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The Effect of Discount Promotions and Live Streaming on Purchase Decisions among TikTok Shop Users in Cengkareng District

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Abstract

The rapid development of information technology and the internet has transformed consumer shopping behavior from conventional shopping to online shopping through e-commerce platforms, one of which is TikTok Shop. Various marketing strategies, such as discount promotion and live streaming, are utilized by businesses to attract consumers and encourage purchasing decisions. This study aims to analyze the influence of discount promotion and live streaming on purchasing decisions among TikTok Shop users in Cengkareng District, both partially and simultaneously. This research employed a quantitative method with a survey approach. Data were collected through questionnaires distributed to 100 respondents selected using a purposive sampling technique, with the sample size determined using the Lemeshow formula. The data were analyzed using IBM SPSS Statistics version 27 through validity testing, reliability testing, classical assumption tests (normality, multicollinearity, heteroscedasticity), multiple linear regression analysis, t-test, F-test, and coefficient of determination analysis. The results show that all instrument items are valid and reliable, the regression model meets the classical assumptions, and discount promotion and live streaming have a positive and significant effect on purchasing decisions, both partially (t = 2.571 and t = 5.607) and simultaneously (F = 69.321). The coefficient of determination (Adjusted R Square) of 0.580 indicates that 58% of purchasing decisions can be explained by the two variables, while the remaining 42% is influenced by other factors outside this study, such as product quality, price, and consumer trust.

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1. Introduction

The rapid advancement of digital technology has transformed marketing activities from conventional one-way communication into interactive, internet-based systems that enable businesses to communicate directly with consumers, deliver personalized information, and integrate promotional activities with digital transactions. Digital marketing increasingly utilizes social media, data-driven technologies, and interactive platforms to improve consumer engagement and marketing effectiveness (Syam, 2025). In parallel, the development of social commerce has expanded the role of social media from merely a communication channel into a commercial environment where consumers can discover, evaluate, and purchase products through digitally connected platforms (Huwaida et al., 2024).

The rapid development of e-commerce and social commerce in Indonesia has been supported by substantial growth in internet usage. The number of internet users in Indonesia increased from approximately 57.4 million in January 2015 to 212 million in January 2025, while internet penetration increased from 22.1% to 74.6% of the national population during the same period (Databoks, 2025). This substantial growth demonstrates the increasing integration of digital technologies into consumers' daily activities and provides a strong foundation for the expansion of online shopping and digital marketing in Indonesia.

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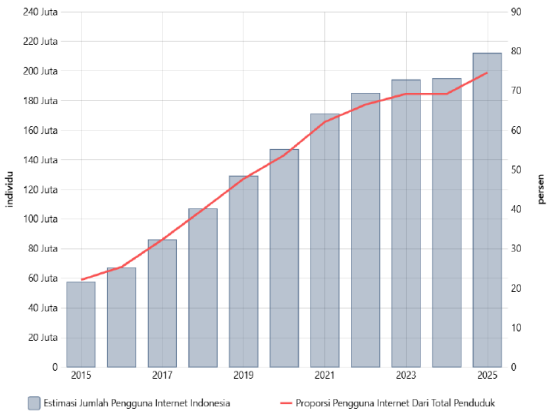


Figure 1. Estimated Number of Internet Users in Indonesia, 2015–2025
Source: We Are Social, as reported by Databoks (2025)

Along with the increasing number of internet users, competition among e-commerce platforms in Indonesia has become increasingly intense. A national survey showed that Shopee was the most frequently accessed e-commerce platform in Indonesia, accounting for 53.22% of respondents, followed by TikTok Shop at 27.37% (Databoks, 2025). These findings indicate that TikTok Shop has developed into one of the leading digital commerce platforms in Indonesia and has considerable potential as both a marketing channel and an online transaction platform.

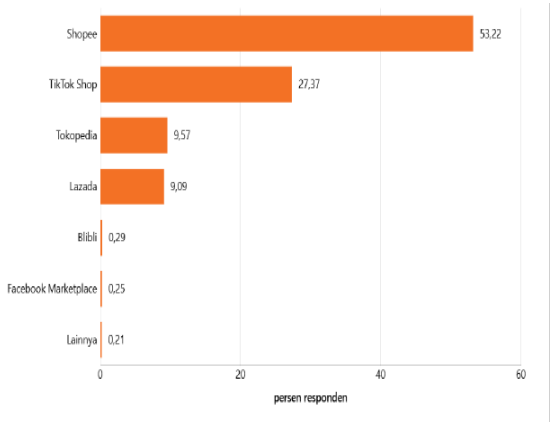


Figure 2. E-Commerce Platforms Most Frequently Accessed by Indonesians in 2025
Source: APJII, as reported by Databoks (2025)

TikTok has become particularly relevant in the development of social commerce because its digital ecosystem integrates entertainment, social interaction, content creation, and commercial activities within a single platform. Unlike conventional e-commerce platforms that primarily emphasize product searches and transactions, TikTok enables consumers to discover products through short videos, recommendations, influencers, and interactive content before proceeding directly to the purchasing process. This integration creates a more dynamic consumer journey in which product exposure, evaluation, engagement, and purchasing can occur within the same platform. TikTok has therefore developed into an important digital marketing medium capable of shaping consumer responses through interactive content and digital branding (Rahmah & Tamamudin, 2026).

The increasing role of TikTok in digital commerce is also associated with changes in consumer behavior. Consumers are no longer merely passive recipients of marketing information but actively interact with product content, sellers, influencers, and other users before making purchase decisions. Digital marketing strategies supported by consumer data also enable businesses to deliver more relevant and personalized promotional messages according to consumer preferences and behavioral patterns (Syam, 2025). Therefore, understanding the factors that influence purchase decisions on TikTok Shop is increasingly important for businesses seeking to compete effectively in the contemporary digital marketplace.

One of the promotional strategies commonly used by sellers on TikTok Shop is discount promotion. Price discounts refer to temporary reductions in product prices intended to increase the attractiveness of an offer and encourage consumers to make purchases. From a consumer behavior perspective, discounts can function as economic stimuli because consumers may perceive discounted products as providing greater value and financial benefits. The difference between the original price and the promotional price may create a perception of savings, thereby increasing consumers' motivation to purchase. Price discounts have been shown to contribute to consumers' purchase intention and purchase decisions on TikTok Shop (Martien et al., 2025; Salsabila et al., 2024).

