

The impact of lss, svc and am on impulsive buying in Tiktok Shop

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ABSTRACT

Affiliate Marketing against Impulsive Purchases on TikTok Shop. This research uses a quantitative approach using a correlational survey design with data collection through a Google Form-based questionnaire to students of the Management study program at Universitas Nusantara PGRI Kediri, with a purposive sampling technique a sample of 94 students was obtained. The analysis method used is the classical assumption test, multiple linear regression analysis, coefficient of determination test and hypothesis test processed using the SPSS 25 software application. The results of this research show that partially Live streaming Shopping has a positive and significant effect on Impulsive Purchases, then Affiliate Marketing also has a positive and significant effect on Impulsive Purchases while Short Video Content has no effect on Impulsive Purchases. However, simultaneously Live streaming Shopping, Short Video Content and Affiliate Marketing have a positive and significant effect on Impulsive Purchases.

Keywords: TikTok Shop, LSS, SVC, AM, Impulsive Buying

INTRODUCTION

The rapid development of digital technology has changed the way people live, especially in the way they communicate and transact. The Internet is a major need in various activities, including in the business world. Based on APJII data (Haryanto, 2024), the number of internet users in Indonesia reached 221 million people or around 79.5% of the total population. The high number shows that the internet has become the main means in meeting the needs of the community, one of which is through e-commerce. E-commerce is the activity of buying and selling goods and services online, which is now increasingly favored by the community because it is practical, fast, and efficient (Labu et al., 2024).

E-commerce platforms in Indonesia are becoming more and more diverse, ranging from Tokopedia, Shopee, Lazada, to the most recent and trending among Gen Z, namely TikTok Shop (Rizaty, 2024). TikTok Shop is present not only as an entertainment platform, but also facilitates online shopping activities through various features such as live streaming, promotional short videos, and Affiliate Marketing. TikTok as an application based on visual content, has the power to attract the attention of consumers emotionally, which ultimately drives the purchase decision, even without prior rational consideration. According to data (Rizaty, 2024), TikTok users in Indonesia as of July 2024 reached 157.6 million people, beating the United States (Amalia et al., 2023).

Impulsive buying is one of the rampant phenomena that occurs as a result of the digital marketing strategy used by TikTok Shop. This phenomenon occurs when someone makes a sudden purchase without planning, usually because they are influenced by a promotion, discount, or interesting content they see. When someone has free time and opens TikTok, they tend to be tempted to buy something that was not really planned. This is

reinforced by studies (Dhanty et al., 2022). According to (Suratno et al., 2021), which explains that often a person accesses online shopping sites can trigger impulsive behavior (Al Aradatin, Muslih & Meilina, 2021).

Live streaming is one of the main features in TikTok Shop's sales strategy. This feature allows sellers to introduce products directly to potential buyers, while providing limited offers, such as discounted prices or free shipping. The effectiveness of live streaming was proven during the COVID-19 pandemic, where people's shopping activities shifted to online platforms. Live streaming not only increases the interaction between sellers and buyers, but also builds consumer trust in the products sold (Tohari et al., 2024).

In addition to live streaming, TikTok Shop also utilizes Short Video Content as an effective promotional media. Short videos that are packaged in an interesting and entertaining way can create a visual experience that influences consumer buying interest. Viral video content can create new shopping trends that spread digitally by word of mouth. The "yellow basket" feature also makes it easier for users to directly buy the product they see in the video, without having to look for a manual (Sabilla & Muslih, 2022).

Affiliate Marketing is an additional strategy that expands TikTok Shop's marketing reach. In this system, users who promote products will get a commission from every successful sale. This strategy is considered effective because it involves affiliates who already have their own audience, so that the product is easier to recognize and trust. According to (Brilianita & Sulistyowati, 2023), as well as (Harahap & Sazali, 2024), Affiliate Marketing has advantages in terms of cost efficiency, flexibility, and being able to reach a wider market (Ningtias et al., 2024).

