

TikTok Live Streaming, Discounts, and Impulsive Buying Among Generation Z

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ABSTRACT : This study was conducted to determine the influence of live streaming and price discounts on the impulsive buying behavior of Generation Z on TikTok. The research focused on Gen Z users in Pekanbaru, employing a purposive sampling technique to select a sample of 130 individuals, a size determined by Hair's formula. The analysis yielded several key results: (1) live streaming was found to have a significant and positive partial effect on impulsive purchase decisions ($t \text{ value}=3.101 > t \text{ table}=1.97882$); (2) similarly, price discounts demonstrated a significant and positive partial influence ($t \text{ value}=6.704 > t \text{ table}=1.97882$); (3) tested simultaneously, both live streaming and discounts had a significant combined impact on impulsive buying ($F \text{ value}=43.082 > F \text{ table}=3.92$). These variables together explained 40.4% of the variance in a consumer's decision to purchase impulsively, while the other 59.6% was attributed to external factors not examined in this research.

Keywords: *Live Streaming, Discounts, Impulse Buying*

INTRODUCTION

The rapid evolution of technology and the advancement of the internet have resulted in significant transformations in human life, particularly in the shift from face-to-face to online shopping methods. Generation Z is a key driver in the rise of online shopping in Indonesia. Generation Z is the demographic group that contributes the most to e-commerce transactions in Indonesia, with a very high enthusiasm for online shopping. This fact is confirmed by research findings from the Katadata Insights Center (KIC), as cited by Hidayah et al. (2022), which states that this generation accounts for 23% of total consumers.

In Pekanbaru, Generation Z constitutes a significant population segment, comprising 34.1% of the total population, equivalent to 398,200 out of 1,167,600 people, according to 2024 BPS data. Known as a generation that grew up with technology and is active on social media, their strong interest in online

shopping has fueled the popularity of e-commerce, with TikTok being one of their favorite platforms. According to Dimock (2019) of the Pew Research Center, this demographic group is defined as individuals born between 1997 and 2012, making their current age range approximately 13 to 28 years old.

TikTok is defined as a social networking platform and music video software originating from China, as explained by Anisa et al. (2022). According to information from TikTok.com (2022), the platform is designed as a medium for creativity, inspiration, and entertainment. Its dominance in the social media realm was emphasized by Prabowo (in Rahmawati et al., 2024), who stated that TikTok had surpassed major platforms like Instagram, Facebook, and WhatsApp. A Statista report in August 2024 confirmed Indonesia as the country with the most TikTok users in the world as of July 2024, a status achieved after its popularity

skyrocketed in the country since the Covid-19 pandemic.

Countries with the largest TikTok audience as of July 2024
(in millions)

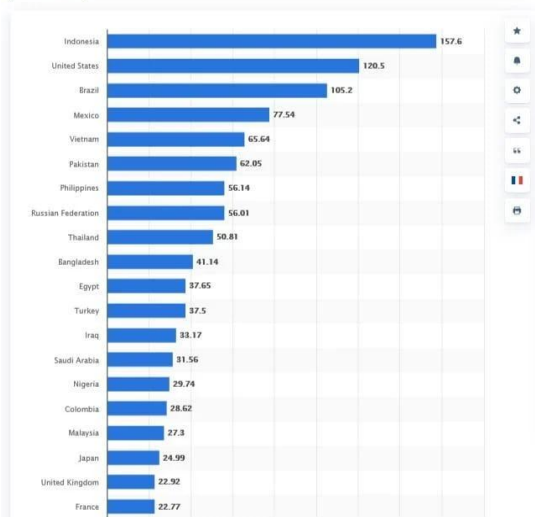


Figure 1. Countries with the Largest TikTok Users

Source: Statista, 2024

One of TikTok's flagship features is live streaming, which allows consumers to observe products directly and in detail and obtain real-time information from sellers. The significance of this feature is reinforced by the fact that Indonesia has a massive user base, with 157.6 million as of July 2024, surpassing the number of users in the United States (120.5 million). Furthermore, the interactions created during these live broadcasts build emotional intimacy that has the potential to significantly influence consumer purchasing decisions.

A survey on Indonesians' live shopping patterns, conducted by GoodStats from June 14-18, 2024, and cited by rri.co.id (2024), confirmed the dominance of certain platforms. With a sample of hundreds of respondents segmented across the region, the research results showed that TikTok was the most widely used platform (56%). Its main competitor, Shopee, came in

second with 33.3%, followed by Lazada (2.3%) and other platforms (8.3%).

