

The Effect of Live Streaming, Flash Sales, and Affiliate Marketing on Impulsive Buying Among Tiktok Shop-Tokopedia Users in Pekanbaru

Darman Sahendrawati¹, Nofrizal², Masirun³

^{1,2,3} Faculty of Economics and Business, Lancang Kuning University, Indonesia
E-mail : darmansahendrawati@gmail.com

accepted: 20/2/2026; revised: 22/3/2026; published: 30/4/2026

ABSTRACT : The purpose of this study was to determine whether there is an influence of the live streaming, flash, and affiliate marketing feature variables on impulsive purchases on the online shopping platform TikTok Shop-Tokopedia in Pekanbaru City, both partially and simultaneously. The objects in this study were active users of the TikTok application and had or frequently made spontaneous or unplanned purchases on TikTok Shop with a sample of 160 respondents. The method used was a quantitative approach with a survey technique through the distribution of questionnaires. The data obtained were analyzed using multiple linear regression with the help of SPSS. The results showed that partially, the live streaming variable (X1) did not have a positive and significant effect, while flash sales (X2) and affiliate marketing (X3) had a positive and significant effect on impulsive buying (Y). Simultaneously, the three variables also showed a significant effect. The live streaming, flash sales, and affiliate marketing features significantly influence direct purchasing decisions by 59.1%, while the remaining 40.9% is influenced by other variables not included in this research model.

Keywords: *Live Streaming, Flash Sales, Affiliate Marketing, Impulsive Buying, TikTok Shop, E-Commerce*

INTRODUCTION

The development of digital technology has brought about significant changes in consumer behavior patterns worldwide. Rapid digital transformation has brought changes in various fields, one of which is the electronic commerce (e-commerce) sector. E-commerce has driven significant changes in the way people search for information, evaluate products, and make purchases. E-commerce also offers the convenience of shopping from anywhere and at any time. In fact, it is not uncommon to find that prices for products offered online shops tend to be cheaper than retail stores. According to Syahfitri et al. (2024), this is because the operational costs of online stores tend to be lower than those of offline stores. According to a survey by the Indonesian Internet Service Providers Association (APJII), Shopee was the most

frequently accessed marketplace by Indonesians in 2025, with a proportion reaching 53.22%. TikTok Shop came in second with 27.37% of respondents, beating other e-commerce sites such as Tokopedia (9.57%), Lazada (9.09%), Blibli (0.29%), and Facebook Marketplace (0.25%). This is a significant figure considering that TikTok Shop is a newly launched e-commerce platform in 2021. It was temporarily shut down in Indonesia due to new trade licensing regulations, namely Minister of Trade Regulation No. 31 of 2023 concerning Business Licensing, Advertising, Development, and Supervision of Business Actors in Electronic Commerce. However, the TikTok Shop feature returned to TikTok on December 12, 2023, partnering with Tokopedia as a marketplace.

The numerous promotions and ease of display are the reasons these two e-

commerce platforms were chosen as the primary options. Through innovative digital marketing strategies, such as live streaming commerce, flash sale events, and affiliate marketing, consumer purchasing behavior is now driven not only by necessity but also by exposure to attractive promotions. According to Ratuliu & Hayu (2025), marketing strategies can trigger positive emotions leading to impulsive purchases, especially among Gen Z. The live streaming feature on TikTokShop provides a real-time interactive experience that allows consumers to obtain product information in a more transparent and personalized way, similar to a physical store, but with the convenience of digital access. This strategy not only increases sales volume but also has the potential to encourage impulsive buying behavior among young consumers.

Impulsive buying is a consumer behavior that involves unconsidered pre-purchase decisions, or irrational purchases associated with smooth, unplanned purchases (Dalimunthe R. et al., 2024). The phenomenon of impulsive buying is becoming increasingly relevant in the context of the digital economy. Consumers now buy not only based on rational needs but also on emotional impulses arising from exposure to visual content, surprise promotions, and social influence. Research conducted by Jonet A.S. and Purwanto S. (2024) found a positive effect of live streaming on impulse buying. Live streaming on the TikTok Shop app makes it easier for sellers to present products to a large audience directly without having to meet customers face-to-face. With live streaming, customers can obtain product information such as materials, types, and sizes, thereby helping to improve purchasing decisions directly.