However, various studies show different results regarding the influence of live streaming, Short Video Content, and Affiliate Marketing on impulsive purchases. Some studies found a significant influence (Ika et al., 2024; Nurhaliza & Kusumawardhani, 2023; Rosniati et al., 2023), while others found no significant influence (Kamsiyah et al., 2024). This difference creates a research gap that is interesting to be researched further. Therefore, the researcher was interested in conducting a study with the title "The Impact of Live Streaming Shopping, Short Video Content and Affiliate Marketing on Impulsive Purchases at TikTok Shop (Case Study on Students of the Management Study Program of Universitas Nusantara PGRI Kediri)".

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Institutional Setting

The emergence of TikTok Shop represents a transformation in social commerce ecosystems, where technological affordances and institutional structures shape users' consumption behaviors. The institutional setting refers to the broader environment of norms, rules, and digital infrastructures that influence how market actors behave and interact (Scott, 2014). Within TikTok Shop, this setting includes the platform's algorithms, transaction systems, live streaming features, and influencer mechanisms that collectively form an institutional framework for online shopping. These institutional arrangements create a new mode of consumer engagement that blends entertainment, social interaction, and commercial promotion, often leading to impulsive buying behaviors (Zhang & Lin, 2024).

Institutional theory posits that individual and organizational actions are guided not only by rational decision-making but also by institutional pressures—including normative,

regulative, and cognitive factors—that shape acceptable behaviors (DiMaggio & Powell, 1983; Suchman, 1995). In the context of TikTok Shop, consumers, sellers, and influencers operate within platform-driven norms that encourage immediacy, interactivity, and continuous consumption. Features such as limited-time offers, algorithmic visibility, and reward mechanisms institutionalize consumer engagement, making impulsive buying a socially and technologically reinforced outcome. As such, the institutional setting acts as an enabling context that facilitates agent–consumer interactions through structured incentives and digital affordances.

Live Streaming Sales (LSS) are one of the most dominant institutionalized marketing mechanisms on TikTok Shop. The platform’s live-streaming features provide real-time engagement and social presence, generating excitement and urgency that increase impulsive buying (Azzahra & Setyawan, 2025). Service Value Chain (SVC) mechanisms—such as secure payment systems, reliable delivery, and responsive customer support—reflect institutional trust that enhances consumer comfort and reduces perceived risk (Rahman, Widodo, & Sari, 2024). Meanwhile, Affiliate Marketing (AM) operates as a platform-driven institutional system that incentivizes influencers to promote products through commission-based models, shaping consumer trust and purchase intention (Pratama & Nuraini, 2024). Therefore, the institutional structure of TikTok Shop not only regulates but also stimulates impulsive consumption patterns by embedding social and technological triggers into its platform design.

Agency Theory

While the institutional setting provides the structural context, Agency Theory (Eisenhardt, 1989; Jensen & Meckling, 1976) explains the behavioral mechanisms within that structure. This theory focuses on the relationship between the principal (brands or sellers) and the agent (influencers, live-stream hosts, or affiliates), where the agent acts on behalf of the principal to influence consumers. Due to differing motivations and information asymmetry, agents are incentivized to maximize their own benefits—often through persuasive communication, emotional appeal, and scarcity tactics—to drive sales (Bergen, Dutta, & Walker, 1992).

In the case of Live Streaming Sales (LSS), agents (hosts or influencers) act as mediators who directly engage with audiences to enhance trust and stimulate emotional arousal. The real-time interaction enables agents to leverage emotional cues and urgency to prompt impulsive behavior (Azzahra & Setyawan, 2025). For Service Value Chain (SVC), the platform itself functions as an agent providing service reliability and transaction assurance on behalf of sellers, fostering consumer trust that can lower rational control and encourage unplanned purchases (Rahman et al., 2024). Finally, within Affiliate Marketing (AM), affiliates serve as agents who promote products through personal influence and credibility. Their motivation to earn commissions drives persuasive content creation that amplifies consumers’ emotional engagement and spontaneous buying behavior (Pratama & Nuraini, 2024).

From the agency perspective, impulsive buying in TikTok Shop can thus be seen as the behavioral consequence of principal–agent dynamics embedded in an institutional framework. Sellers delegate marketing communication to agents (streamers, affiliates), while TikTok provides the institutional infrastructure that reinforces these agent behaviors

through technological tools, algorithms, and reward systems. This dual framework—where Institutional Setting defines the structure and Agency Theory explains the behavioral mechanism—offers a comprehensive understanding of how TikTok Shop promotes impulsive buying in digital commerce.

