INFINITE: Journal of Innovation, Financial, Business, and Technology
Volume 2 Issue 2

Original Paper

The Effect of Live Streaming and Price Promotions on Impulsive Buying Among Digital Business Students in the C Afternoon Class of the Class of 2024 at Satya Terra Bhinneka University on the TikTok Shop Platform

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ABSTRACT

The rapid growth of live-commerce platforms has introduced live streaming and price promotion as key marketing tools that may trigger impulsive purchasing behavior among digital consumers. This study examines the effect of Live Streaming and Price Promotion on Impulsive Buying among Digital Business students. It remains unclear whether live streaming content and price-based incentives significantly drive impulsive buying among student consumers, both partially and simultaneously. Unlike prior studies focusing on large-scale e-commerce platforms, this study applies the Stimulus-Organism-Response (S-O-R) framework within a smaller, purposively sampled student population. This study employs a quantitative associative approach using purposive sampling of 27 respondents who had watched live streaming shopping and made online purchases. Data were collected through a Likert-scale questionnaire and analyzed using multiple linear regression, preceded by validity (Pearson correlation), reliability (Cronbach's Alpha), and classical assumption tests. Live Streaming and Price Promotion showed no significant partial effect on Impulsive Buying (Sig. 0.123 and 0.073), but a significant simultaneous effect (Sig. 0.002), explaining 39.8% of its variance, with Price Promotion contributing more (21.9%) than Live Streaming (17.9%). Live Streaming and Price Promotion drive impulsive buying jointly rather than individually, suggesting marketers should integrate engaging content with competitive pricing. Larger, more diverse samples are recommended for future research.

ARTICLE INFO

Keywords:
Live Streaming, Price Promoting, Impulsive Buying, Digital Business Students, e-Commerce

JEL Code:
D13, I31, J22, K31

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E-ISSN : 3163-6160

1. INTRODUCTION

The advancement of digital technology has fundamentally transformed the way Indonesian consumers shop. E-commerce and social commerce platforms have grown rapidly, and one of the most prominent innovations in recent years is the live streaming shopping feature integrated into TikTok, known as TikTok Shop. Through this feature, sellers can showcase products live, interact with prospective buyers in real time, and offer price promotions such as discounts, flash sales, and exclusive vouchers that are only valid during the broadcast session. The combination of real-time interaction and time-limited price promotions has proven effective in driving consumers toward unplanned purchases, commonly known as impulsive buying, a phenomenon that carries significant implications for both consumer welfare and marketing practice in the growing social commerce industry.

This phenomenon is frequently observed among university students, including those enrolled in Digital Business programs, who are digital natives with high social media usage and substantial exposure to digital marketing content. Interestingly, Digital Business students are academically equipped with an understanding of marketing strategies, including live streaming commerce tactics and price promotion as marketing tools. This raises an intriguing question: is theoretical understanding sufficient to make students more rational in their shopping behavior, or do they remain susceptible to impulsive buying urges when directly confronted with live streaming and price promotion stimuli? This tension between academic knowledge and actual consumer behavior forms the central problem this study seeks to address.

While previous studies have examined the effect of live streaming and price promotion on impulsive buying among general consumers and Generation Z, research specifically targeting Digital Business students as the subject remains limited. This gap adds complexity to the problem, as findings from general consumer populations may not fully capture the behavior of a subgroup that possesses both high digital exposure and formal marketing education two factors that could plausibly push their purchasing behavior in opposite directions. Understanding how these two forces interact is therefore essential to accurately explaining impulsive buying within this specific population.

Based on this background, the present study aims to empirically examine the effect of live streaming and price promotion on impulsive buying among Digital Business students of the 2024 cohort. Specifically, this study seeks to (1) analyze the effect of live streaming on impulsive buying, (2) analyze the effect of price promotion on impulsive buying, and (3) analyze the simultaneous effect of live streaming and price promotion on impulsive buying among Digital Business students of the 2024 cohort.

The findings are expected to provide theoretical contributions to the development of consumer behavior studies in the era of social commerce, as reviewed further in the following literature review section, as well as practical contributions for TikTok Shop sellers in designing more effective live streaming and price promotion strategies.