In addition to live streaming, the flash sale feature on TikTok Shop can also encourage impulse buying due to the time

pressure imposed during promotions. This is supported by the findings of Wangi & Andarini (2021) that flash sales have a positive and significant effect on impulsive buying. Flash sales marketing strategies can also trigger impulse buying. In contrast, research conducted by Septiyani & Hadi (2024) found that flash sales were unable to increase impulse purchases of Berrybenka products on the Shopee app. Therefore, the researchers wanted to further examine the effect of flash sales on impulse buying on different platforms such as TikTok Shop.

The large number of active TikTok users who are creative in creating content with a high For Your Page (FYP) rating has led TikTok Shop to open opportunities for all TikTok users to collaborate through affiliate marketing. The creativity of affiliate video marketing content also has high potential to attract consumers to make purchases, both directly and indirectly.

Several previous studies have examined the relationship between digital marketing strategies and consumer purchasing decisions. Research by Kamsiyah et al. (2024) found that live streaming and flash sales had a positive effect on purchasing decisions, while affiliate marketing had no significant effect due to low consumer trust in the affiliates of Somethinc products. Meanwhile, research by Nisrina (2024) showed that both affiliate marketing and live streaming had a significant influence on purchasing decisions on TikTok Shop.

However, most studies examining affiliate marketing variables are limited to analyzing the influence of digital strategies on rational purchasing decisions, without specifically examining its impact on impulsive buying, which is becoming an increasingly dominant phenomenon in online shopping. Furthermore, these two studies used different sample contexts: students in Pekalongan and Lhokseumawe, respectively. Therefore, the results cannot be generalized to urban areas like Pekanbaru with higher digital penetration

rates and more dynamic consumer characteristics.

The research gap is also evident in the lack of studies that simultaneously integrate three key variables—live streaming, flash sales, and affiliate marketing—in a single model directly linked to impulsive buying. Yet, all three play a crucial role in influencing consumer purchasing decisions on TikTokShop (Khoiron & Hetty, 2024). Previous studies also failed to measure how the interaction between these variables creates a synergistic effect on consumer behavior on multichannel platforms like TikTok Shop.

LITERATURE REVIEW

Marketing Management

According to Kotler and Keller (2016), marketing management is the process of analyzing, planning, implementing, and controlling programs designed to create, build, and maintain profitable exchanges with target buyers to achieve organizational goals. Marketing management focuses on understanding customer needs and wants and the company's efforts to provide superior value compared to competitors. Dalimunthe R. et al. (2024) emphasize that marketing management is an integrated process of creating, communicating, and delivering value to customers through digital media. Technological developments influence how companies interact with consumers, particularly through marketplaces and social media. A sound digital marketing strategy can increase brand visibility and expand the market. Therefore, digital marketing management is key to a company's success in the modern era. Based on the above description, it can be concluded that marketing management is a strategic process involving market analysis, planning, implementation, and evaluation of marketing activities to meet consumer needs and achieve objectives.

Stimulus-Organism-Response (SOR)

The Stimulus-Organism-Response (SOR) theory, developed by Mehrabian and Russell in 1974, states that external stimuli influence an individual's psychological state, which then prompts a specific response (Hochreiter et al., 2023). External environmental factors function as stimuli that can elicit reactions from users. "The organism" refers to users whose psychological state is formed through exposure to external stimuli, ultimately influencing their behavior (Mkpojiogu et al., 2024).

Marketing strategies such as live streaming, flash sales, and affiliate marketing offered by businesses on the e-commerce platform TikTok Shop act as external triggers that can influence consumer perceptions and emotions. The organism, in this case, is the consumer, who experiences psychological processes such as interest, trust, urgency, and product quality assessment based on the stimuli received. The interest formed through direct interaction and the information provided will influence immediate purchase (impulse buying) as the final response in the SOR process.