The effectiveness of discount promotions may become stronger when they are combined with limited-time offers, vouchers, flash sales, and other promotional incentives available on digital commerce platforms. Such strategies may create a sense of urgency and encourage consumers to accelerate their purchasing

decisions. However, consumer responses to discount promotions may differ depending on product category, purchasing power, personal preferences, perceived price fairness, and the credibility of the promotional offer. Consequently, discount promotion does not necessarily produce identical effects across different consumer groups and market contexts (Sin & Susanto, 2025).

In addition to discount promotions, TikTok Shop integrates live streaming as an interactive digital marketing feature. Live streaming allows sellers to communicate with potential consumers in real time, demonstrate product characteristics and usage, provide detailed product information, and immediately respond to consumer questions. This form of synchronous communication creates a more interactive purchasing environment than conventional online shopping and may help consumers obtain information that is not sufficiently conveyed through static product descriptions (Sulastri et al., 2024).

Live streaming can also reduce the informational limitations and uncertainty commonly associated with online purchases. Through real-time product demonstrations and question-and-answer sessions, consumers can directly observe product characteristics and evaluate whether the product meets their needs. Interactive communication can further increase perceived social presence, consumer engagement, and confidence in the seller. Live streaming has been found to positively influence purchase decisions, while trust may play an important role in strengthening this relationship (Sulastri et al., 2024). Recommendation accuracy, streamer attractiveness, and interactions among consumers can also contribute to purchase intention in TikTok streaming commerce (Wang et al., 2025).

The simultaneous presence of discount promotions and live streaming creates a distinctive marketing environment on TikTok Shop because economic incentives and interactive communication operate within the same purchasing process. Discounts may provide financial motivation by increasing perceived savings, whereas live streaming may strengthen consumers' product understanding, trust, and confidence before making a purchase decision. Therefore, the combination of these two marketing instruments may contribute to purchasing behavior through different but complementary mechanisms (Martien et al., 2025).

Nevertheless, empirical findings regarding the effects of discount promotions and live streaming on purchase decisions remain inconsistent. Price discounts were found to have no significant effect on purchasing decisions for Skintific products on TikTok Shop in one study (Sin & Susanto, 2025). In contrast, another study demonstrated that discounts had a significant effect on consumer purchase decisions on TikTok Shop (Martien et al., 2025). These contrasting results indicate that the effectiveness of price discounts may vary according to consumer characteristics, product categories, promotional conditions, and research settings.

Similar inconsistencies are evident in studies examining live streaming. The frequency of watching TikTok live streaming was found not to have a direct effect on actual purchases, indicating that exposure to live streaming alone may not necessarily result in purchasing behavior (Pradnyamitha & Maradona, 2024). In contrast, other empirical studies have demonstrated that live streaming has a positive and significant influence on consumer purchase decisions (Martien et al., 2025; Sulastri et al., 2024). These contrasting findings indicate that the relationship between live-streaming activities and purchasing behavior remains inconclusive and requires further empirical investigation.

The differences among previous findings indicate an important research gap. Although discount promotion and live streaming have been widely examined in digital commerce research, their effects are not always consistent across different consumer groups, product categories, and geographical contexts (Martien et al., 2025; Pradnyamitha & Maradona, 2024; Sin & Susanto, 2025). Furthermore, the simultaneous effect of both variables deserves further examination because TikTok Shop commonly integrates promotional incentives and interactive live-selling activities within the same consumer purchasing process. Investigating these variables simultaneously may therefore provide a more comprehensive understanding of digital consumer behavior on TikTok Shop.

Cengkareng District was selected as the research setting because it represents a large and diverse urban consumer market in West Jakarta. The district has a population of approximately 591,748 residents and is

characterized by heterogeneous demographic conditions in terms of age, educational background, occupation, and income (West Jakarta Administrative City Government, 2025). Such demographic diversity provides an appropriate context for examining differences in consumer responses to discount promotions and live-streaming activities on TikTok Shop. The large population and urban characteristics of the area also support the relevance of investigating digital purchasing behavior among consumers who are increasingly exposed to social commerce.

Based on the aforementioned background and empirical research gap, this study aims to examine the influence of discount promotions and live streaming on consumer purchase decisions among TikTok Shop users in Cengkareng District. Specifically, this study seeks to: (1) analyze the effect of discount promotions on purchase decisions; (2) analyze the effect of live streaming on purchase decisions; and (3) examine the simultaneous effect of discount promotions and live streaming on purchase decisions among TikTok Shop users in Cengkareng District, West Jakarta.

2. Literature Review

2.1 Discount Promotion

Discount promotion is a sales promotion strategy that provides consumers with a temporary price reduction to increase product attractiveness and encourage purchasing behavior. In digital commerce, discounts can provide consumers with an immediate perception of economic benefit because the promotional price is lower than the regular price. Empirical evidence from TikTok Shop indicates that discounts can positively and significantly influence consumers' purchase decisions, demonstrating that price reductions remain an important stimulus in online purchasing behavior (Nurdin et al., 2024).

In the context of social commerce, discount promotions may also influence consumers' perceptions of value and savings. Attractive price reductions can increase the perceived economic value of a product and encourage consumers to consider purchasing it rather than postponing the transaction. Discounted prices have been found to influence purchase decisions on TikTok Shop, particularly when consumers perceive that the promotional offer provides meaningful financial benefits compared with the regular price (Faturrohman et al., 2025).

The effectiveness of discount promotion may also be strengthened by scarcity and time limitations. Discounts that are available only for a specific period can generate a sense of urgency and encourage consumers to make purchase decisions more quickly to avoid losing the promotional opportunity. Recent evidence indicates that sales promotions on TikTok Shop positively influence purchase decisions and can operate alongside live content as persuasive stimuli during consumers' evaluation of products (Putri et al., 2026). Therefore, discount promotion in this study is operationalized through four indicators: the magnitude of the discount, the frequency of discounts, the duration of the discount program, and the attractiveness of the promotional offer.