According to Kotler and Keller's (2016) marketing theoretical framework, discounts can be classified into several types, such as cash discounts, quantity discounts, functional/trade discounts, seasonal discounts, and promotional discounts. These various discount types are effective strategies when implemented during live streaming sessions. The combination of increased product appeal and the sense of urgency created by the live offer is a powerful motivator for consumers to make a purchase immediately.



Figure 2. Example of a Live Streaming Discount on TikTok

Source: TikTok, 2025

The image above shows discounts during live streaming on TikTok. Sellers typically offer special discounts that are only available during the live stream. Limited-time discounts offered during live streaming sessions make consumers feel compelled to take advantage of the opportunity, potentially increasing impulsive buying decisions. Consumers are often driven to buy spontaneously due to fear of missing out on the best price or limited availability. This sense of urgency is a key driver of impulsive buying decisions, which has proven particularly successful in driving sales of products

with rapidly changing trends, such as fashion.

The fashion product category, with its dynamic nature and emphasis on visuals, is a frequent trigger for impulsive buying behavior. As a result of external stimuli such as promotional offers or emotional upheavals, a spontaneous, unplanned purchase, referred to as impulse buying, arises. Generation Z is known to be the consumer group most likely to exhibit this type of shopping behavior.

Generation Z's tendency to follow the latest fashion trends and their susceptibility to promotions make them prime targets for impulsive buying behavior. This phenomenon is exacerbated by the increasing use of TikTok as a shopping platform among them. Thus, factors such as live streaming and significant discounts offered on the platform have strong potential to directly influence impulse buying decisions, particularly for fashion products.

Empirical support for the positive influence of discounts on impulse purchases is presented in a study by Aga Octa (2023). In his research, which focused on Shopee consumers in a housing complex in Bekasi, he concluded that discounts were a significant motivating factor for impulse purchases.

There is inconsistency in the research literature regarding the influence of live streaming on impulse purchases. On the one hand, Yulius and Aprilia's (2023) study found a positive influence on TikTok. However, Putri Mellynda's (2024) study found no significant influence of live streaming content on purchases of "Somethinc" skincare, especially when considering consumer trust as an intervening variable.

To fill the research gap regarding the combined influence of live streaming

and discounts, and to test this phenomenon in new demographics, this study is proposed.

LITERATURE REVIEW

Live Streaming

According to Fathurrohman et al. (2023), live streaming is a broadcast process that integrates various elements such as text, images, and sound. The combination of these components aims to create a more interactive, realistic, clear, and intuitive live broadcast experience for the audience, in this case, potential consumers.

Chen et al. (2020) outlined several indicators that indicate the presence of live streaming in the world of online sales. These indicators are: interactivity, which enables real-time interaction between buyers and sellers; convenience as an innovation in the shopping process; efficiency, which saves consumers energy; flexibility, which allows for product searches without time and place constraints; entertainment value, which fills free time; and the potential for repeat purchases due to the convenience offered.

Discounts

Sari et al. (2022) define a discount as a reduction from the original price listed on a product's label. The purpose of this practice is to stimulate consumer desire or interest in purchasing. Discounts themselves are categorized as a form of sales promotion strategy typically implemented by marketers to target end consumers.

Wahyudi (2017) identified several indicators related to discounts. These indicators include: first, discount frequency, which measures how often marketers offer discounts; second, the discount amount, which is the amount of the discount offered (usually expressed as a percentage); and third, the discount timing, which relates to when and how long the offer is available to consumers.

Purchasing Decision

In Tjiptono's (2020) view, a purchasing decision is the culmination of a consumer's problem-solving process. This process involves identifying various product or brand alternatives, followed by an evaluation of each option's ability to provide a solution, before a final purchase decision is made.

Kotler and Armstrong's (2018) purchasing decision model maps a consumer's journey through five phases. This journey begins with the awareness of a problem or need, which triggers the information search phase. Consumers then evaluate the various alternatives they encounter before reaching the culmination of the journey, the decision to purchase a particular brand. The final phase is post-purchase behavior, where the consumer's experience (whether satisfied or not) determines their next course of action.

Impulse Buying

According to Salim et al. (in Cahyani and Artanti 2023), impulse buying is defined as purchasing behavior without prior planning. This behavior is characterized by a relatively short decision-making process and is driven by a strong desire to own something. Compared to planned purchases, this type of buying is described as a more arousing experience.