Impulsive Buying

Impulsive buying is a purchasing behavior that occurs without planning and without considering the potential impact (Wangi & Andariani 2021). Dalimunthe R. et al. (2024) also stated that impulsive buying is an individual's behavior in making unexpected or unplanned purchases. In another study, Wang et al. (2022) also stated that in the context of online shopping/e-commerce, impulsive buying is defined as an unplanned purchase due to ease of access, promotional stimuli, and emotional impulses, leading consumers to purchase products immediately without in-depth rational evaluation. Based on the definitions above, researchers conclude that impulsive buying theory describes

unplanned purchases that often do not go through the stages of the purchasing process. In this case, consumers usually purchase items they don't really need due to emotional impulses that arise when viewing attractive products or promotions.

Live Streaming

According to Ramadhan & Yuliana (2024), live streaming shopping is a marketing activity that uses live video broadcasts to display products, provide explanations, and interact with consumers in real time, enabling consumers to make quick purchasing decisions. Live streaming increases trust and perceptions of product authenticity through social interaction and live demonstrations on the TikTok Shop platform. This theory is supported by findings by Septiyani et al. (2024), who showed that live streaming has a positive influence on impulse buying.

Live streaming facilitates various activities for users, such as sharing videos, screenshots, and communicating directly in a virtual online space. Streamers participating in live shopping can also be referred to as product endorsers; their presentation of a product is often the primary approach in promoting commercial information. The existence of live features on social media or marketplaces allows businesses to offer products in real time, provide detailed product information (product knowledge), answer questions, or interact with potential buyers within a limited time (Kamsiyah; 2024; 1050).

Flash Sale

A flash sale is defined as a promotional strategy where products are offered at a discounted price for a limited time and in limited quantities (Sopiyan et al., 2025). According to Herabadi et al. (2022), time-limited promotions increase impulsive purchasing decisions. Other research states that flash sales are product

offering programs with discounts and limited supplies for a short period, Atrisia & Hendrayati (2021). This phenomenon is explained through the scarcity effect and loss aversion mechanisms, which encourage consumers to act quickly so as not to miss the opportunity to buy.

Affiliate Marketing

Affiliate marketing is a performance-based marketing model where individuals or third parties (affiliates) promote a business's products or services and earn commissions on sales generated through their referral links or codes (Marsally & Dwiani, 2025). A study by Lee & Kim (2023) found that trust transfer from influencers to brands significantly increases consumer purchase intention (Journal of Interactive Marketing, 64, 150–165). However, the effectiveness of this strategy depends on the credibility and suitability of the influencer's persona to the audience's characteristics (Afikska, 2024). A study by Sitingjak et al. (2025) on students at the Islamic University of Malang showed a positive effect of affiliate marketing on impulsive buying.

METHODS

The population in this study is unknown because TikTok Shop, as a private company, does not publish detailed user numbers by age and location. Therefore, the population size cannot be determined precisely, and the sample size was determined using sampling guidelines for unknown populations.

This study used a non-probability sampling technique. The sampling method used was purposive sampling. The specific criteria or characteristics that were determined were:

- 1) Residing in Pekanbaru.
- 2) Active users of the TikTok app.
- 3) Having made an impulse purchase on the TikTok Shop e-commerce platform.

The primary technique in this study was a questionnaire, an instrument

containing a series of closed-ended statements structured around the indicators of Live Streaming, Flash Sales, Affiliate Marketing, and Impulsive Buying. The questionnaire was distributed to TikTok Shop consumers residing in Pekanbaru who met the inclusion criteria. Each statement was measured using a Likert scale of 1–5, allowing the researcher to obtain quantitative data regarding respondents' perceptions of the research variables.

Reliability and Validity

A measuring instrument is considered reliable if the value (α) is ≥ 0.70 and valid if the calculated $r >$ the table r (Ghozali, 2018). Based on a reliability test using the Cronbach's Alpha (α) formula, the variables Live Streaming, Flash Sale, Affiliate Marketing, and Impulsive Buying had a Cronbach's Alpha (α) value of 0.855. Based on a validity test by comparing the correlation value (calculated r) with the table r ($df = N-2$) at the 5% significance level, which is 0.1552, the calculated $r >$ the table r , thus the questionnaire items for variables X1, X2, X3, and Y are declared valid. Data analysis techniques used included normality tests, multicollinearity tests, t-tests, f-tests, and coefficients of determination. To obtain a snapshot of respondents, the frequencies used were age, gender, and employment status.