2.2 Live Streaming

Live streaming is an interactive digital marketing activity that enables sellers or streamers to present products and communicate with potential consumers in real time. Unlike conventional online product presentations that rely primarily on static images and written descriptions, live-streaming commerce combines product demonstrations, synchronous communication, entertainment, and direct interaction within the shopping process. Consumer responses to live-streaming commerce are influenced by the value generated from real-time shopping experiences, including utilitarian, hedonic, and social value (Zhang et al., 2024a).

Live streaming enables consumers to obtain more comprehensive information about products because they can directly observe product characteristics, demonstrations, and explanations while simultaneously communicating with the seller or streamer. This interactive environment may reduce uncertainty regarding products that cannot be physically examined during online shopping. Real-time communication can also strengthen consumers' understanding of products and facilitate greater trust toward both the seller and the platform, which may subsequently contribute to purchase intention (Zhang et al., 2024b).

The effectiveness of live streaming is closely associated with the ability of sellers to create informative, interactive, and engaging shopping experiences. Empirical findings on

TikTok Shop show that live-streaming activities can improve consumer understanding and trust because consumers receive product information directly during the broadcast, thereby encouraging purchase decisions (Parwati et al., 2025). Digital marketing environments increasingly rely on real-time engagement, personalization, and relevant information to strengthen interactions between businesses and consumers (Syam, 2025).

Live-streaming effectiveness may therefore be determined not merely by the existence of a live session but by the quality of the interaction experienced by consumers. Information quality, interaction between the host and audience, entertainment value, consumer trust, and audience engagement can influence how consumers evaluate the products promoted during a live broadcast. Accordingly, live streaming in this study is operationalized through five indicators: interactivity, information quality, entertainment, trust, and consumer engagement.

2.3 Purchase Decision

Purchase decision refers to the consumer's decision to select and purchase a particular product after evaluating available information, alternatives, expected benefits, perceived risks, and the value associated with the product. In e-commerce environments, purchasing decisions can be more complex because consumers cannot physically evaluate products before completing a transaction and therefore rely heavily on information available through digital platforms. Trust, perceived risk, security, and electronic information have been identified as important determinants of consumer purchasing behavior in e-commerce environments (Handoyo, 2024).

The consumer decision-making process generally involves recognizing a need, searching for relevant product information, evaluating available alternatives, selecting a product, completing the transaction, and evaluating the consumption experience after purchase. Digital platforms have made these stages increasingly interconnected because product information, consumer reviews, promotional offers, social interactions, and purchasing facilities can be accessed within the same online environment. Digital marketing strategies can consequently influence consumer evaluation and purchasing behavior by delivering relevant information and shaping consumers' perceptions of product value (Syam, 2025).

Within social commerce, purchase decisions may also be influenced by consumers' perceptions of quality and the credibility of digital marketing information. Recent evidence demonstrates that perceived quality plays an important role in strengthening the relationship between digital marketing activities and consumer purchase decisions, indicating that consumers evaluate both promotional messages and perceived product benefits before completing a transaction (Dewi & Thalib, 2026). Thus, purchase decisions in digital commerce represent the outcome of consumers' evaluation of information, perceived value, trust, promotional stimuli, and product suitability.

Discount promotions and live streaming may affect purchase decisions through different but complementary mechanisms. Discount promotions primarily provide economic incentives by increasing perceived savings, while live streaming provides informational and interactive value through direct product demonstrations and real-time communication. Studies specifically examining TikTok Shop have demonstrated that both discounted prices and live-streaming activities can contribute to consumer purchase decisions when used simultaneously within a social-commerce environment (Faturrohman et al., 2025).

2.4 Previous Studies

Several previous studies relevant to discount promotions, live streaming, and consumer purchase decisions are summarized in Table 1.

Table 1. Summary of Previous Studies

Authors (Year)	Variables	Main Findings
Nurdin et al. (2024)	Discount, Purchase Decision	Discounts had a positive and significant effect on purchase decisions among TikTok Shop users.
Septiani et al. (2024)	Live Streaming, Flash Sale, Purchase Decision	Live streaming and flash sales had positive and significant effects on purchase decisions on TikTok Shop.
Novitasari and Barusman (2025)	Influencer, Live Streaming, E-WOM, Flash Sale,	Live streaming and flash sales did not have significant direct effects on purchase decisions, although their indirect

	Purchase Decision	effects through consumer satisfaction were significant.
Parwati et al. (2025)	Live Streaming, Free Shipping Voucher, Promotion, Purchase Decision	Live streaming, free-shipping vouchers, and promotions had positive and significant effects on TikTok Shop purchase decisions.
Faturrohman et al. (2025)	Live Streaming, Price Discount, Purchase Decision	Live streaming and price discounts influenced purchase decisions both partially and simultaneously, explaining 55.2% of purchase behavior.
Putri et al. (2026)	TikTok Live Exposure, Sales Promotion, Purchase Decision	TikTok Live exposure and sales promotions positively and significantly influenced purchase decisions, with sales promotion showing a stronger effect.

Source: Compiled from previous studies (2024–2026).

Previous empirical findings generally demonstrate that live streaming and discount-related promotions can positively influence consumer purchase decisions in social-commerce environments (Faturrohman et al., 2025; Parwati et al., 2025; Putri et al., 2026; Septiani et al., 2024). However, the findings are not entirely consistent because live streaming and flash sales have also been reported to have no significant direct effect on purchase decisions when other psychological or experiential mechanisms are considered (Novitasari & Barusman, 2025).

These differences indicate that the effects of discount promotions and live streaming on purchase decisions may depend on the characteristics of consumers, products, promotional strategies, interaction quality, and research settings. Previous studies have also been conducted in different geographical and demographic contexts, such as students and consumers in Cirebon, Karawang, Semarang, and other Indonesian cities.

Therefore, further investigation is required to examine whether similar relationships occur among TikTok Shop users in Cengkareng District. The present study addresses this research gap by simultaneously examining discount promotion and live streaming as antecedents of purchase decisions among TikTok Shop users in Cengkareng District. The study is expected to extend previous digital consumer behavior research by providing empirical evidence from a specific urban consumer context while considering both economic promotional stimuli and interactive digital marketing mechanisms.