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2. LITERATURE REVIEW

2.1 Stimulus-Organism-Response (SOR) Theory

This study uses the Stimulus-Organism-Response (SOR) theory developed by Mehrabian and Russell (1974) as the grand theory. This theory explains that stimuli from the external environment will influence an individual's internal condition (organism), both cognitively and affectively, which subsequently drives the emergence of a particular behavior or response. In the context of this study, live streaming and price promotion are positioned as stimuli, the consumer's emotional condition (for example, feelings of pleasure and the urge to buy) is positioned as the organism, while impulsive buying is the response that arises as a result of these two stimuli.

2.2 Live Streaming

Live streaming is a live broadcast feature that allows sellers to interact in real time with prospective buyers, display products in detail, and create a shopping atmosphere that is more personal and interactive compared to conventional e-commerce methods. This interactive characteristic has been proven to increase consumer trust and encourage spontaneous purchasing decisions (Lubis, 2025; Yulius, 2023). Several studies also show that direct interaction with sellers, attractive offers, and the social presence of the broadcaster during a live streaming session are the main factors driving consumers' impulsive behavior (Li, Wang, & Cao, 2022).

2.3 Price Promotion

Price promotion is a marketing strategy aimed at encouraging consumers to make purchases through offers of prices lower than normal, whether in the form of discounts, flash sales, or time-limited vouchers. The scarcity nature inherent in price promotions during live streaming sessions can increase consumer arousal, thereby triggering unplanned purchase decisions (Khodijah, Wibowo, & Kusumaningtyas, 2025).

2.4 Impulsive Buying

Impulsive buying is defined as a purchase made suddenly, without prior planning, that arises due to emotional urges after being exposed to a particular stimulus. This behavior is spontaneous in nature and involves minimal rational consideration. Several previous studies in the context of TikTok Shop show that live streaming and flash sales/price promotions consistently have a positive and significant effect on impulsive buying, both partially and simultaneously (Moudyla, Sukartono, & Suryono, 2025; Khodijah, Wibowo, & Kusumaningtyas, 2025).

2.5 Previous Research and Hypothesis Development

Lubis (2025) found that live streaming has a positive and significant effect on purchase decisions and impulsive behavior among TikTok Shop users. Yulius (2023) also confirmed that live streaming affects impulsive buying through a regression analysis of 115 TikTok user respondents. Meanwhile, Khodijah, Wibowo, and Kusumaningtyas (2025) showed that scarcity and price discount influence arousal, which

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ultimately drives impulsive buying during TikTok live streaming sessions. Moudyla, Sukartono, and Suryono (2025) also confirmed that live streaming and flash sales affect impulsive buying on TikTok Shop, with positive emotion acting as a moderating variable.

Based on the literature review and previous research above, the hypotheses proposed in this study are as follows:

H1: Live streaming has a positive and significant effect on impulsive buying among Digital Business students C Sore of the 2024 cohort.

H2: Price promotion has a positive and significant effect on impulsive buying among Digital Business students C Sore of the 2024 cohort.

H3: Live streaming and price promotion simultaneously have a positive and significant effect on impulsive buying among Digital Business students C Sore of the 2024 cohort.

2.6 Conceptual Framework

The conceptual framework of this study describes the relationship between two independent variables, namely Live Streaming (X1) and Price Promotion (X2), toward one dependent variable, namely Impulsive Buying (Y). Live Streaming and Price Promotion are tested for their effect both partially and simultaneously on Impulsive Buying, in line with the flow of SOR theory in which both independent variables act as stimuli that influence students' impulsive purchasing response.

3. METHOD, DATA, AND ANALYSIS

3.1 Research Design

This study uses a quantitative approach with an associative causal research type, which aims to determine the effect between independent variables (Live Streaming and Price Promotion) on the dependent variable (Impulsive Buying). Primary data were collected through the distribution of an online questionnaire.

3.2 Population and Sample

The population in this study is all students of the Digital Business Study Program, afternoon class C, 2024 cohort, at Universitas Satya Terra Bhinneka. The sampling technique used is purposive sampling, namely determining the sample based on certain criteria adjusted to the research objectives. According to Sugiyono (2016), purposive sampling is a sample determination technique with certain considerations. This technique is used because not all members of the population have criteria that match the phenomenon being studied, so the researcher needs to establish specific criteria so that the sample obtained is truly relevant to the research objectives.