In this study, the normality test used the Kolmogorov-Smirnov p-value or $\text{sig.} = 0.000 < 0.05$ obtained a value of $0.67 > 0.05$. Thus it can be concluded that the data is normally distributed. To see the influence of the variables Live Streaming, Flash Sale, Affiliate Marketing, on Impulsive Buying, a t test (partial) was conducted to determine how much influence each independent variable (X1, X2, X3) had on the dependent variable (Y) separately. According to Ghozali (2018). The f test (Simultaneous) is to determine whether all independent

variables together influence the dependent variable. According to Sugiyono (2019). This test was conducted to prove H4, namely the influence of independent variables (X1, X2, X3) on the dependent variable (Y) simultaneously.

RESULTS AND DISCUSSION

Respondent Overview

Based on the results of distributing questionnaires to TikTok Shop users in Pekanbaru City, 160 respondents met the research criteria. Respondents had diverse backgrounds, including gender, age, income, and occupation.

Based on the results of the gender characteristics test, the overall sample consisted of 54 males (33.8%), and 106 females (66.3%). This indicates that spontaneous and unplanned purchasing decisions are more common among female respondents.

Meanwhile, the results of the characteristics test categorized the sample into three groups based on age. Generation Z, with a minimum age limit of 17-28, Generation Y, 29-44, and Generation X, 45 and above, showed that overall, 139 respondents were aged 17-28, 20 respondents were aged 29-44, and 1 respondent was aged 45 and above. This means that generation z has a higher tendency to make impulsive purchases.

Normality Test Results

Table 1. Normality Test Analysis

	Unstandardized Residual
Asymp. Sig. (2-tailed)	.067^c

Source: Processed primary data (2025)

The results of the normality test using the Kolmogorov-Smirnov p-value or $\text{sig.} = 0.000 < 0.05$ obtained a value of $0.67 > 0.05$. Thus, it can be concluded that the data is normally distributed. This test is performed on the residual value. Empirical studies show that residual analysis is the

main method for detecting violations of the normality assumption and heteroscedasticity in regression models (Flatt & Jacob, 2020).

Multicollinearity Test Results

Table 2. Multicollinearity Test Analysis

Model	Collinearity Statistics	
	Tolerance	VIF
Live Streaming (X1)	.570	1.754
Flash sale (X2)	.630	1.587
Affiliate Marketing (X3)	.675	1.482

Source: Processed primary data (2025)

Based on the multicollinearity test in the coefficient table, the sig. VIF value of "Live streaming → Impulsive buying" = $1.754 < 10$, and the tolerance value = $0.570 > 0.01$, so there is no multicollinearity problem. The sig. VIF value of "Flash sale → Impulsive buying" = $1.587 < 10$, and the tolerance value = $0.630 > 0.01$, so it is concluded that there is no multicollinearity problem. The sig. VIF value of "Affiliate marketing → Impulsive buying" = $1.482 < 10$, and the tolerance value = $0.675 > 0.01$, so it is concluded that there is no multicollinearity problem.

Partial t-Test Results

Table 3. Partial Test Analysis

Model	t	Sig.
Live Streaming (X1)	1.485	.140
Flash sale (X2)	3.617	.000
Affiliate Marketing (X3)	2.714	.007

Source: Processed primary data (2025)

Based on the coefficient table, it is known that the t-value of live streaming is $1.485 < t\text{-table } 1.975$ and the sig. value is $0.140 > 0.05$. So it can be concluded that live streaming does not have a positive and significant effect on impulsive buying (H1 is not proven). It is known that the t-value of flash sale is $3.617 > t\text{-table } 1.975$

and the sig. value is $0.000 < 0.05$. So it is concluded that flash sale has a positive and significant effect on impulsive buying (H2 is proven). It is known that the t-value of affiliate marketing is $2.714 > t\text{-table } 1.975$ and the sig. value is $0.007 < 0.05$. So it is concluded that affiliate marketing has a positive and significant effect on impulsive buying (H3 is proven).

