailed)	.200 ^{c,d}

Source: Processed Data, 2025

Based on the table above, it can be seen that the Kolmogorov-Smirnov test significance value for the variables Live Streaming (X1) and Twin Date Promotion (X2) on the Purchase Decision (Y) is $0.200 > 0.05$. Therefore, it can be concluded that the data is normally distributed.

Linearity Test

Linearity testing was conducted using the Test For Linearity technique. The results of the linearity test on the independent variable against the dependent variable in this study can be seen in Table 3.4 below:

TABLE 3.4 LINEARITY TEST RESULTS

Variable	Deviation From Linearity Sig	Description
Purchase Decision * Live Streaming	.013	Linear
Purchase Decision * Twin Date Promotion	.000	

Source: Processed Data, 2025

Based on Table 3.4 above, it shows that the value of Sig Linearity in the variables Live Streaming (X1) and Twin Date Promotion (X2) on the Purchase Decision (Y) < 0.05 . Thus, it can be concluded that there is a linear relationship between the independent and dependent variables.

Multicollinearity Test

Multicollinearity testing was conducted to test whether there was correlation between independent variables in the regression model. This process was carried out by examining the Variance Inflation Factor (VIF) value. Multicollinearity was considered absent if the VIF value was less than 10.00 or if the tolerance value was greater than 0.10. The results of the multicollinearity test in this study can be seen in Table 3.5 below.

TABLE 3.5 MULTICOLLINEARITY TEST RESULTS

Variable	Tolerance	VIF
Live Streaming (X1)	.984	1.017
Twin Date Promotion (X2)	.984	1.017

Source: Processed Data, 2025

Based on Table 3.5, the Tolerance value for live streaming and twin date promotions was recorded at 0.984, which is close to 1, while the Variance Inflation Factor (VIF) value was 1.017, which is lower than 10. This indicates that there is no multicollinearity in the regression model used.

MULTIPLE LINEAR REGRESSION ANALYSIS

Based on the results of the analysis using SPSS, the regression coefficient results can be seen in Table 3.6 below:

TABLE 3.6 RESULTS OF MULTIPLE LINEAR REGRESSION ANALYSIS

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	2.008	4.639	.000
Live Streaming	.172	2.133	.035
Twin Date Promotion	.335	4.124	.000

Dependent Variable: Purchase Decision

Source: Processed Data, 2025

Table 3.6 above shows the multiple linear regression equation in this study as follows:

$$Y = 2.008 + 0.172X_1 + 0.335X_2$$

The multiple linear regression equation above can be explained as follows:

- The constant value obtained is 2.008, which means that the purchase decision for Skintific products on TikTok Shop is 2.008.
- If the value of the variable "Live Streaming" is used as one unit, the purchase decision for Skintific products on TikTok Shop will increase by 0.172.
- If the value of the Twin Date Promotion variable is increased by one unit, the Purchase Decision for Skintific products on TikTok Shop will increase by 0.335.

CORRELATION AND DETERMINATION COEFFICIENT (R^2)

The correlation coefficient is a number that expresses the strength of the relationship between two or more variables, and can also determine the direction of the relationship between the two variables. The correlation coefficient (R) obtained in this study can be seen in Table 3.7 below:

TABLE 3.7 RESULTS OF CORRELATION COEFFICIENT AND DETERMINATION (R^2) TEST

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.447 ^a	.200	.183	.298

Predictors: (Constant), Twin Date Promotion, Live Streaming

Source: Processed Data, 2025

Based on the results in Table 3.7 above, it can be seen that the strength of the relationship between Live Streaming and Twin Date Promotion on Purchase Decisions, calculated using the correlation coefficient, is 0.447, which means that it is in the moderate category with a correlation value of 0.40 - 0.599.

In the analysis calculations in Table 3.7 above, the R-squared value obtained is 0.200 or 20.0%, meaning that the contribution of Live Streaming and Twin Date Promotions to the fluctuations in Purchase Decisions for Skintific products on TikTok is 20.0%, while the remaining 80.0% is influenced by other variables not investigated in this study.