The respondent criteria in this study are: (1) active students of the Digital Business Study Program, afternoon class C, 2024 cohort, and (2) have made a product purchase through the live streaming feature on TikTok Shop. This technique was chosen because the study requires respondents with specific

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experience, namely having been exposed to live streaming sessions and price promotions on TikTok Shop, so that not all members of the population can be used as respondents.

Based on these criteria, of the 46 total students in this class, 37 students completed the distributed questionnaire, representing an 80.4% response rate. However, after data screening, only 27 respondents fully met the established criteria and were included in the final analysis. The remaining 10 respondents were excluded because they either indicated that they had never or rarely used the TikTok Shop live streaming feature, or expressed disagreement with statements confirming direct exposure to live streaming and price promotion activities on the platform, meaning they did not meet the minimum experience threshold required for the study's phenomenon under investigation. This screening process was necessary to ensure that only respondents with genuine and relevant exposure to the research variables were analyzed, thereby maintaining the internal validity of the study despite the resulting reduction in sample size.

It is acknowledged that a sample size of 27 respondents is relatively small, which may affect the statistical power of the analysis, particularly in detecting significant effects in the partial (t-test) results. A smaller sample size increases the standard error of the regression coefficients, making it more difficult to achieve statistical significance even when a real underlying relationship exists between the variables. This limitation is further discussed in the Limitations of the Study section in Chapter V.

3.3 Data Collection Technique

Data were collected through a closed questionnaire distributed online using Google Forms to all respondents. Each statement item was measured using a 1-5 Likert scale, ranging from Strongly Disagree (1) to Strongly Agree (5). The questionnaire consists of three parts, namely respondent demographic data, and statement items for the variables Live Streaming (X1), Price Promotion (X2), and Impulsive Buying (Y), whose indicators were adapted from previous research.

3.4 Operational Definition of Variables

Live Streaming (X1) is measured through indicators of real-time interaction with sellers, the attractiveness of product presentation, and the credibility of the broadcast host. Price Promotion (X2) is measured through indicators of discount amount, time limitation of the offer (flash sale), and the attractiveness of exclusive vouchers/offers. Impulsive Buying (Y) is measured through indicators of the urge to buy spontaneously, minimal consideration before buying, and feelings of satisfaction after making an unplanned purchase.

3.5 Data Analysis Technique

Before hypothesis testing, the research instrument was first tested using validity tests (Pearson correlation) and reliability tests (Cronbach's Alpha) to ensure the questionnaire was suitable for use. Next, the data were tested with classical assumption tests including normality tests, multicollinearity tests, and heteroscedasticity tests. Hypothesis testing was conducted using multiple linear regression analysis with the help of SPSS software, which includes partial tests (t-test) to test H1 and H2, simultaneous tests (F-test) to test H3, and

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the coefficient of determination test (R^2) to determine the magnitude of the contribution of the Live Streaming and Price Promotion variables in explaining the variation in Impulsive Buying.

4. RESULT AND DISCUSSION

4.1 Overview of Respondents

This research was conducted among students of the Digital Business Study Program, Afternoon Class C, Class of 2024, at Universitas Satya Terra Bhinneka, with a total population of 46 students. Sampling was carried out using the purposive sampling technique, namely the determination of samples based on specific criteria relevant to the research topic, namely students who had watched live streaming broadcasts and had made purchases through online shopping platforms. Of the 46 total students, 37 completed the distributed questionnaire, representing an 80.4% response rate. However, after data screening, only 27 respondents fully met the established criteria and were included in the final analysis, while the remaining 10 were excluded for not meeting the minimum experience threshold with TikTok Shop live streaming and price promotion, as explained in section 3.2. The data from these 27 valid respondents were then used in the subsequent statistical analysis process of this research.

4.2. Characteristics of Respondents Based on Gender

Based on the respondents data collected, the composition of respondents by gender was dominated by females at 56.3%, while male respondents accounted for 43.8%. This composition illustrates that the participation of female students was slightly higher than that of male students in taking part in the survey related to shopping behavior on live streaming platforms.