F-Test Results (Simultaneous)

Table 4. Simultaneous Test Analysis

Model	F	Sig.
Regression	22.321	.000 ^b

Source: Processed primary data (2025)

Based on the ANOVA table above, the F-value of the independent variable against the dependent variable is $22.321 > F\text{-table } 2.663$ and the sig. value is $0.000 < 0.05$. Therefore, it is concluded that live streaming, flash sales, and affiliate marketing simultaneously have a significant effect on impulsive buying (H4 is proven).

Linear Regression Analysis

Table 5 Linear Regression

Model	B
(Constant)	2.082
Live Streaming (X1)	.164
Flash sale (X2)	.366
Affiliate Marketing (X3)	.242

Source: Processed primary data (2025)

$$Y = 2.082 + 0.164X_1 + 0.366X_2 + 0.242X_3 + e$$

The constant value = 2.082 indicates that under conditions where live streaming, flash sales, and affiliate marketing remain constant, impulse buying has a value of 2.082. The live streaming coefficient (B) value = 0.164 indicates that every 1-unit increase in live streaming will increase impulsive buying by 0.164. The flash sale coefficient (B) value = 0.366 indicates that every 1-unit increase in flash sales will

increase purchase intention by 0.366. The affiliate marketing coefficient (B) value = 0.242 indicates that every 1-unit increase in affiliate marketing will increase purchase intention by 0.242.

Coefficient of Determination (R²) Analysis

Based on the results of the coefficient of determination test, the Adjusted R Square value was 0.604. This indicates that the variables Affiliate Marketing, Live Streaming, and Online Customer Reviews can explain 60.4% of the Impulsive Buying variable, while the remaining 39.6% is influenced by other factors not examined in this study (Ghozali, 2018).

CONCLUSION

Based on the research results and previous discussions, we can draw conclusions and provide suggestions that may be useful for TikTok Shop and affiliates to utilize more effective digital marketing strategies to increase direct purchases.

Conclusion

From the research results, the researchers can draw the following conclusions:

1. Partially, the live streaming feature does not have a positive and significant effect on impulsive buying among TikTok Shop users in Pekanbaru. This means that the better the live streaming feature on TikTok Shop is perceived by customers, the less likely it is to increase their purchasing decisions.
2. Partially, flash sales have a positive and significant effect on impulsive buying among TikTok Shop users. This means that the better the flash sales offered to TikTok Shop users, the more likely their impulsive buying will be.
3. Partially, affiliate marketing has a positive and significant effect on

impulsive buying among TikTok Shop users. This means that the better the affiliate marketing offered to TikTok Shop users, the more likely their impulsive buying will be.

4. Live streaming, flash sales, and affiliate marketing simultaneously have a positive and significant influence on customer impulsive buying on TikTok Shop in Pekanbaru City.

5. Live streaming, flash sales, and affiliate marketing exert a significant influence on direct purchasing decisions, accounting for 59.1% of the influence, while other variables not included in this research model account for the remaining 40.9%. Of the three, live streaming has the lowest influence, and flash sales have the highest regression coefficient, making them the most dominant factors influencing impulsive buying. This confirms that the sense of urgency and fear of missing out on product promotions during flash sales are more effective in influencing impulsive buying decisions.

Recommendations

Based on the results of the author's research, the following suggestions can be provided as input for relevant parties or companies:

1. The live streaming feature has not yet shown any impact on direct purchasing decisions. This means that live streaming needs to be further improved, particularly the live streaming features available on TikTok Shop. This will make it easier for customers to make online purchases on the TikTok Shop app, featuring more engaging live content and more engaging product reviews, such as try-on opportunities with live hosts. This will encourage customers to make direct purchase decisions for the products being live-streamed on TikTok Shop.
2. Flash sales also significantly influence direct purchasing decisions. Therefore, sellers offering their products on TikTok Shop need to increase flash sale promotions

to create a sense of urgency for customers to make immediate purchases.

3. Affiliate marketing also significantly influences direct purchasing decisions. This presents an opportunity for TikTok Shop affiliates offering their products on TikTok Shop to increase their creativity in creating engaging content that encourages direct purchasing behavior.

4. For further research, it is advisable to further develop research on digital strategies in e-commerce that can directly influence customer purchasing decisions by examining other factors that can trigger direct purchases of products or services offered on the Tiktok shop application.