Wahyuni & Setyawati (2020) outline four indicators of impulse buying. The first indicator is spontaneous spending, which is an unplanned purchase decision. The second is hasty buying, often triggered by attractive offers that encourage quick decisions. The third is emotionally driven buying, where a strong desire to buy results in satisfaction. The last is buying without consideration of consequences, which is a decision that ignores rational considerations and consequences.

The Influence of Live Streaming on Impulse Buying Decisions

Research conducted by Nurhaliza and Kusumawardhani (2023) supports the conclusion that live streaming is a positive and significant driver of impulse buying. The study also underscores the importance of sellers optimally utilizing this feature. This influence operates in several ways: first, intense live interaction during the broadcast can evoke positive consumer emotions such as pleasure and trust, ultimately triggering a desire to purchase (Carissa, 2024). Second, technical aspects such as the "yellow basket" feature on TikTok simplify the transaction process, further facilitating impulse buying.

The Influence of Price Discounts on Impulse Buying Decisions

In Noor's (2020) view, price discounts are not just ordinary price cuts, but rather a carefully calculated promotional strategy by businesses to maintain profitability. This tactic involves lowering the price of a product from its normal price with the primary goal of generating consumer interest and triggering impulse purchases.

The positive influence of price discounts on impulse buying has been demonstrated in research by Wulandari et al. (2021). Consistent with previous findings, research by Geraldo et al. (2022) also concluded that price discounts influence impulsive buying behavior. Based on this, it can be concluded that effective promotional strategies, particularly through discounts on platforms like TikTok, have the potential to increase impulse buying behavior among consumers.

The Influence of Live Streaming and Discounts on Impulse Buying Decisions

The use of live streaming in shopping systems is increasingly widespread, making it a popular marketing strategy today. This feature benefits both parties; buyers can be more confident in the

products they intend to purchase, while sellers benefit from being able to reassure consumers directly during the broadcast (Kompas.id, 2022).

Discounts are a promotional strategy frequently used by marketers and favored by consumers because they provide an immediate price reduction on products. A study conducted by Ratnawati (2023) showed interesting results: live streaming was not found to have a positive effect on impulse buying, unlike discounts, which were shown to positively influence impulsive buying behavior.

METHODS

The subjects of this study were Generation Z residents of Pekanbaru City. This study used quantitative data, with the population defined as all Gen Z TikTok users in the city. The sampling technique used was purposive sampling, with the following criteria:

1. Respondents were aged 17-28.
2. Respondents were TikTok users who had made at least three impulsive (unplanned) purchases of fashion products.
3. Respondents had watched live streaming on TikTok.
4. Respondents resided in Pekanbaru City.

In this study, the exact population of Gen Z TikTok users in Pekanbaru City was unknown. Therefore, the sample size used the formula of Hair et al., resulting in a sample size of 130 individuals.

RESULTS AND DISCUSSION

The validity test results, presented in Table 1, show that each item has a calculated *r* value greater than the *r* table value. With a sample size (*N*) of 130, the critical *r* table value used is 0.1723. Since all items have exceeded this threshold, the entire questionnaire is concluded to be valid and can be used for this study.

Table 1. Validity Test Results

Variabel	Item Pertanyaan	R hitung	R tabel	Keterangan
<i>Live streaming</i> (<i>X</i> ₁)	Butir 1	0,724	0,1723	Valid
	Butir 2	0,631		Valid
	Butir 3	0,690		Valid
	Butir 4	0,710		Valid
	Butir 5	0,840		Valid
	Butir 6	0,751		Valid
Potongan Harga (<i>X</i> ₂)	Butir 1	0,649	0,1723	Valid
	Butir 2	0,778		Valid
	Butir 3	0,825		Valid
Keputusan Pembelian Impulsif (<i>Y</i>)	Butir 1	0,845	0,1723	Valid
	Butir 2	0,851		Valid
	Butir 3	0,867		Valid
	Butir 4	0,829		Valid

Source: SPSS Output Processing Results Version 26, 2025

The reliability test results, presented in Table 2, indicate that the Cronbach's Alpha value for each research variable was higher than 0.60. Based on these findings, it can be concluded that the questionnaire used had a good level of consistency, thus being deemed reliable for use in further research.

Table 2. Validity Test Results

Variabel	Cronbach Alpha	Kesimpulan
<i>Live streaming</i> (<i>X</i> ₁)	0,807	Reliabel
Potongan Harga (<i>X</i> ₂)	0,614	Reliabel
Keputusan Pembelian Impulsif (<i>Y</i>)	0,870	Reliabel

Source: SPSS Output Processing Results Version 26, 2025

The results of the normality test show that the Asymp. Sig. (2-tailed) value obtained is 0.200. Because this value exceeds the 0.05 significance level, it can be concluded that the research data is normally distributed and has met the required assumptions.