Table 1. Characteristics of Respondents

Gender	Percentage
Female	56.3%
Male	43.8%

4.3. Characteristics of Respondents Based on Age

Based on age range, the majority of respondents were in the 18-20 year age group at 75%, followed by the 21-23 year age group at 21.9%, and the remaining 3.1% were in the age group under 18 years. This distribution is consistent with the characteristics of the research population, which consists of active Class of 2024 students, so that the majority of respondents fall within the age range of early-level students.

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Age Group	Percentage
< 18 years	3.1%
18-20 years	75%
21-23 years	21.9%

4.4. Descriptive Statistic of Research Variables

Descriptive statistics were used to provide a general overview of the tendency of respondents' answer scores on each research variable, namely Live Streaming (X1), Price Promotion (X2), and Impulsive Buying (Y). All three variables were measured using 5 statement items with a Likert scale of 1 to 5, so that the total score range for each variable was between 5 and 25.

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Total_X1 (Live Streaming)	27	12.00	25.00	19.1852	3.15054
Total_X2 (Price Promotion)	27	11.00	25.00	18.7407	3.33504
Total_Y1 (Impulsive Buying)	27	12.00	22.00	16.4815	2.81985

The mean value of the Live Streaming variable (X1) of 19.19 falls into the high category, which indicates that respondents generally rated the live streaming content they watched as fairly interesting, communicative, and convincing. The Price Promotion variable (X2) has a mean value of 18.74, which is also classified as high, indicating that the price discount strategy was considered fairly attractive by respondents. Meanwhile, the Impulsive Buying variable (Y) has a mean value of 16.48, which falls into the moderate category, indicating that the tendency toward impulsive purchasing among respondents is at a fairly moderate level, neither too low nor yet fully high.

Variable	Mean	Category
Live Streaming (X1)	19.19	High
Price Promotion (X2)	18.74	High
Impulsive Buying (Y)	16.48	Moderate

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4.5. Results of the Research Instrument Test

Before the data were used for hypothesis testing, the research instrument was first tested for validity and reliability to ensure that the questionnaire used was able to measure the research variables accurately and consistently.

4.6. Validity Test

The validity test was carried out using the Pearson Product Moment correlation technique, namely correlating the score of each statement item with the total score of its respective variable. An item is declared valid if the calculated r value (r hitung) is greater than the table r value (r tabel) and the significance value (2-tailed) is less than 0.05. With the number of respondents (N) of 27, degrees of freedom (df) = N - 2 = 25, the table r value at a 5% significance level was obtained as 0.381.

a. Live Streaming Variable (X1)

Item	r Calculated	r Table	Sig. (2-tailed)	Remarks
X1.1 (Trust)	.691	.381	.000	Valid
X1.2 (Product Usefulness)	.829	.381	.000	Valid
X1.3 (Attractiveness)	.852	.381	.000	Valid
X1.4 (Ease of Purchase)	.773	.381	.000	Valid
X1.5 (Expertise)	.633	.381	.000	Valid

All items on the Live Streaming variable (X1) have a calculated r value above the table r value (0.381) with a significance of 0.000, so that all items are declared valid.

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b. Price Promotion Variable (X2)

Item	r Calculated	r Table	Sig. (2-tailed)	Remarks
X2.1 (Availability of Price List)	.796	.381	.000	Valid
X2.2 (Price Suitability with Product Quality)	.877	.381	.000	Valid
X2.3 (Competitive Price)	.727	.381	.000	Valid
X2.4 (Product Price Affordability)	.810	.381	.000	Valid
X2.5 (Varied Product Prices)	.782	.381	.000	Valid

All items on the Price Promotion variable (X2) have calculated r values ranging from 0.727 to 0.877, all of which are above the table r value with a significance of 0.000, so that all items are declared valid.

c. Impulsive Buying Variable (Y)

Item	r Calculated	r Table	Sig. (2-tailed)	Remarks
Y1.1 (Buying Without Much Thought)	.661	.381	.000	Valid
Y1.2 (Spontaneity)	.749	.381	.000	Valid
Y1.3 (Buy Now, Think Later)	.696	.381	.000	Valid
Y1.4 (I See It, I Buy It)	.588	.381	.001	Valid
Y1.5 (Buying Based on Feelings at the Moment)	.447	.381	.019	Valid

All items on the Impulsive Buying variable (Y) also have a calculated r value above the table r value with a significance below 0.05, so that all items are declared valid. The lowest calculated r value is found in item Y1.5 (0.447), but this value still exceeds the table r threshold, so the item is still declared suitable for use.