REFERENCES

- Al Jonet, A. S. H., Purwanto, S., & Ariescy, R. R. (2024). Pengaruh Flash Sale dan Live Streaming terhadap Pembelian Impulsif pada Marketplace Shopee di Kota Surabaya. *J-MAS (Jurnal Manajemen Dan Sains)*, 9(1), 285.
- Andrianata M., Suharsono J., Nafis R.W. & Fithrianto, 2025, *The Effectiveness of The Affiliate Marketing Model In Enhancing the Competitiveness of MSMEs in The Digital Economy Era*, Jurnal Manajemen dan Akuntansi Medan, Vol. 7, No. 2
- Dalimunthe R., Kamilah, & Nurbaiti. (2024). Exploring Impulsive Buying Motivation in Consumers From a Management Perspective and Sharia Accounting. *Jurnal Manajemen Bisnis*, 11(2), 1235–1246.
- Ghaniyah & Rufaidah, 2024, *The Impact of Fear of Missing Out On Impulsive Buying: A Study on the Twin Date Shopee Event in Indonesia*, Vol. 8. No. 3
- Ghozali I., 2018, *Live Aplikasi Analisis Multivariate dengan Program SPSS 25. Edisi 9*, Semarang, Universitas Dipongoro
- Hair F.H., Black W.C., Barry J.B., & Anderson R., 2019, *Multivariate Data Analysis (Edisi-8)*, Inggris, Cengage Learning
- Herabadi A. G., Rahman M., & Lim S. 2022, *Flash sale urgency and impulsive buying behavior*, Asia Pacific Journal of Marketing and Logistics, Vol. 34, No. 2, Hal. 456–472
- Hochreiter V., Benedetto C., & Losech M., 2023, *The Stimulus-Organism-Response (S-O-R) Paradigm as a Guiding Principle in Environmental Psychology: Comparison of its Usage in Consumer Behavior and Organizational Culture and Leadership Theory*, Journal of Entrepreneurship and Business Development, Vol.3, No. 1
- Hokil V., Pakiding L. D., & Bubun U., 2025, *Pengaruh Flash Sale E-Commerce Shopee Terhadap Keputusan Pembelian*, Jurnal Ilmu Ekonomi Manajemen dan Bisnis, Vol.3, No. 2
- Jiang Y., Lee T.H., & Li W., 2024, *The Effect of Live Streamer's Expertise and Entertainment on The Viewer's Purchase and Follow Intentions*, journal Of Psychology, Vol. 15
- Kamsiyah S., Nuraini D., & Pratama M., 2024, *Effect of live streaming and flash sale on purchase decisions*, Jurnal Ilmiah Multi Disiplin, Vol. 5, No. 1, Hal. 22–30
- Kapriani K., Jusman I.A., & Marsuki, 2025, *Marketing Strategy: Flash Sale dan Live streaming On Impulse Purchase Decision On E-Commerce Platform*, Jurnal Online Manajemen, Vol.5, No. 1
- Khoiron M., & Hetty N., 2024, *Integrated marketing model on TikTokShop consumer behavior*, Jurnal Bisnis Digital, Vol. 3, No. 3, Hal. 112–125