2.5 Conceptual Framework and Hypotheses

The conceptual framework describes the relationship between discount promotion (X1) and live streaming (X2) as independent variables and purchase decision (Y) as the dependent variable. Discount promotion represents an economic stimulus that may increase perceived savings and product attractiveness, whereas live streaming provides interactive information and engagement that may increase consumers' understanding and confidence during the purchasing process. Previous empirical studies provide evidence that both variables may contribute to purchase decisions on TikTok Shop, either independently or simultaneously (Faturrohman et al., 2025; Putri et al., 2026).

Accordingly, the conceptual framework assumes that consumers' purchase decisions can be strengthened through the combined effect of economic incentives and interactive digital experiences. Discount promotions may encourage consumers by increasing perceived value, while live streaming may reduce uncertainty and strengthen trust through real-time product information and interaction.

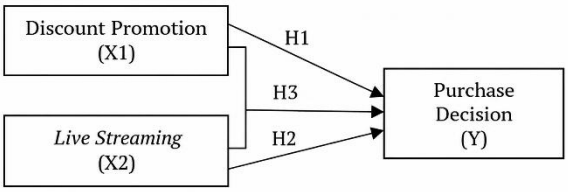


Figure 3. Conceptual Framework of the Study

Based on the conceptual framework and previous empirical findings, the hypotheses of this study are formulated as follows:

H1: Discount promotion has a positive and significant effect on purchase decisions among TikTok Shop users in Cengkareng District.

H2: Live streaming has a positive and significant effect on purchase decisions among TikTok Shop users in Cengkareng District.

H3: Discount promotion and live streaming simultaneously have a positive and significant effect on purchase decisions among TikTok Shop users in Cengkareng District.

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3. Research Method

This study employed a quantitative approach using a survey design to examine the effects of discount promotion and live streaming on purchase decisions among TikTok Shop users in Cengkareng District. A quantitative survey approach is appropriate for examining relationships among measurable variables using standardized responses and statistical analysis. Similar quantitative studies have employed structured questionnaires and regression-based analysis to investigate consumer and behavioral outcomes (Putra et al., 2026; Zulfiani et al., 2026).

The population of this study consisted of TikTok Shop users residing in Cengkareng District who had previously made purchases through the platform. Because the exact number of TikTok Shop users meeting these characteristics could not be precisely identified, a non-probability sampling technique with purposive sampling was employed. Respondents were selected according to predetermined criteria to ensure that they had relevant experience with the phenomena investigated in this study. Purposive sampling has been applied in recent quantitative consumer studies when respondents are required to possess specific characteristics or previous purchasing experience (Putra et al., 2026).

The eligibility criteria required respondents to: (1) reside in Cengkareng District; (2) have an active TikTok account; (3) have previously viewed discount promotions on TikTok Shop; (4) have watched product-selling live streams on TikTok; and (5) have made at least one purchase through TikTok Shop. These criteria were established to ensure that respondents had sufficient exposure to both independent variables investigated in the study and were able to evaluate their purchasing experiences appropriately.

The minimum sample size was determined using the Lemeshow formula because the exact size of the target population was unknown. The calculation used a 95% confidence level (Z=1.96), a population proportion of (P=0.50), and a margin of error of (d=0.10). The Lemeshow approach with these parameters has also been applied in recent quantitative studies involving populations whose exact sizes could not be determined (Ummarta et al., 2024).

$$n = \frac{Z^2 \times P\,(1-P)}{d^2}$$

$$n = \frac{(1.96)^2(0.50)(1-0.50)}{(0.10)^2}$$

$$n = 96.04$$

Accordingly, the minimum required sample was approximately 96 respondents. The sample size was subsequently rounded up to 100 respondents to provide an adequate number of observations for statistical analysis. The same combination of a 95% confidence level, (P=0.50), and a 10% margin of error produces a minimum sample size of 96.04 and has similarly been rounded to 100 respondents in recent empirical research (Ummarta et al., 2024).

The research instrument was developed from the indicators representing each variable, namely discount promotion, live streaming, and purchase decision. Each indicator was transformed into several questionnaire statements measured using a five-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree. The use of structured Likert-scale questionnaires is widely applied in quantitative studies to quantify respondents' perceptions and behavioral evaluations (Juhernawati et al., 2026; Syam, 2025).

Table 2. Operational Definition of Research Variables

Variable	Indicators	Measurement Scale
Discount Promotion (X1)	Discount magnitude, discount frequency, discount duration, attractiveness of the discount program	Likert 1–5
Live Streaming (X2)	Interactivity, information quality, entertainment, trust, consumer engagement	Likert 1–5
Purchase Decision (Y)	Need recognition, information search, alternative evaluation, purchase decision, post-purchase behavior	Likert 1–5

Source: Processed by the researchers (2026).

Primary data were collected through an online questionnaire administered using Google Forms. The questionnaire was supported by literature review, observation of live-streaming activities, and relevant documentation. The use of questionnaire-based quantitative data collection is consistent with recent studies employing statistical analysis to examine relationships between independent and dependent variables (Jumaini et al., 2024; Zulfiani et al., 2026).

Before hypothesis testing, the research instrument was evaluated for validity and reliability. Item validity was examined using the Pearson Product-Moment correlation by comparing the calculated correlation coefficient

$$r_{\text{calculated}} > r_{\text{critical}}$$

An item was considered valid when its calculated correlation coefficient exceeded the corresponding critical value. Pearson Product-Moment correlation has been applied to determine whether individual questionnaire items adequately represent the construct being measured (Huda, 2024).

Instrument reliability was assessed using Cronbach's Alpha to determine the internal consistency of the questionnaire items. In this study, a Cronbach's Alpha coefficient of at least 0.60 was adopted as the minimum criterion for acceptable instrument reliability. Reliability analysis is important because questionnaire items intended to measure the same construct should demonstrate an adequate level of internal consistency before inferential analysis is performed. Cronbach's Alpha continues to be widely applied in the evaluation of Likert-based measurement instruments, although researchers should interpret the coefficient according to the characteristics of the instrument and data (Park, 2024).