4.7. Reliability Test

The reliability test was carried out using the Cronbach's Alpha method to measure the internal consistency of each variable. An instrument is declared reliable if the Cronbach's Alpha value exceeds 0.60.

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Variable	Cronbach's Alpha	N of Items	Minimum Standard	Remarks
Live Streaming (X1)	.809	5	0.60	Reliable
Price Promotion (X2)	.761	5	0.60	Reliable
Impulsive Buying (Y)	.856	5	0.60	Reliable

All three research variables showed Cronbach's Alpha values above 0.60, with the highest value found in the Impulsive Buying variable (0.856) and the lowest value in the Price Promotion variable (0.761). Thus, the entire research instrument is declared reliable and suitable for use as a measuring tool in this research.

4.8. Results of the Classical Assumption Test

The classical assumption test was carried out before the multiple linear regression analysis to ensure that the regression model formed met the requirements as an unbiased estimation model (BLUE), covering the normality test, multicollinearity test, and heteroscedasticity test.

4.9. Normality Test

The normality test was carried out on the residual values of the regression model using the One-Sample Kolmogorov-Smirnov test. The test results showed an Asymp. Sig. (2-tailed) value of 0.200, which is above 0.05. Thus, the residual data are declared to be normally distributed, so that the normality assumption has been fulfilled.

Test	Asymp. Sig. (2-tailed)	Remarks
One-Sample Kolmogorov-Smirnov	0.200	Data are normally distributed

4.10. Multicollinearity Test

The multicollinearity test was used to ensure that there was no high correlation between the independent variables in the regression model, as seen from the Tolerance and Variance Inflation Factor (VIF) values.

Variable	Tolerance	VIF
Total_X1 (Live Streaming)	0.616	1.623

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Total_X2 (Price Promotion)	0.616	1.623

The Tolerance value for both variables of 0.616 (above 0.10) and the VIF value of 1.623 (below 10) indicate that there is no multicollinearity symptom between the Live Streaming (X1) and Price Promotion (X2) variables.

4.11. Heteroscedasticity Test

The heteroscedasticity test was carried out by observing the distribution pattern of points on the scatterplot between the standardized residual values and the standardized predicted values. The data points in the test results were scattered randomly above and below the zero point, without forming a particular pattern such as a funnel or wave shape, so that it can be concluded that the regression model is free from heteroscedasticity symptoms or is homoscedastic in nature.

Testing Method	Point Distribution Pattern	Remarks
Scatterplot	Scattered randomly without forming a particular pattern	No heteroscedasticity occurs (homoscedastic)

Based on the three test results above, the regression model in this research has fulfilled all the requirements of the classical assumption test, so that it is suitable for use in further regression analysis.

4.12. Results of Multiple Linear Regression Analysis

Multiple linear regression analysis was used to examine the effect of Live Streaming (X1) and Price Promotion (X2) on Impulsive Buying (Y), both partially and simultaneously.

4.13. Regression Equation

$$Y = 4.952 + 0.288X1 + 0.320X2$$

The constant value of 4.952 indicates the magnitude of Impulsive Buying if Live Streaming and Price Promotion are zero. The regression coefficient of X1 of 0.288 indicates that every one-unit increase in Live Streaming will increase Impulsive Buying by 0.288 units, assuming other variables remain constant. The regression coefficient of X2 of 0.320 indicates that every one-unit increase in Price Promotion will increase Impulsive Buying by 0.320 units, assuming other variables remain constant. The coefficient value of X2,

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which is greater than that of X1, indicates that Price Promotion provides a relatively stronger push on Impulsive Buying compared to Live Streaming.

Variable	Coefficient (B)	Remarks
Constant	4.952	Value of Impulsive Buying when X1 and X2 are zero
Live Streaming (X1)	0.288	Positive effect on Impulsive Buying
Price Promotion (X2)	0.320	Positive effect on Impulsive Buying

4.14. F Test (Simultaneous)

The F test was used to examine the effect of Live Streaming (X1) and Price Promotion (X2) together on Impulsive Buying (Y). The ANOVA test results showed a calculated F value of 7.940 with a significance of 0.002. Because this significance value is smaller than 0.05, it can be concluded that Live Streaming and Price Promotion simultaneously have a significant effect on Impulsive Buying among Digital Business students of Afternoon Class C, Class of 2024, at Universitas Satya Terra Bhinneka.