SIMULTANEOUS TEST (F TEST)

The results of the simultaneous test (F-test) conducted using SPSS can be seen in Table 3.8 below:

TABLE 3.8 RESULTS OF SIMULTANEOUS EFFECT TEST (F TEST)

Model	Sum of Squares	df	Mean Square	F	Significance
Regression	2.146	2	1.073	12.105	.000 ^b
Residual	8.597	97	.089		
Total	10.743	99			

Dependent Variable: Purchase Decision

Predictors: (Constant), Live Streaming, Twin Date Promotion

Source: Processed Data, 2025

Table 3.8 shows that the F value is 12.105 > 3.94 and has a significance value of 0.000 (less than 0.05), so it can be concluded that H_0 is rejected and H_a is accepted, which means that the variables Live Streaming and Twin Date Promotion have a simultaneous significant effect on purchase decision for Skintific products on TikTok Shop.

PARTIAL TEST (t Test)

The results of the partial tests (t-tests) conducted using SPSS can be seen in Table 3.9 below:

TABLE 3.9 RESULTS OF PARTIAL EFFECT TEST (t-TEST)

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	2.008	4.639	.000
Live Streaming	.172	2.133	.035
Twin Date Promotion	.335	4.124	.000

Dependent Variable: Purchase Decision

Source: Processed Data, 2025

Based on Table 3.9 above, the influence of each variable, Live Streaming (X_1) and Twin Date Promotion (X_2), on the Purchase Decision (Y) for Skintific products on TikTok Shop.

a. The significance level for the Live Streaming variable is $0.035 < 0.05$ and the t-value is $2.133 > t\text{-table } 1.984$, so H_0

is rejected and H_a is accepted, meaning that the Live Streaming variable partially influences the Purchase Decision variable significantly. The results of this study are in line with the research conducted by [15]; and [16], which showed that live streaming variables have a positive and significant effect on purchase decision.

b. The significance level for the Twin Date Promotion variable is $0.000 < 0.05$, and the t-value is $4.124 > t\text{-table } 1.984$. Therefore, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted. This indicates that the Twin Date Promotion variable partially influences the Purchase Decision variable significantly. The results of this study are in line with the research conducted by [17], which showed that twin date events variables have a positive and significant effect on purchase decision.

IV. CONCLUSIONS

This study aims to analyze the influence of live streaming, twin date promotions, and shopping lifestyle on purchasing decisions among Shopee e-commerce users, particularly among students at Muhammadiyah Pontianak University. Based on the analysis results, the multiple linear regression equation produced is: $Y = 2.008 + 0.172X_1 + 0.335X_2$, indicating a positive influence. The correlation coefficient analysis (R) yielded a value of 0.447, indicating a fairly strong relationship between the variables of live streaming, twin date promotions, and purchasing decisions. The coefficient of determination (R^2) of 0.200 indicates that 20.0% of the variation in purchase decisions can be explained by these variables, while 80.0% is influenced by other factors not examined in this study. The results of the simultaneous test (F-test) show an F-value of 12.105, which is greater than the F-table value of 3.94, with a significance level of 0.000, which is less than 0.05, meaning that live streaming and twin date promotions simultaneously have a significant effect on purchase decisions. The partial test results (t-test) indicate that the live streaming and twin date promotion variables each have a significant influence on purchasing decisions, with calculated t-values of 2.133 and 4.124, both of which are greater than the t-table value of 1.984. Based on the conclusions drawn, the following recommendations can be provided: For Shopee and brands such as Skintific, it is recommended to optimize the live streaming feature on TikTok Shop by presenting product information in a more interactive and communicative manner, thereby creating two-way communication between the host and the audience. Additionally, involving hosts who understand the product characteristics well can enhance audience trust during live streaming sessions. For Shopee and brands such as Skintific, it is necessary to design more attractive promotional strategies at certain moments, such as providing exclusive vouchers, product bundling, or free shipping. Informing viewers about coupons or discounts during live streaming can increase consumer participation and interest. For further research, the scope of variables that influence purchasing decisions can be expanded, such as the influence of social media, group norms, and product design. Further research could also explore the

psychological and financial impacts of impulsive purchasing tendencies and how they influence consumer decisions.

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