Data analysis was conducted using IBM SPSS Statistics version 27. The analytical procedure included validity and reliability testing, classical assumption testing, multiple linear regression, the coefficient of determination ((R^2)), partial hypothesis testing using the *t*-test, and simultaneous hypothesis testing using the *F*-test. Recent quantitative studies employed questionnaires, regression analysis, validity and reliability testing, and inferential statistical procedures to examine relationships among research variables (Jumaini et al., 2024; Putra et al., 2026).

Prior to multiple linear regression analysis, classical assumption tests were conducted to evaluate the suitability of the regression model. Residual normality was assessed using the Kolmogorov–Smirnov test, while multicollinearity was evaluated using the Tolerance and Variance Inflation Factor (VIF) values. The examination of multicollinearity is important because excessive relationships among independent variables can interfere with the estimation and interpretation of individual regression coefficients, while Tolerance and VIF are commonly used diagnostic measures for identifying this problem (Nakarmi, 2024).

The regression model was considered free from problematic multicollinearity when the Tolerance value was greater than 0.10 and the VIF value was below 10. Heteroscedasticity was assessed using both a scatterplot and the Glejser test to determine whether the residual variance remained reasonably stable across predicted values. Detecting heteroscedasticity is important because unequal residual variances can influence the statistical properties and interpretation of multiple linear regression estimates (Ohaegbulem & Iheaka, 2024).

Multiple linear regression analysis was subsequently used to estimate the effect of discount promotion and live streaming on purchase decisions. The regression model was formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

where (Y) represents Purchase Decision, α represents the constant, β_1 and β_2 represent the regression coefficients, β_2 represents Discount Promotion, X_2 represents Live Streaming, and ε represents the error term. Multiple linear regression is appropriate when the objective is to estimate the individual and combined relationships of more than one independent variable with a dependent variable (Ramadhani et al., 2026).

Partial hypothesis testing was conducted using the *t*-test to determine whether discount promotion and live streaming individually had statistically significant effects on purchase decisions. The *F*-test was used to assess whether the two independent variables jointly influenced purchase decisions, while the coefficient of determination ((R^2)) was used to determine the proportion of variation in purchase decisions explained by the regression model. The use of *t*-tests, simultaneous model testing, and (R^2) is consistent with recent multiple-regression studies examining consumer purchase decisions and other behavioral outcomes (Putra et al., 2026; Raskin et al., 2026).

All statistical decisions were evaluated at a 5% significance level ((\alpha=0.05)). Accordingly, a research hypothesis was considered statistically supported when the corresponding significance value was below 0.05. Conversely, a significance value greater than 0.05 indicated insufficient statistical

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evidence to support the proposed effect. This decision criterion provides a consistent basis for evaluating the partial and simultaneous relationships specified in the research hypotheses.

4. Results and Discussion

4.1 Respondent Characteristics

This study involved 100 TikTok Shop users residing in Cengkareng District who met the predetermined research criteria. Respondent characteristics based on gender, age, and occupation are presented in Tables 3, 4, and 5.

Table 3. Respondent Characteristics by Gender

Gender	Frequency	Percentage
Male	32	32.0%
Female	68	68.0%
Total	100	100.0%

Source: Primary data processed by the researchers (2026).

Table 3 shows that female respondents dominated the sample, accounting for 68% of the total respondents, while male respondents represented 32%. This distribution indicates that most TikTok Shop users participating in this study were female. The higher proportion of female respondents may reflect greater engagement with online shopping activities and promotional content on social commerce platforms. This composition also suggests that female consumers represent an important segment for evaluating purchasing behavior on TikTok Shop within the study area.

Table 4. Respondent Characteristics by Age

Age	Frequency	Percentage
< 20 years	16	16.0%
20–25 years	41	41.0%
26–30 years	35	35.0%
> 30 years	8	8.0%
Total	100	100.0%

Source: Primary data processed by the researchers (2026).

Table 4 indicates that most respondents were aged 20–25 years (41%), followed by those aged 26–30 years (35%). This finding shows that the respondents were predominantly within the young and productive age groups that are generally active in using digital platforms.

Table 5. Respondent Characteristics by Occupation

Occupation	Frequency	Percentage
Student	28	28.0%
Private-Sector Employee	37	37.0%
Entrepreneur	15	15.0%
Others	20	20.0%
Total	100	100.0%

Source: Primary data processed by the researchers (2026).

Table 5 shows that private-sector employees constituted the largest occupational group at 37%, followed by students at 28%. This distribution indicates that the respondents mainly consisted of individuals who are actively engaged in work or education and are familiar with online shopping activities.

Most respondents were female (68%), aged 20–25 years (41%), and employed in the private sector (37%). These characteristics indicate that the sample was dominated by individuals of productive age who actively use social media and online shopping platforms and are relatively exposed to various promotional activities offered through TikTok Shop.

4.2 Description of Research Variables

For the Discount Promotion variable (X1), the highest proportion of "Strongly Agree" responses, at 48%, was recorded for the statement, "The amount of discount offered is an important consideration before I purchase a product." This finding indicates that the magnitude of the price reduction is an important consideration in consumers' purchasing decisions.

For the Live Streaming variable (X2), the highest proportion of "Strongly Agree" responses, at 54%, was recorded for the statement, "The product display during live streaming helps me evaluate the product condition more clearly." This result indicates that visual product presentation during live streaming plays an important role in helping consumers assess products before making a purchase.

For the Purchase Decision variable (Y), the highest proportion of "Strongly Agree" responses, at 47%, was recorded for the statement, "I am willing to make another purchase through TikTok Shop in the future." This response indicates a relatively favorable tendency toward repurchase behavior among the respondents.

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4.3 Data Quality Tests

Validity testing was conducted using the Pearson Product-Moment correlation for 100 respondents. The critical correlation value was 0.197 at the 5% significance level with 98 degrees of freedom. The results showed that all 30 questionnaire items across the three research variables were valid, with calculated correlation coefficients ranging from 0.288, the lowest value for item X2.10, to 0.672, the highest value for item X2.3. The results are summarized in Table 6.