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		130
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.13101795
Most Extreme Differences	Absolute	.033
	Positive	.033
	Negative	-.031
Test Statistic		.033
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		

Source: SPSS Output Processing Results Version 26, 2025

The regression model used in this study was concluded to have no symptoms of multicollinearity. This conclusion was drawn based on the data in Table 4, where the results of the collinearity statistical test (SPSS version 26.0) showed that both independent variables, live streaming (X1) and discounts (X2), met the required criteria, namely a tolerance value > 0.10 and a VIF value < 10.

Table 4. Multicollinearity Test Results

Coefficients ^a				
Model		Collinearity Statistics		Keterangan
		Tolerance	VIF	
1	Live streaming (X ₁)	0,831	1,203	Bebas Multikolinearitas
	Potongan Harga (X ₂)	0,831	1,203	Bebas Multikolinearitas

a. Dependent Variable: Keputusan Pembelian Impulsif (Y)

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Source: SPSS Output Processing Results Version 26, 2025

Based on Table 5, the heteroscedasticity test using the Glejser method (using SPSS version 26.0) shows that the significance value (Sig.) for the live streaming (X1) and discount (X2) variables is greater than 0.05. Fulfillment of the Sig. > 0.05 criterion indicates that the regression model used in this study does not contain symptoms of heteroscedasticity.

Table 5. Heteroscedasticity Test Results

Coefficients ^a				
1	Model	T	Sig.	Keterangan
	(Constant)	5,311	0,000	
	Live streaming (X ₁)	-0,600	0,550	Bebas Heteroskedastisitas
	Potongan Harga (X ₂)	0,202	0,810	Bebas Heteroskedastisitas

a. Dependent Variable: Abs Res

Source: SPSS Output Processing Results Version 26, 2025

The multiple linear regression model obtained from the data in Table 6 can be formulated as follows:

$$Y = 3.589 + 0.209 X_1 + 0.658 X_2 + e$$

This equation indicates that without the influence of live streaming (X₁) and discounts (X₂), the baseline level of Impulse Buying Decisions (Y) is 3.589. This model also shows that both independent variables have a positive influence, but with varying strengths. Discounts (X₂) have a more dominant impact, where each one-unit increase in this variable increases Impulse Buying Decisions by 0.658. Meanwhile, live streaming (X₁) also has a positive effect, but with a smaller impact, namely an increase of 0.209 for each one-unit increase.

Table 6. Multiple Linear Regression Test Results

Coefficients ^a				
Model	Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error	Beta	
1	(Constant)	3.589	1.710	
	Live Streaming (X1)	.209	.067	.233
	Potongan Harga (X2)	.658	.098	.504

Source: SPSS Output Processing Results Version 26, 2025

Based on the results of the partial t-test analysis, both research hypotheses are accepted. The first hypothesis (H1) is accepted because the live streaming variable (X1) is proven to have a significant and positive effect on impulsive purchasing decisions, with a calculated t value of $3.101 > t$ table 1.97882 and a significance of $0.002 < 0.05$. The second hypothesis (H2) is also accepted because the discount variable (X2) shows a significant and positive effect on impulsive purchasing decisions, with a calculated t value of $6.704 > t$ table 1.97882 and a significance of $0.000 < 0.05$. Both variables also show a positive direction of influence, with regression coefficients of 0.209 for live streaming and 0.658 for discounts, respectively, in the context of fashion products on TikTok for Gen Z in Pekanbaru City.

Table 7. Partial T-Test Results

Coefficients ^a			
Model		t	Sig.
1	(Constant)	2.099	.038
	Live Streaming (X1)	3.101	.002
	Potongan Harga (X2)	6.704	.000

Source: SPSS Output Processing Results Version 26, 2025

The third hypothesis (H3) of this study is accepted, which confirms that the livestreaming (X1) and discount (X2)

variables simultaneously have a significant effect on impulsive purchasing decisions (Y) on fashion products among Gen Z in Pekanbaru City through the TikTok platform. The acceptance of this hypothesis is based on the results of the F test (data from Table 8) which shows the calculated F value (43.082) is greater than the F table (3.92) and the significance value (0.000) is lower than 0.05.