Hypothesis Development

Based on the above theoretical integration, the following hypotheses are proposed:

H1: Live Streaming Sales (LSS) positively influence impulsive buying behavior on TikTok Shop.

H2: Service Value Chain (SVC) positively influences impulsive buying behavior on TikTok Shop.

H3: Affiliate Marketing (AM) positively influences impulsive buying behavior on TikTok Shop.

H4: The institutional setting of TikTok Shop strengthens the effect of LSS, SVC, and AM on impulsive buying by providing technological and normative support for agent–consumer interactions.

METHODS

This research uses a quantitative approach with a correlational research type, which aims to test the influence between the independent variables of Live streaming Shopping, Short Video Content, and Affiliate Marketing on the dependent variable, namely impulsive buying. The researcher used a correlational survey design with data collection through a Google Form-based questionnaire to students of the FEB Management Study Program of Universitas Nusantara PGRI Kediri. This approach was chosen because it is able to provide accurate and efficient statistical testing results in a short time. The conceptual framework describes the partial and simultaneous influence between the variables studied (Sugiyono, 2020).

This research distinguishes between independent (X) and bound (Y) variables. Independent variables consist of Live streaming Shopping (real-time interaction, product demonstration, flash sale), Short Video Content (creative content, emotional visuals), and Affiliate Marketing (promotion by influencers, product reviews, discounts through affiliate links). Meanwhile, the dependent variable is impulsive buying, which is measured through indicators such as spontaneity, emotional drive, and response to attractive offers. All indicators are described in 32 statement items based on a Likert scale. Data measurement is done through a questionnaire that has been tested for validity and reliability using SPSS 25 (Sugiyono, 2020).

The validity test is done by comparing the calculated r value and the table r value (0.205). All the items on the questionnaire show values of r count $>$ r table, which means all statements are valid. Reliability test using Cronbach's Alpha value, and all variables (X1, X2, X3, and Y) have values above 0.6, so it is declared reliable. Thus, the instrument used in this research is considered capable of measuring variables consistently and accurately, as well as suitable for use in the data collection process in the field (Ghozali, 2018).

The population in this research is 1,454 students of the Management Studies Program at Universitas Nusantara PGRI Kediri. The sampling technique uses purposive sampling with the criteria of students who use TikTok at least 2 hours/day and have

shopped at the TikTok Shop. The sample size was determined using the Slovin formula with an error rate of 10%, resulting in 94 respondents. The research procedure is carried out systematically, starting from problem identification to the preparation of the final report, which is carried out during March to June 2025, as scheduled in the research plan table.

Data analysis is done through several stages. First, descriptive analysis was used to find out the distribution of respondents' responses. Further, quantitative analysis was carried out which included classical assumption tests (normality, multicollinearity, and heteroscedasticity tests) to ensure the validity of the data before regression. After that, a multiple linear regression analysis was performed to find out the influence of the independent variable on the dependent variable, followed by a t test (partial), F test (simultaneous), and a coefficient of determination test (Adjusted R²) to find out how big the contribution of the independent variable is to the dependent variable. This whole process is done with the help of SPSS 23 software as a statistical analysis tool

RESULTS

Descriptive Analysis

Respondent Characteristics

Most of the respondents were female, namely 77.7% and the respondents were male, 22.3%. This result shows that the participation of female respondents in this research is more dominant than that of males. This can be linked to the tendency of female consumptive behavior to be higher than male, especially in the context of online shopping and social media use.

The majority of respondents in this research are in the age range of 21-23 years, which is 74.5%. Meanwhile, 23.4% of respondents were 18-21 years old, and only 2.1% were 23-year-old respondents. This shows that the majority of respondents are individuals in the young adult age range, this age range is included in the category that is very active in using social media, especially TikTok, so it is suitable as a target population in this research.

Most of the respondents come from semester 8, which is 63.8% of the total number of respondents. Then followed by students of semester 6 amounting to 19.1% while the rest are spread over semesters 1, 2, 4, and 5 with a total of less than 6% each. This shows that the majority of respondents are final level students who generally have more experience and knowledge about the use of digital platforms for consumption activities, especially TikTok Shop.