Table 6. Summary of Validity Test Results

Variable	Number of Items	Range of Calculated r	Interpretation
Discount Promotion (X1)	10	0.366–0.572	All items valid
Live Streaming (X2)	10	0.288–0.672	All items valid
Purchase Decision (Y)	10	0.388–0.589	All items valid

Source: Data processed using SPSS 27 (2026); critical (r = 0.197).

Table 6 shows that all questionnaire items had calculated correlation coefficients greater than the critical value of 0.197. Therefore, all 30 items measuring Discount Promotion, Live Streaming, and Purchase Decision were considered valid and suitable for further analysis.

Table 7. Reliability Test Results

Variable	Cronbach's Alpha	Interpretation
Discount Promotion (X1)	0.616	Reliable
Live Streaming (X2)	0.650	Reliable
Purchase Decision (Y)	0.646	Reliable

Source: Primary data processed by the researchers (2026); critical threshold = 0.60.

Table 7 shows that the Cronbach's Alpha values for all variables exceeded the minimum threshold of 0.60. These results indicate that the measurement items demonstrated acceptable internal consistency and could be considered reliable for measuring the research variables.

All research variables had Cronbach's Alpha values greater than 0.60. Therefore, the measurement instrument was considered reliable and sufficiently consistent for further statistical analysis.

4.4 Classical Assumption Tests

Table 8. Normality Test Results (One-Sample Kolmogorov–Smirnov Test)

Statistic	Value
N	100
Asymp. Sig. (2-tailed)	0.200
Interpretation	Normally distributed

Source: Data processed using SPSS 27 (2026).

Table 8 shows an Asymp. Sig. (2-tailed) value of 0.200, which is greater than the significance level of 0.05. Therefore, the regression residuals were considered normally distributed, indicating that the normality assumption was satisfied.

Table 9. Multicollinearity Test Results

Variable	Tolerance	VIF
Discount Promotion (X1)	0.431	2.318
Live Streaming (X2)	0.431	2.318

Source: Data processed using SPSS 27 (2026).

Table 9 shows that both independent variables had Tolerance values of 0.431 and VIF values of 2.318. Since the Tolerance values were greater than 0.10 and the VIF values were below 10, no problematic multicollinearity was detected in the regression model.

Table 10. Heteroscedasticity Test Results (Glejser Test)

Variable	t	Sig.	Interpretation
Discount Promotion (X1)	-0.592	0.555	No heteroscedasticity
Live Streaming (X2)	-0.430	0.668	No heteroscedasticity

Source: Data processed using SPSS 27 (2026).

Table 10 shows significance values of 0.555 for Discount Promotion and 0.668 for Live Streaming, both of which are greater than 0.05. These findings indicate that the regression model did not exhibit evidence of heteroscedasticity based on the Glejser test.

The normality test produced an Asymp. Sig. (2-tailed) value of 0.200, which was greater than 0.05. Therefore, the regression residuals were considered normally distributed.

The multicollinearity test showed a Tolerance value of 0.431, which was greater than 0.10, and a VIF value of 2.318, which was below 10, for both independent variables. These results indicate that the regression model did not exhibit problematic multicollinearity.

The heteroscedasticity test based on the scatterplot presented in Figure 4 showed that the points were randomly distributed above

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and below zero on the Y-axis without forming a specific pattern. This finding was supported by the Glejser test, which produced significance values of 0.555 for Discount Promotion and 0.668 for Live Streaming, both greater than 0.05. Therefore, no indication of heteroscedasticity was detected, and the regression model satisfied the classical assumption requirements.

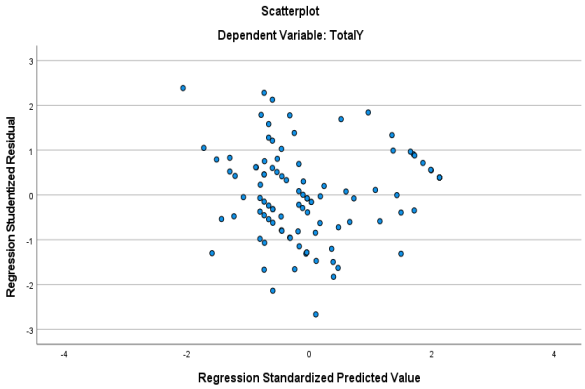


Figure 4. Scatterplot for Heteroscedasticity Testing

Source: Data processed using SPSS 27 (2026).

4.5 Multiple Linear Regression Analysis

Table 11. Multiple Linear Regression Results

Variable	B	Beta	t	Sig.
Constant	7.596	–	2.675	0.009
Discount Promotion (X1)	0.266	0.255	2.571	0.012
Live Streaming (X2)	0.557	0.556	5.607	< 0.001

Source: Data processed using SPSS 27 (2026); dependent variable: Purchase Decision.

Table 11 shows that both Discount Promotion and Live Streaming had positive regression coefficients of 0.266 and 0.557, respectively. The standardized Beta values indicate that Live Streaming had a stronger statistical association with Purchase Decision than Discount Promotion within the estimated regression model.

Based on Table 11, the multiple linear regression equation is expressed as follows:

$$Y = 7{,}596 + 0{,}266X1 + 0{,}557X2 + e$$

The constant value of 7.596 represents the predicted value of Purchase Decision when Discount Promotion and Live Streaming are equal to zero. The regression coefficient of Discount Promotion was 0.266, indicating that a one-unit increase in Discount Promotion, while holding Live Streaming constant, was associated with a 0.266-unit increase in Purchase Decision.

The regression coefficient of Live Streaming was 0.557, indicating that a one-unit increase in Live Streaming, while holding Discount Promotion constant, was associated with a 0.557-unit increase in Purchase Decision. The standardized Beta coefficient for Live Streaming (0.556) was higher than that for Discount Promotion (0.255), indicating a stronger statistical association between Live Streaming and Purchase Decision within the estimated regression model.

4.6 Coefficient of Determination (R^2)

Table 12. Coefficient of Determination Results

Model	R	R Square	Adjusted R Square
Discount Promotion → Y	0.674	0.455	0.449
Live Streaming → Y	0.749	0.560	0.556
Simultaneous (X1, X2) → Y	0.767	0.588	0.580

Source: Data processed using SPSS 27 (2026).