F Calculated	Sig.	Remarks
7.940	0.002	Significant (simultaneous effect)

4.15. T Test (Partial)

Model	B	t	Sig.	Zero-order	Partial	Part
(Constant)	4.952	1.680	.106	-	-	-
Total_X1	0.288	1.597	.123	.557	.310	.253
Total_X2	0.320	1.876	.073	.578	.358	.297

The Live Streaming variable (X1) has a calculated t value of 1.597 with a significance of 0.123 (above 0.05), so that partially it has not shown a significant effect on Impulsive Buying, although the direction of its coefficient remains positive. The Price Promotion variable (X2) has a calculated t value of 1.876 with a significance of 0.073 (above 0.05), so that partially it also has not shown a significant effect, although its

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significance value is close to the 0.05 threshold and its coefficient is the largest among the two independent variables.

4.16. Coefficient of Determination (R^2)

The test results show an R Square value of 0.398, which means that the Live Streaming (X1) and Price Promotion (X2) variables together are able to explain 39.8% of the variation in the Impulsive Buying variable (Y), while the remaining 60.2% is influenced by other factors outside this research model, such as self-control, hedonic motivation, or social influence from peer groups.

R Square	Contribution (%)	Remaining Other Factors (%)
0.398	39.8%	60.2%

4.17. Partial Contribution of Each Variable

To determine the magnitude of the contribution of each independent variable separately to Impulsive Buying, a calculation was carried out using the formula of the Beta coefficient multiplied by the Zero-order correlation coefficient, multiplied by 100%.

Variable	Beta	Zero-order	Contribution (Beta × Zero-order × 100%)
Live Streaming (X1)	0.322	0.557	17.9%
Price Promotion (X2)	0.379	0.578	21.9%
Total (R Square)	-	-	39.8%

The calculation results show that Price Promotion (X2) provides a greater contribution to Impulsive Buying, namely 21.9%, compared to Live Streaming (X1), which provides a contribution of 17.9%. The total contribution of both variables is 39.8%, consistent with the R Square value obtained previously. This finding indicates that although both variables play a role in driving Impulsive Buying, Price Promotion has a relatively more dominant role compared to Live Streaming.

This finding can be explained by the specific characteristics of Digital Business students as respondents in this study. As students who are academically trained in marketing strategies, digital commerce, and consumer behavior, they are likely to possess a higher level of marketing literacy compared to general consumers. This heightened awareness may lead them to respond more rationally to concrete, measurable stimuli such as

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price discounts, cashback offers, or limited-time promotions, since these offer direct and quantifiable value that aligns with their analytical understanding of purchasing decisions. In contrast, live streaming as a stimulus relies more heavily on emotional and experiential engagement, such as host interaction, real-time product demonstration, and social presence, which may have a comparatively weaker influence on students who are more accustomed to critically evaluating promotional content rather than being emotionally persuaded by it.

Furthermore, as students within a specific age range and financial condition typical of undergraduate learners, price sensitivity is also a plausible contributing factor. Limited personal income or reliance on monthly allowances may increase the salience of price-related stimuli, making Price Promotion a more immediate and practical trigger for impulsive purchasing behavior than the more indirect influence of live streaming exposure.

4.18. Discussion

The Effect of Live Streaming on Impulsive Buying

The test results show that Live Streaming has a positive direction of effect on Impulsive Buying, but has not reached the level of partial significance (Sig. 0.123). This means that the more interesting and communicative the live streaming content watched by students, the tendency toward impulsive buying also tends to increase, although this effect is not yet strong enough to be declared statistically significant in this research sample. This condition is most likely influenced by the relatively small sample size (27 respondents), which affects the low statistical power to detect a partial effect that actually exists.

The Effect of Price Promotion on Impulsive Buying

The Price Promotion variable also shows a positive direction of effect on Impulsive Buying, with a significance value (0.073) that is slightly above the 0.05 threshold but much closer to it compared to the Live Streaming variable. The larger regression coefficient of Price Promotion (0.320) as well as its higher partial contribution (21.9%) indicate that the price discount strategy has a relatively stronger driving force compared to live streaming content in triggering students' impulsive buying. This tendency is in line with the nature of price promotion, which creates a perception of benefit and urgency to buy immediately before the offer ends.