A total of 50.0% of respondents used to watch TikTok for more than 3 hours per day. Then as many as 41.5% of respondents watch TikTok for 2-3 hours per day, and only 8.5% of respondents watch TikTok for approximately 1 hour per day. This shows that the majority of respondents spend a lot of time accessing TikTok every day. The high duration of accessing TikTok has the potential to increase the opportunity for respondents to interact with various promotional content such as Live streaming Shopping, Short Video Content, and Affiliate Marketing.

A total of 70.2% of respondents admitted to having made transactions at TikTok Shop more than twice, the remaining 29.8% of respondents had made transactions only 1-2 times. This shows that the majority of students have had active transaction experience at TikTok Shop, this reflects that there is a high level of involvement in online shopping

activities through TikTok Shop and at the same time shows that TikTok Shop has become one of the e-commerce channels that students are familiar with and are interested in.

Description of Variable Data from Questionnaire Results

On the Impulsive Buying (Y) variable, the majority of respondents gave an "agree" response to almost all statement items. The statement item with the most "agree" response is on statement item Y5 related to excitement when seeing the product being promoted, which is 53.2%, then on statement item Y3 regarding emotional impulse of 46.8%, statement item Y4 on positive emotions of (44.7%) and statement item Y7 related to financial unawareness of 42.6%. Then on statement items Y1, Y2, and Y6 also show the majority of respondents who gave the response "agree", which are 40.4%, 34.0%, and 38.3% respectively. Meanwhile, on statement item Y8, as many as 28.7% of respondents gave the response "agree" and "strongly agree". The average response of respondents shows that there is a high tendency towards impulsive buying behavior that is triggered by passion, emotional stimulation, even a lack of rational consideration when viewing promotional content on TikTok.

The results of the questionnaire on the variable Live streaming Shopping (X1), show that the majority of respondents gave an "agree" response to various statements related to live streaming features. Statement item X1.1 regarding the ease of obtaining information through the live chat feature obtained the highest "agree" percentage of 55.3%, followed by trust in the product through chat interaction (51.1%), product understanding through demo (51.1%), and involvement with the live streaming host (50.0%). In addition, respondents also agree that exclusive offers and product demonstrations in live streaming encourage them to make impulsive purchases, with a percentage of 46.8% and 47.9% respectively. Even on the aspect of active interaction of the host and the influence of the level of interaction on the purchase decision, respondents gave the dominant response "agree" to "strongly agree". Overall, the average response shows that interactive features such as live chat, product demos, and exclusive offers during live streaming play an important role in encouraging impulsive buying behavior.

On the Short Video Content (X2) variable, the majority of respondents responded "agree" to almost all statements. Statement item X2.5 about the repeated appearance of short videos about the product obtained the highest "agree" percentage of 56.4%, then statement item X2.1 related to creative visuals (47.9%) and X2.3 about the clarity of product information (45.7%). In addition, respondents also stated "agree" that the innovative visual elements in the short video (43.6%) as well as the explanation of the product's benefits (44.7%) made them interested and understand the product better. The highest response of "strongly agree" appears on statement item X2.6 related to the frequency of the appearance of videos that make respondents more familiar with the product (45.7%). Then the presence of influencers is also considered influential, where 44.7% of respondents agree that their presence increases trust in the product. Overall, the average response shows that attractive visuals, viewing frequency, and the role of influencers in short video content contribute significantly in driving the impulsive buying behavior of TikTok users.

As for the results of the questionnaire on the Affiliate Marketing variable (X3), the majority of respondents responded "agree" to almost all statements. Statement item X3.9 regarding product reviews from affiliates obtained the highest "agree" percentage of 58.5%,

followed by the ease of using affiliate links (56.4%), and the influence of affiliate testimonials in building trust (50.0%). In addition, the credibility of the affiliate (48.9%) and consideration of reviews before buying (47.9%) also showed a significant influence. Respondents also stated "agree" that they trust affiliates (45.7%), feel helped by product information presented honestly (33.0%), and evaluate promotions as not excessive (33.0%). The average response of respondents shows that trust in affiliates, ease of access through affiliate links, as well as reviews and testimonials of products given have a large contribution in encouraging impulsive buying behavior on the TikTok platform.