Table 12 shows that the simultaneous regression model produced an Adjusted (R^2) value of 0.580. This result indicates that 58.0% of the variation in Purchase Decision was explained jointly by Discount Promotion and Live Streaming, while the remaining 42.0% was associated with factors outside the model.

Individually, Discount Promotion accounted for 45.5% of the variation in Purchase Decision, whereas Live Streaming accounted for 56.0%. In the simultaneous model, the Adjusted (R^2) value of 0.580 indicates that 58.0% of the variation in Purchase Decision was explained jointly by Discount Promotion and Live Streaming.

The remaining 42.0% of the variation was associated with factors outside the research model, which may include product quality, price, service quality, brand image, consumer trust, and other factors not examined in this study.

4.7 Hypothesis Testing

Table 13. Partial (t-Test) and Simultaneous (F-Test) Results

Test	Calculated Value	Critical Value	Sig.	Decision
t (X1 → Y)	2.571	1.985	0.012	H1 supported
t (X2 → Y)	5.607	1.985	< 0.001	H2 supported
F (X1, X2 → Y)	69.321	3.09	< 0.001	H3 supported

Source: Data processed using SPSS 27 (2026).

Table 13 shows that both partial *t*-tests produced significance values below 0.05, indicating statistically significant effects of Discount Promotion and Live Streaming on Purchase Decision. The simultaneous *F*-test also produced a significance value below 0.05, confirming that both independent variables jointly had a statistically significant effect on Purchase Decision.

The partial *t*-test showed that Discount Promotion produced a calculated *t*-value of 2.571, which was greater than the critical value of 1.985, with a significance value of 0.012. Therefore, H1 was supported, indicating that Discount Promotion had a positive and statistically significant effect on Purchase Decision.

Live Streaming produced a calculated *t*-value of 5.607, which was also greater than the critical value of 1.985, with a significance value of less than 0.001. Therefore, H2 was supported, indicating that Live Streaming had a positive and statistically significant effect on Purchase Decision.

The simultaneous *F*-test produced an *F*-value of 69.321, which was greater than the critical value of 3.09, with a significance value of less than 0.001. Therefore, H3 was supported, indicating that Discount Promotion and Live Streaming jointly had a statistically significant effect on Purchase Decision among TikTok Shop users in Cengkareng District.

4.8 Discussion

4.8.1 The Effect of Discount Promotion on Purchase Decision

The results demonstrate that Discount Promotion had a positive and statistically significant effect on Purchase Decision, as indicated by a calculated t-value of 2.571, which exceeded the critical value of 1.985, and a significance value of 0.012. In the separate single-predictor model, Discount Promotion explained 45.5% of the variation in Purchase Decision. These findings indicate that price reductions can increase consumers' perceived economic benefits because consumers are able to obtain desired products at prices lower than the regular selling price. The accessibility of promotional information and the limited duration of discount programs may also encourage consumers to accelerate their purchasing decisions.

The positive relationship found in this study is consistent with recent evidence showing that price discounts can significantly influence purchase decisions on TikTok Shop. A study involving Generation Z consumers purchasing luxury products through TikTok Shop found that price discounts had a positive and significant effect on purchase decisions, suggesting that monetary incentives remain relevant even for higher-value product categories (Yuliani & Diandra, 2026). Similar evidence indicates that sales promotions significantly influence purchasing decisions among TikTok Shop users and can function as persuasive cues that encourage consumers to move from product consideration to actual purchasing behavior (Putri et al., 2026).

The effectiveness of discount-related strategies can also be explained by the role of urgency and scarcity in digital purchasing environments. Limited promotional periods and flash-sale mechanisms may increase consumers' arousal and stimulate purchasing responses because the opportunity to obtain a lower price is perceived as temporary. Empirical evidence from TikTok Shop indicates that scarcity-based promotion can positively influence impulse purchasing behavior, particularly when promotional limitations generate consumer arousal (Handayani et al., 2025). This finding supports the interpretation that the duration and attractiveness of a discount program can become important components in shaping consumer responses.

However, promotional incentives do not necessarily produce identical effects across all consumer groups and product categories. Research examining Generation Z consumers in social commerce found that scarcity promotion did not significantly influence purchase decisions, whereas real-time interaction and consumer preferences demonstrated significant effects (Ramadani & Izaak, 2025). Differences suggest that the effectiveness of discount promotion may depend on the perceived relevance of the offer, consumer price sensitivity, product characteristics, and the manner in which promotional information is presented.

4.8.2 The Effect of Live Streaming on Purchase Decision

The results also demonstrate that Live Streaming had a positive and statistically significant effect on Purchase Decision, with a calculated t-value of 5.607, exceeding the critical value of 1.985, and a significance value below 0.001. In the separate single-predictor model, Live Streaming explained 56.0% of the

variation in Purchase Decision. Moreover, the standardized Beta coefficient for Live Streaming was 0.556, compared with 0.255 for Discount Promotion, indicating that Live Streaming showed a stronger statistical association with Purchase Decision within the estimated multiple regression model.

Live streaming provides consumers with an opportunity to observe products directly, receive more comprehensive explanations, and communicate with sellers or hosts in real time. These features can reduce uncertainty regarding product characteristics and help consumers assess whether a product corresponds to their expectations before completing a transaction. Recent evidence involving active TikTok Shop users demonstrates that live streaming positively and significantly influences purchase decisions and that brand trust can strengthen this relationship (Sari & Indriastuti, 2026).

The stronger effect of Live Streaming found in this study can also be interpreted through the interactive nature of live commerce. Responsiveness, interactivity, and streamer attractiveness have been shown to strengthen trust and social presence, which subsequently contribute to purchase intention in Indonesian live-streaming commerce (Weyna et al., 2026). Similarly, platform interactivity and streamer characteristics can enhance consumer engagement through the development of trust toward streamers and products, indicating that consumers respond not only to product information but also to relational and experiential aspects of the live-shopping environment (Tedjakusuma et al., 2025).

An additional implication of this result is that the effectiveness of live streaming depends on the quality of the interaction rather than merely on the availability of the live-streaming feature. Consumers are more likely to respond positively when hosts provide relevant information, answer questions promptly, demonstrate products clearly, and create an engaging shopping atmosphere. Therefore, the stronger coefficient of Live Streaming in the present study may reflect the combined influence of information quality, social presence, trust, and consumer engagement within the purchasing process.