- Krisnandi H., Efendi, S., & Edi Sugiono. (2019). *PENGANTAR MANAJEMEN* (S. E. Melati (ed.)). LPU-UNAS.
- Lee J., & Kim M., 2023, *Influencer trust and affiliate marketing effectiveness*, *Journal of Interactive Marketing*, Vol. 64, Hal. 150–165
- Lestari & Maesaroh, 2024, *Analysis Of Influencer Credibility Mediating The Impact Of Content Marketing on Emina's Purchase Decision*, *Jurnal Ekonomi Manajemen Akuntansi*, Vol. 3, No. 6
- Martaleni, M., Hendrasto, F., Hidayat, N., Alfandy Dzikri, A., & Nyoman Kerti Yasa, N. (2022). Flash sale and online impulse buying: Mediation effect of emotions. *Innovative Marketing*, 18(2), 49–59.
- M . Yusuf, Haryoto, C., Husainah, N., & Nuraeni. (2023). *Teori Manajemen* (J. Mardian (ed.)). YAYASAN PENDIDIKAN CENDEKIA MUSLIM.
- Nisrina Afikska A., 2024, *Affiliate marketing and live streaming in TikTok Shop*, *Jurnal Ekonomi Digital Indonesia*, Vol. 4 No. 2, Hal. 45–56
- Oktaviani R., Murwani D. F. & Hermawan A., 2024, *The Effect Of Live Streaming Quality on Purchase Intention Trought Immersive Experience, consumer Trust, And Perceived Value On Tiktok*, *International Journal of Law and Extucation*, Vol. 5, No. 1
- Osemeke R.F., & Igabari J.N., 2024, *Model Violation And Multicolinearity: A Preliminary Study*, *Journal of Mathematical Sciences & Computational Mathematics*, Vol. 5, No.3
- Ramadhan R. & Yunia W., 2025, *Pengaruh Flash Sale Terhadap Impulsive Buying: Peran Emosi Positif sebagai Mediator Pada Pengguna Aplikasi Shopee*, *Jurnal Informatika Ekonomi Bisnis*, Vol. 7, No.3
- Rasdik A. S. & Deskoni, 2025, *Pengaruh Live Streaming Marketing Terhadap Keputusan Pembelian Mahasiswa Program Studi Pendidikan Ekonomi di Universitas sriwijaya*, *Jurnal Economic edu*, Vol. 6, No. 1rasdik
- Ratuliu, T., & Hayu, R. S. (2025). Do Emotions Matter? Positive Emotions as a Mediator Between Gamification, Discounts, and Impulse Buying Among Gen Z. *Journal of Enterprise and Development*, 7(2), 259–273
- Rihidima C.V., Noeringtyas B.P., & Groda S.P., 2025, *Affiliate Marketing Strategies for Effective Product Promotions In the Digital Era*, *Jurnal Ekonomi Keuangan & Bisnis Syariah*, Vol.7, No. 7
- Rizal M., Ferlyani A.D., Apriliza D., Mulyeni S., 2025, *Pengaruh Teknologi Live Streaming Dalam Membangun Engagement Konsumen di Platform E-ommerce*, *Jurnal Sains dan teknologi*, Vol. 8, No. 7
- Rodiah N., Astuti D., & Sari M., 2024, *Digital impulsive buying behavior in e-commerce platforms*, *Jurnal Manajemen Modern*, Vol. 9, No.1, Hal. 1–15
- Septiyani, H., & Darta, E. (2024). Pengaruh Flash Sale, Live Streaming Dan Hedonic Shopping Motivation Terhadap Impulse Buying (Study Pembelian Produk Berrybenka Pada Pengguna Aplikasi Shopee). *Jesya*, 7(1), 970–980.
- Sitinjak S., Mustapita A.f., & Bastomi M., 2025, *Pengaruh Content Marketing, Affiliate Marrketing dan Live Streaming terhadap Impulsive Buying Pada Pengguna Tiktok Shop-Tokopedia*, *Jurnal Riset Manajemen*, Vol. 14. No. 01

- Sugiyono, 2017, *Statistik Untuk Penelitian*, Bandung, Alfabeta
- Sugiyono, 2019, *Metode Penelitian Kuantitatif, Kualitatif dan R&D*, Bandung, Alfabeta
- Sunyoto, D., & Mulyono, A. (2016). *Manajemen Pemasaran dan Pelayanan Konsumen* (C. G. L. Magister Alfatah Kalijaga, S.T., M.T. (ed.)). EUREKA MEDIA AKSARA.
- Syahfitri, W., Afrilia, D., Ilmi, N., Sipahutar, R. A. S., & Sidauruk, T. (2024). Pengaruh Munculnya Toko Online Terhadap Penurunan Pendapatan Toko Offline di Pasar Raya MMTC. *MANTAP: Journal of Management Accounting, Tax and Production*, 2(2), 427–431.
- Wangi, L. P., & . S. A. (2021). Pengaruh Flash Sale Dan Cashback Terhadap Perilaku Impulse Buying Pada Pengguna Shopee. *Jurnal Bisnis Dan Kajian Strategi Manajemen*, 5(1).