The Simultaneous Effect of Live Streaming and Price Promotion on Impulsive Buying

The F test results show that Live Streaming and Price Promotion together have a significant effect on Impulsive Buying (Sig. 0.002), with a contribution of 39.8%. This finding is consistent with the Stimulus-Organism-Response (S-O-R) framework, in which exposure to live streaming content and price offers act

as external stimuli that influence the psychological condition (organism) of students, thereby giving rise to a response in the form of previously unplanned purchasing behavior.

Interestingly, although the partial effect of each variable is not significant, their simultaneous effect is in fact significant. This condition is commonly found in multiple regression analysis when there is a fairly close correlation between independent variables, so that the effect of each variable overlaps slightly when tested separately, but becomes evident when both variables are combined in a single test model. This also indicates that the effect of Live Streaming on Impulsive Buying essentially works in tandem with Price Promotion; attractive live streaming content will drive impulsive buying more strongly when accompanied by a competitive price offer, and vice versa.

This finding regarding the significant simultaneous effect is further reinforced by the research of Azzahra and Lestari (2025) on TikTok Shop consumers in the West Jakarta area, which found that Live Streaming and Price Discounts both had a significant effect on Purchase Intention, both partially and simultaneously, with the contribution of Price Discounts (39%) being far more dominant than Live Streaming (12%), and an R Square value of 51.1%. This pattern of Price Promotion/Discount dominance over Live Streaming in driving purchasing behavior is in line with the results of this research, in which the contribution of Price Promotion (21.9%) is also greater than that of Live Streaming (17.9%).

The difference that emerges lies in the significance of the partial effect: in the research by Azzahra and Lestari (2025), with a much larger sample size (150 respondents), the partial effect of each variable proved to be significant, whereas in this research, with a much smaller sample size (27 respondents), the partial effect has not reached statistical significance even though the direction of the effect remains positive. This further strengthens the assumption that the limited sample size is the main factor causing the partial effect not to be detected significantly in this research.

The similarity in the direction of findings between the two studies strengthens the external validity of the results of this research, namely that the combination of Live Streaming and Price Promotion consistently drives consumer purchasing tendencies on video content-based shopping platforms, regardless of differences in location, respondent characteristics, or sample size used. Overall, the results of this research imply that marketing strategies through live streaming will be more effective if integrated with price promotion strategies, particularly in reaching the student segment as digital consumers who are active on shopping platforms based on direct interaction.

2. CONCLUSION, LIMITATIONS AND SUGGESTION

5.1 Conclusion

Based on the results of the data analysis and discussion presented in the previous chapter, several conclusions can be drawn as follows:

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1. Live Streaming (X1) has a positive direction of effect on Impulsive Buying (Y), as reflected by a regression coefficient of 0.288; however, this effect is not statistically significant at the partial level (t = 1.597; Sig. = 0.123 > 0.05). This indicates that, within this sample, the attractiveness and communicative quality of live streaming content alone have not been proven to significantly drive students' impulsive purchasing behavior.

2. Price Promotion (X2) also has a positive direction of effect on Impulsive Buying (Y), with a regression coefficient of 0.320; although its significance value (t = 1.876; Sig. = 0.073 > 0.05) is likewise above the 0.05 threshold, it is considerably closer to significance than Live Streaming and shows the larger partial contribution (21.9%) of the two independent variables, indicating a comparatively stronger influence on impulsive buying tendencies.

3. Live Streaming (X1) and Price Promotion (X2) simultaneously have a significant effect on Impulsive Buying (Y), as shown by the F test results (F = 7.940; Sig. = 0.002 < 0.05). The two independent variables together account for 39.8% (R Square = 0.398) of the variation in Impulsive Buying, while the remaining 60.2% is explained by other factors outside this research model, such as self-control, hedonic motivation, or social influence from peer groups.

4. Overall, these findings support the Stimulus-Organism-Response (S-O-R) framework, in which live streaming content and price offers function as external stimuli that jointly shape students' psychological responses and encourage unplanned purchasing behavior. Although each variable's partial effect was not statistically significant on its own, likely due to the limited sample size (27 respondents), their combined effect confirms that live streaming and price promotion work together, rather than independently, in driving impulsive buying.