Nevertheless, the effect of live streaming is not universally significant across all social-commerce settings. Recent evidence from TikTok Shop found that live streaming did not significantly influence purchase decisions when examined together with influencer marketing and gamification, while gamification demonstrated a significant effect (Tantri & Tuti, 2026). This inconsistency reinforces the possibility that the effectiveness of live streaming depends on audience characteristics, product type, interaction quality, host credibility, and the combination of marketing features used within a particular platform.

4.8.3 The Simultaneous Effect of Discount Promotion and Live Streaming on Purchase Decision

The simultaneous test demonstrated that Discount Promotion and Live Streaming jointly had a positive and statistically significant effect on Purchase Decision, as indicated by an F-value of 69.321, which exceeded the critical value of 3.09, and a significance value below 0.001. The simultaneous model produced an Adjusted (R^2) value of 0.580, indicating that 58.0% of the variation in Purchase Decision was explained jointly by Discount Promotion and Live Streaming, while the remaining 42.0% was associated with factors outside the model.

The findings indicate that economic incentives and interactive marketing communication can operate as complementary mechanisms in shaping consumer purchasing behavior. Discount promotions provide consumers with direct financial benefits through reduced prices, whereas live streaming provides information, interaction, product visualization, and opportunities for immediate communication with sellers. Recent TikTok Shop research similarly indicates that live exposure and sales promotions can simultaneously strengthen purchasing decisions when informative content is combined with attractive promotional offers (Putri et al., 2026).

Evidence from Generation Z consumers also supports the complementary relationship between live streaming and price discounts. Both TikTok Shop live streaming and price discounts were found to have positive and significant effects on purchase decisions, while live streaming showed a stronger effect than price discounts in the structural model (Yuliani & Diandra, 2026). The similarity between those findings and the present results strengthens the interpretation that interactive product communication and economic incentives can jointly contribute to consumer decision-making in social commerce.

The simultaneous effect also indicates that promotional effectiveness on TikTok Shop should not be understood solely as a price-based phenomenon. A discount may initially attract consumer attention, but interactive product presentation can provide additional information and reassurance needed to convert interest into an actual purchase. This combination can therefore create a more comprehensive consumer experience in which price attractiveness encourages initial interest while live interaction reduces uncertainty and strengthens confidence during the evaluation stage.

Furthermore, the Adjusted (R^2) value of 0.580 suggests that Discount Promotion and Live Streaming explain a substantial, but not exhaustive, proportion of purchasing behavior. Consumer decisions in digital commerce are multidimensional and may also depend on perceived product quality, brand image, online trust, social influence, customer reviews, host credibility, and consumer engagement. Recent research confirms that perceived quality and digital marketing-related factors can play an important role in shaping purchase decisions and subsequent consumer responses (Dewi & Thalib, 2026).

4.9 Research Implications

From a practical perspective, the results indicate that Live Streaming demonstrated a stronger statistical association with Purchase Decision than Discount Promotion. TikTok Shop sellers should therefore not rely exclusively on monetary incentives but should also improve the quality of their live-streaming activities through clear product explanations, direct demonstrations, responsive communication, and active interaction with viewers. Interactive and consistent social-media strategies can strengthen customer engagement and contribute to stronger consumer relationships in digital marketing environments (Elhuria et al., 2026).

Businesses may also integrate the two strategies by providing exclusive discounts, vouchers, limited-time offers, or special bundles during live-streaming sessions. Such integration allows consumers to receive both economic benefits and interactive shopping experiences within the same transaction process. Recent research recommends combining informative live content with attractive promotional strategies to strengthen consumer engagement and purchasing responses on TikTok Shop (Putri et al., 2026).

From a broader business perspective, the findings also emphasize the relevance of digital marketing optimization for enterprises operating in increasingly competitive markets. The use of social media as a digital marketing channel can help businesses increase product exposure, communicate with wider audiences, and adapt their marketing practices to changing consumer behavior. The importance of optimizing digital marketing through social media has also been emphasized in recent research on the adaptation and competitiveness of Indonesian MSMEs (Princessa et al., 2026).

From an academic perspective, this study provides additional empirical evidence concerning the effects of economic and interactive marketing stimuli on purchasing behavior within social commerce. The findings indicate that Discount Promotion and Live Streaming represent distinct but complementary mechanisms: Discount Promotion primarily offers economic value, whereas Live Streaming facilitates information exchange, interaction, trust formation, and engagement. This combination provides further support for examining social-commerce purchasing behavior through models that integrate both promotional and interactive digital marketing factors.

The unexplained 42.0% of variation in Purchase Decision also provides opportunities for further research. Future studies may extend the model by incorporating product quality, perceived price, service quality, brand image, brand trust, online customer reviews, customer engagement, fear of missing out, host credibility, social presence, and impulsive buying tendency. Research involving larger samples, different geographical areas, specific product categories, and alternative analytical methods such as Structural Equation Modeling may also provide a more comprehensive understanding of purchasing behavior on TikTok Shop.

5. Penutup

Based on the results and discussion, this study concludes that: (1) Discount Promotion has a positive and significant partial effect on Purchase Decision among TikTok Shop users in Cengkareng District (t = 2.571 > 1.985; Sig. = 0.012), with a contribution of 45.5%; (2) Live Streaming has a positive and significant partial

effect on Purchase Decision (t = 5.607 > 1.985; Sig. < 0.001), with a contribution of 56.0%, making it the variable with the stronger influence; and (3) Discount Promotion and Live Streaming simultaneously have a positive and significant effect on Purchase Decision (F = 69.321 > 3.09; Sig. < 0.001). The Adjusted (R^2) value of 0.580 indicates that 58.0% of the variation in Purchase Decision is explained by both independent variables, while the remaining 42.0% is explained by other factors outside the model.

TikTok Shop sellers are encouraged to improve the quality of live-streaming activities by providing clear product information and maintaining active interaction with consumers, while integrating attractive discount programs to strengthen purchasing responses. Future studies are recommended to expand the geographical coverage and sample size and to incorporate additional variables that may influence consumer purchase decisions

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