Quantitative Analysis

The results of quantitative analysis on normality testing using the Monte Carlo statistical test method obtained the result that the residual values in this research are normally distributed. This is proven that the significant value is 0.085, which is greater than 0.05. Meanwhile, the results of the normality test using probability plots show that the points on the graph follow the diagonal line, so it can be concluded that the data is also distributed normally and meets the classical assumption test.

In the multicollinearity test, the results of the VIF value of each independent variable (Live streaming Shopping, Short Video Content and Affiliate Marketing) were obtained as (1,868, 3,343, and 2,643), this value is smaller than 10. Then for the tolerance value of each variable, that is (0,535, 0,299, and 0,378), which value is greater than 0,1. The results of this test show that there is no deviation from the classic assumption of multicollinearity between independent variables, because it has met the criteria of multicollinearity testing.

The results of the heteroscedasticity test with Glejser's testing method in this research show that the data does not have any symptoms of heteroscedasticity, this can be proven by the significance value of each of the independent variables Live streaming Shopping (0.818), Short Video Content (0.540), and Affiliate Marketing (0.440) which means more than the significance value of 0.05. The same is the case with the heteroscedasticity test using a scatterplot which shows that the points are spread above and below the number 0 on the Y axis, meaning that heteroskedasticity does not occur in the regression model, so it is worthy of use.

Multiple Linear Regression Analysis

Table 1. Multiple Linear Regression Results

		Coefficients ^a		
Model		Unstandardized Coefficients	Standardized Coefficients	
		B	Std. Error	Beta
1	(Constant)	-6,321	3,97	
	Live streaming Shopping	0,322	0,154	0,193
	Short Video Content	-0,169	0,182	-0,115
	Affiliate Marketing	0,785	0,117	0,737

a. Dependent Variable: Pembelian Impulsif

(Source: SPSS Output from primary data processed in 2025)

Based on table 4 from the results of the multiple linear regression analysis, it shows that the constant value is -6.321, with a negative value this means that the dependent and independent variables have an influence that is not in the same direction. If all variables are zero and or do not change, then the value of the dependent variable (impulsive purchase) is -6,321. The coefficient of Live streaming Shopping is 0.322, which means that it shows a positive (one-way) influence between the variables Short Video Content and Affiliate Marketing. This shows that if the Live streaming Shopping variable experiences an increase of 1%, then the impulsive purchase variable increases by 0.322 with other variables considered constant. Furthermore, the value of the Short Video Content coefficient is -0.169, which means that it shows a negative influence (non-directional) between the Live streaming Shopping and Affiliate Marketing variables. This shows that if the Short Video Content variable experiences an increase of 1%, then impulsive purchases will decrease by 0.169 with other variables considered constant. Then on the Affiliate Marketing coefficient of 0.785, it means that it shows a positive (one-way) influence between the variable Live streaming Shopping and Short Video Content. This shows that if the Affiliate Marketing variable experiences an increase of 1%, then impulsive purchases experience an increase of 0.785 with the assumption that other variables are considered constant.

Hypothesis Testing

Table 2. Conclusion of t-Test and F-Test Results

Keterangan	Sig.	Hasil Sig.	Kesimpulan
Uji t			
<i>Live streaming Shopping</i>	0,05	0,039	Signifikan
<i>Short Video Content</i>	0,05	0,355	Tidak Signifikan
<i>Affiliate Marketing</i>	0,05	0,000	Signifikan
Uji F			
<i>Live streaming Shopping, Short Video Content, dan Affiliate Marketing</i>	0,05	0,000	Signifikan

(Source: Data processed by researchers in 2025)

Based on the results of the t-test and F-test in table 2. Above, it shows that the results of the t-test on the Live streaming Shopping variable have a significance value of 0.039 and the Affiliate Marketing variable is 0.000, both of which are smaller than 0.05, meaning that these two variables have a significant influence on Impulsive Buying. Meanwhile, the Short Video Content variable has a significance value of 0.355 which is greater than 0.05, so it does not have a significant effect on impulsive buying. Furthermore, the F test shows that the three independent variables simultaneously have a significant effect on impulsive buying with a significance value of 0.000.