5.2 Suggestion

Based on the conclusions above, the following suggestions are proposed for academics, business practitioners, and future researchers:

1. For Business Practitioners and Digital Marketers: Since Live Streaming and Price Promotion are proven to be jointly effective in driving impulsive buying, online sellers and marketplace/e-commerce platforms are encouraged to integrate live streaming content with clear and time-limited price discount offers, rather than relying on either strategy alone, in order to maximize their combined impact on consumer purchasing decisions, particularly among student segments who are highly active on interactive shopping platforms.

2. For Future Researchers: Given that the partial effects of Live Streaming and Price Promotion were not statistically significant in this study, likely as a result of the relatively small sample size (27 respondents), future research is recommended to use a larger and more diverse sample in order to increase statistical power and obtain more generalizable results.

3. For Further Model Development: Since the two independent variables in this study only explain 39.8% of the variation in Impulsive Buying, future studies are encouraged to include additional variables that may account for the remaining 60.2%, such as self-control, hedonic motivation, social influence, or host/influencer credibility, in order to build a more comprehensive model of impulsive buying behavior.

4. For Institutions and Students: Given that impulsive buying tendencies were found at a moderate level among the students surveyed, educational institutions may consider promoting financial literacy and mindful consumption awareness through concrete, structured initiatives rather than general encouragement alone. For example, universities could integrate personal financial management topics into existing courses such as Consumer Behavior or Digital Marketing, specifically addressing how live streaming and price promotion strategies are designed to trigger impulsive purchasing decisions. Additionally, institutions could organize periodic workshops or seminars on budgeting and mindful online spending, particularly targeted at students who are highly active on interactive e-commerce platforms such as TikTok Shop. Such targeted

E-ISSN : 3163-6160

interventions would provide students with practical tools to critically evaluate promotional stimuli before making purchasing decisions, rather than relying solely on theoretical awareness of impulsive buying risks.

5.3 Limitations

This study has several limitations that should be acknowledged when interpreting the findings:

1. Small Sample Size: This study only used 27 valid respondents out of the 46 total students in the population, following a rigorous screening process based on the established respondent criteria. This relatively small sample size limits the statistical power of the analysis, which is a likely contributing factor to the non-significant partial (t-test) results for both Live Streaming and Price Promotion, despite their positive regression coefficients and significant simultaneous effect. A smaller sample increases the standard error of the coefficient estimates, making it more difficult to detect statistically significant effects even when a real underlying relationship exists between the variables.

2. Homogeneous and Single-Class Respondent Pool: The respondents in this study were drawn exclusively from a single class (afternoon class C, 2024 cohort) within the Digital Business Study Program. This homogeneity in academic background, age range, and social environment may introduce respondent bias, as the participants likely share similar levels of marketing literacy, digital commerce exposure, and financial circumstances. Consequently, the shared characteristics of this specific cohort may have influenced the observed relationships in ways that would not necessarily hold true for students from other classes, cohorts, or study programs.

3. Limited Generalizability: Given the small and specific sample used in this study, the findings cannot be broadly generalized to the wider student population, other academic programs, or general TikTok Shop consumers. The results should therefore be interpreted as reflective of the particular characteristics and purchasing behavior of Digital Business students in this cohort, rather than as a universal pattern of impulsive buying behavior among all live streaming shopping consumers.

4. Limited Scope of Variables: This study only examined two independent variables, Live Streaming and Price Promotion, which together accounted for 39.8% of the variation in Impulsive Buying. The remaining 60.2% is attributable to other factors not captured in this research model, such as self-control, hedonic motivation, or social influence, which limits the comprehensiveness of the explanation provided for impulsive buying behavior in this context.

ACKNOWLEDGEMENT

The author would like to express sincere gratitude to God Almighty for His blessings and guidance throughout this research, to our lecturer for the valuable guidance and supervision provided during the research process, to the Digital Business Study Program of Universitas Satya Terra Bhinneka for the support and facilities provided, and to all respondents who willingly participated in this study. The author also thanks family and friends for their continuous support and encouragement throughout the completion of this research.

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