Table 8. Simultaneous F-Test Results

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	397.450	2	198.725	43.082	.000 ^b
Residual	585.820	127	4.613		
Total	983.269	129			
a. Dependent Variable: Keputusan Pembelian Impulsif (Y)					
b. Predictors: (Constant), Potongan Harga (X2), Live Streaming (X1)					

Source: SPSS Output Processing Results Version 26, 2025

Based on the R-square value presented in Table 9, it was found that the combined contribution of the live streaming (X1) and discount (X2) variables to the impulsive purchasing decision variable (Y) was 40.4%. This means that the remaining influence, 59.6%, comes from other factors not examined in this study.

Table 9. Results of the Determination Coefficient Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.636 ^a	.404	.395	2.148
a. Predictors: (Constant), Potongan Harga (X2), Live Streaming (X1)				
b. Dependent Variable: Keputusan Pembelian Impulsif (Y)				

Source: SPSS Output Processing Results Version 26, 2025

Live Streaming (X1) on Impulse Buying Decisions (Y)

The results of the partial t-test hypothesis analysis for the live streaming variable showed a calculated t-value of 3.101, which is higher than the t-table (1.97882). This finding is supported by a significance value of 0.002, which is less than 0.05, and a positive regression coefficient (0.209). The first hypothesis (H1) of this study is accepted, a conclusion based on the finding that the live streaming variable partially has a significant and positive influence on impulsive buying decisions.

Price Discounts (X2) on Impulse Buying Decisions (Y)

The partial t-test results for the price discount variable show a calculated t-value of 6.704, which is greater than the t-table value (1.97882). With a significance value of 0.000 (less than 0.05) and a positive regression coefficient of 0.658, this series of findings confirms that the price discount variable has a significant and positive partial effect on impulse buying decisions. Therefore, the second hypothesis (H2) is accepted.

Live Streaming (X1) and Discounts (X2) on Impulse Purchase Decisions (Y)

The results of the simultaneous F-test analysis show that the calculated F-value (43.082) exceeds the F-table value (3.92), and the significance value (0.000) is lower than 0.05. These findings demonstrate that live streaming and discounts together significantly influence impulsive purchase decisions for fashion products on TikTok among Gen Z in Pekanbaru City, thus accepting H3. Furthermore, the coefficient of determination analysis measured the magnitude of this influence, which was found to be 40.4%, with the remaining 59.6% influenced by other factors outside the study.

CONCLUSION

The implementation of live streaming as a marketing strategy by businesses has been partially proven to be a positive and significant driver of impulsive purchasing decisions for fashion products. Analysis shows that the more effective the live streaming implementation, the higher the tendency for impulsive purchases among Gen Z users of TikTok in Pekanbaru City.

In the context of fashion products on TikTok consumed by Generation Z in Pekanbaru City, price discounts were found to have a partial positive and significant influence on impulsive purchasing decisions. Further analysis showed that the appropriateness of the discount strategy by businesses was a key factor in driving this increased purchasing behavior.

The simultaneous influence of live streaming and price discounts was proven to be significant and positive on impulsive purchasing decisions for fashion products on TikTok among Gen Z in Pekanbaru City. Quantitatively, the combined influence of these two variables explained 40.4% of this purchasing behavior, with the remaining 59.6% influenced by other factors beyond the scope of this research.

The following recommendations were formulated specifically in response to the research findings, particularly to provide input for improvements to the indicators that scored the lowest in each variable.

Fashion businesses on TikTok are advised to further enhance the ease of use of the live streaming feature, such as providing a brief shopping tutorial at the beginning of the live session, presenting a more user-friendly interface, and minimizing technical glitches during the live stream. This aims to make consumers, especially Gen Z, more comfortable and interested in making purchases because they perceive the process to be practical and uncomplicated.

Fashion businesses on TikTok should consider strategically setting discount amounts to further attract buyers. For example, by offering larger discounts during special events or on specific products. This action is expected to increase consumer purchasing interest, as they will perceive added value or a more significant benefit from their purchase.

Fashion businesses on TikTok are advised to capitalize on consumers' emotional well-being by creating a more enjoyable atmosphere and evoking positive emotions during live streams. For example, creating a warm, interactive atmosphere, showing appreciation to buyers, and including motivating or entertaining content can trigger spontaneous purchase decisions that make consumers feel better. Strategies like engaging storytelling or exclusive offers can also enhance this emotional impact.

Future research should add other independent variables such as influencer marketing, brand awareness, or promotional urgency to identify other factors that influence impulse buying in a digital context.

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