The Influence of Live Streaming Shopping on Impulsive Buying

Live streaming Shopping is proven to have a positive and significant influence on impulsive purchases. This indicates that the majority of students in the Management study program at Universitas Nusantara PGRI Kediri tend to make sudden purchases without planning because they are often exposed to live shows of products featuring attractive promotions, limited discounts, and direct interaction with sellers, thus encouraging impulsive purchases.

In this research, Live Streaming Shopping is measured through three main indicators, namely real-time chat, live product demo features, and engagement during live. Based on the results of the questionnaire, students of the Management study program at Universitas Nusantara PGRI Kediri stated that with the live chat feature in live streaming, it makes it easier for them to get product information. They are also interested in buying products in the live due to the exclusive discounts that are only available during the live. In addition, students also feel that the demonstration of the featured product's characteristics helps them understand the product and is interested in buying it.

The results of this research are in line with previous research that states that Live streaming Shopping has a significant influence on impulse buying (Setyoningsih & Sutarmin, 2020), this is reinforced by research results that show that Live streaming Shopping has a significant positive influence on impulse buying (Nurhaliza & Kusumawardhani, 2023), as well as research results that state that Live streaming Shopping has an influence on impulse buying through customer trust in e-commerce (Rosniati et al., 2023).

The Influence of Short Video Content on Impulsive Buying

The results of this research show that Short Video Content does not have a significant effect on impulsive purchases at TikTok Shop. This indicates that students of the Management study program at Universitas Nusantara PGRI Kediri tend not to be motivated to make impulsive purchases just because they see short video content on TikTok. So, although students often see such content, they still consider the purchase decision more rationally and are not easily influenced by content that is informative or short entertainment.

Short Video Content in this research is measured with indicators of creativity and visual appeal, clarity of product information, video frequency, and the presence of influencers in the video. However, different from the results of statistical research, the results of the questionnaire show that some students of the Management study program of Universitas Nusantara PGRI Kediri expressed their agreement with short video content that is creative and attention-grabbing, as well as with videos that present product information clearly. They also stated that the presence of influencers in the featured short video made them more confident and trust the product being promoted.

The results of this research are far different from previous research that states that short video content for promotion has a positive and significant effect (Setyoningsih & Sutarmin, 2020), as well as other research that states that this marketing content significantly affects impulsive purchases (Indriawan & Santoso, 2023).

The Influence of Affiliate Marketing on Impulsive Buying

The results of this research prove that Affiliate Marketing has a positive and significant effect on impulsive purchases. This indicates that students of the Management study program of Universitas Nusantara PGRI Kediri are more easily motivated to make sudden purchases when they see promotions from affiliates, because they are considered more convincing, personal, and relevant.

Affiliate Marketing is measured through five indicators, namely, trust in affiliates, promotion transparency, affiliate links, testimonials, and product reviews. From the results of the questionnaire, students of the Management study program at Universitas Nusantara PGRI Kediri stated that they believe in the credibility of affiliates in promoting a product and

influencing purchase decisions and that affiliates are always honest in delivering product information. They also find it easier to access affiliate links in purchasing products, even product reviews provided by affiliates make them more convincing to consider before purchasing products.

The results of this research are in line with previous research that states that the presence of Affiliate Marketing affects the occurrence of impulsive purchase decisions (Sari, 2023), this result is also strengthened by other research that also states that Affiliate Marketing influences impulsive purchases through customer trust e-commerce (Rosniati et al., 2023), the same is the case with other research that states that the main factor in the occurrence of impulsive purchases is the presence of Affiliate Marketing (Prasetya & Nugroho, 2024).

The Influence of Live Streaming Shopping, Short Video Content, and Affiliate Marketing on Impulsive Buying

The results of this research show that Live streaming Shopping, Short Video Content, and Affiliate Marketing influence impulse purchases together. Then with the result of the coefficient of determination (Adjusted R Square) of 0.577 which means the percentage is 57.7%, this indicates that the influence of Live streaming Shopping, Short Video Content and Affiliate Marketing on impulsive purchases is 57.7% and the remaining 42.3% is influenced by other variables outside of this research. Of the three independent variables, namely Live streaming Shopping, Short Video Content and Affiliate Marketing, the most dominant influence on impulsive purchases is the Affiliate Marketing variable with a beta value of 0.785 or 78.5%.

Based on the results of the test, it indicates that impulsive purchases can be influenced by Live Streaming Shopping, Short Video Content and Affiliate Marketing together. Live streaming Shopping provides an interactive and real-time shopping experience, encouraging students as consumers to make decisions immediately. The interest of these students usually starts from the presence of Short Video Content that shows short and interesting snippets of the product, thus raising a deeper curiosity. When that interest and curiosity begins to form, Affiliate Marketing is present as an amplifier through personal recommendations from affiliates, which strengthens the drive to make impulsive purchases.

DISCUSSION

Discussion 1

The results of the study indicate that Live Streaming Shopping has a positive and significant effect on impulsive buying behavior among TikTok Shop users. This finding aligns with previous research stating that live streaming features enhance consumer engagement and create an immersive shopping experience, thereby stimulating unplanned purchases (Chen et al., 2023).

Live streaming allows real-time interaction between sellers and consumers, reducing perceived risk and building a sense of trust. The persuasive communication of the host, combined with time-limited promotions, can trigger emotional arousal that leads to spontaneous buying decisions. Therefore, the scientific finding derived here is that interactive and real-time shopping environments significantly influence impulsive buying

tendencies, especially when the audience perceives authenticity and social presence during live sessions.

The finding contributes to marketing theory by emphasizing the role of social interaction and immediacy in shaping impulsive purchasing behavior in digital commerce platforms. It suggests that enhancing interactivity through live streaming can serve as an effective digital marketing strategy to boost conversion rates in e-commerce platforms such as TikTok Shop.

Discussion 2

The analysis also shows that Affiliate Marketing has a positive and significant impact on impulsive buying, while Short Video Content does not significantly influence impulsive purchase decisions. This implies that although short-form videos play a role in brand awareness, they may not be sufficient to directly drive impulsive actions without interactive or personal engagement elements.

Affiliate marketing, on the other hand, builds credibility through influencer recommendations and peer influence, which fosters emotional connection and trust (Park & Kim, 2022). Consumers tend to rely on affiliates' perceived authenticity and social proof, which act as strong psychological triggers for impulsive buying.

The scientific insight that can be drawn here is that personal endorsement and social validation mechanisms within affiliate marketing campaigns are more effective in stimulating impulsive behavior than passive content exposure. This contributes to the broader understanding of consumer psychology in digital marketing contexts, showing that trust-based interactions are more powerful drivers of impulsive purchases than mere content visibility.

Furthermore, this finding provides practical implications for online marketers on TikTok Shop — highlighting the importance of affiliate partnerships and credibility-based promotion strategies to foster spontaneous buying behavior

CONCLUSION

The results of this study show that, partially, Live Streaming Shopping and Affiliate Marketing have a positive and significant effect on impulsive buying, while Short Video Content does not have a significant effect on impulsive buying. However, simultaneously, the three variables — Live Streaming Shopping, Short Video Content, and Affiliate Marketing — have a significant influence on impulsive buying behavior.

These results confirm that interactive marketing strategies and personal approaches through affiliate programs can encourage sudden purchasing decisions among TikTok Shop users, especially university students.

The implications of these findings indicate that online business players, especially those operating on the TikTok Shop platform, can prioritize live streaming strategies and collaboration with affiliate creators as effective approaches to increase sales.

From a theoretical perspective, these findings expand the literature on consumer behavior and provide direction for future research to further explore the psychological factors influencing impulsive buying behavior on social media platforms.

As a suggestion, online stores or businesses on TikTok Shop are advised to optimize Live Streaming Shopping strategies and collaboration with affiliate creators, since both have proven effective in stimulating impulsive purchases. In addition, improving the quality of Short Video Content to make it more informative and engaging is recommended.

This study is also expected to serve as a reference for academics, students, and the public in understanding consumer behavior and in approaching digital marketing strategies more wisely. Future researchers are encouraged to include additional variables to expand the scope of impulsive buying analysis.

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