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## The Effect of Live Streaming, Price Discounts, Product Reviews on Impulse Buying Behavior at Shopee E-Commerce

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**Abstract:**

Currently, most consumers prefer to shop online in e-commerce rather than shopping directly. This is influenced by the many benefits obtained when shopping online. Currently, live streaming is being intensively carried out by sellers to promote their products. Like the live streaming feature in the shopee application, this feature spoils its consumers by shopping when live streaming takes place consumers will get discounts and free shipping vouchers. This study aims to determine the effect of live streaming, discounts, product reviews on impulse buying behavior in e-commerce shopee. This study uses a quantitative approach and uses multiple linear regression analysis techniques. The sample in this study was drawn using purposive sampling method with a sample of 200 respondents. The results of this study indicate that live streaming, price discounts, and product reviews simultaneously have a significant and significant effect on impulse buying on shopee e-commerce users in Surabaya. Live streaming variables and price discounts have a positive and significant effect on impulse buying variables. Meanwhile, the product review variable has a negative and insignificant effect on the impulse buying variable.

**Keywords:** Live Streaming, Price Discounts, Review Product, Impulse Buying, E-Commerce

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### 1. Introduction

As time goes by, technological developments affect people's lives. The increasing availability of technology has changed the way of life of some people in Indonesia (GD, 2023). The increasingly mature technology has provided convenience for the community, one of which is in the business sector. Currently, the application of internet technology is widely used to promote and sell a product, expand the market for business people, to be able to shop online without the need for consumers to come directly to the store location. Everything can be done only through a cell phone, and *online* sales can be easily done by all people.

As a result of the JakPat survey, 83.7 percent of Indonesians have watched online shopping features that involve live broadcasts, also known as live shopping. Shopee has the most users of live shopping in Indonesia, with 83.4 percent. TikTok ranked second with 42.2 percent, while Instagram ranked third with 34.1 percent of respondents. Ranking fourth and fifth are Tokopedia, with 30.4 percent of respondents using Tokopedia and 25.9 percent of respondents using Facebook for live shopping. Furthermore, 20.5 percent of the respondents stated that they made live purchases

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through Lazada and Bukalapak, while 5.2 percent stated that they made live purchases through JD.ID, and 0.5 percent stated that they made live purchases through other *platforms*.

Shopee is one of the *online* shopping media applications. Shopee offers various features including: free shipping, *discount vouchers*, *cashback* and coupons, *shopeepay*, shopee coins, shopee games and many more. Shopee recently launched its newest feature, *Shopee live*, which allows sellers to interact directly with consumers. *Shopee live* makes it easier for consumers to choose the products they want to buy. In addition, *shopee live* also provides 50% discount coupons and free shipping coupons for consumers who make transactions during live broadcasts. We all know that *Shopee live* is designed as one of shopee's e-commerce features that aims to provide an interactive shopping experience so that every user, buyer, and seller who opens *Shopee live* can find out the actual transaction. On the other hand, *TikTok live* itself is also part of the *TikTok* social media platform. Its focus is a space for creative content such as music, dance, skills, and comedy. As a result, the intensity of people opening the *TikTok live* platform is often more for entertainment than shopping (Purwanti T., 2023). Therefore, the live shopping function of online shopping platforms such as *Shopee live* is more suitable for brands and sellers who want to maximize sales, because visitor traffic on *Shopee live* has a purchase plan and intention. People who visit *TikTok live* mingle with people who are just looking for entertainment, not shopping. It seems that *TikTok Live* still needs to adjust its strategy if it wants to stand out in the competition between live shopping platforms.

Apart from providing live streaming features, shopee also provides offers that can attract consumer interest, namely discounts. A discount refers to a reduction in the price of a product from its normal price over a certain period of time (Rahmawati et al., 2020). The presence of discounts can attract consumers to make purchase transactions and can have an impact on increasing product sales. Discounts on shopee are usually given at certain times, such as new shopee users will get a discount of Rp. 20,000 on their first transaction, shopee provides discounts of up to 50% to consumers who make transactions during live streaming. One way to reduce the price of goods is to use discount vouchers. With this discount, consumers are tempted to make purchases that have no previous plans.

This research is focused on marketing, especially on e-commerce platforms, with an emphasis on the effect of live streaming, price discounts and product reviews on impulse buying, with a case study on shopee. Research that examines the features contained in e-commerce is still rarely found in previous studies. This study aims to determine whether there is an effect of live streaming, price discounts, product reviews on impulse buying behavior on shopee users in Surabaya City.

## **2. Theoretical Background**

### **Live streaming**

According to (Chen, 2018), live streaming is a real-time audio and video broadcast of a program over the internet, allowing viewers to experience an immersive feeling. In such a context, live streaming creates a virtual space where live streamers can broadcast and gives channel users the opportunity to watch and interact with live streamers. Purchasing on live broadcasts is also known as live streaming trading/livestreaming selling. According to (Verma & Kumar, 2021) live streaming can capture the full attention of customers and increase engagement, making it a highly effective communication method. indicators of live streaming according to (Chen 2018) is interaction, real time, promotional tools.

### **Price Discounts**

Price discounts are one type of sales promotion that is often used by sellers in both offline and online stores that focus more on end customers. Price discount is a reduction in product prices from normal prices within a certain period. Price discounts according to (Sonata, 2019), are defined as a price reduction given by marketers to customers for certain products and time periods to attract customers' attention and encourage them to buy these products. Tjiptono (2020) discounts or rebates given by sellers to buyers as rewards for certain actions. Examples include buying in bulk, paying bills faster, or buying out of season or peak demand periods. The indicators of price discount according to (Wilujeng, 2018) are trigger consumers to buy in large quantities, anticipate competitor promotions, supports large amounts of trade.

### **Review Product**

Ratings and reviews are a form of evaluation or assessment given by previous customers to a product, both in terms of product quality and services provided. Review Product is a review of a product or service based on the customer's experience when using or using the product or service. Customers provide this experience by writing and rating the product based on the level of satisfaction (Sinaga et. al., 2022). One of the commonly used strategies to increase sales is product rating, which is used to make consumers assess products and decide whether they will buy or not (Kevin, 2020). Consumers can give a positive or negative assessment of a given product or service, this assessment is made based on the experience of the consumer who did it, and the review is usually accompanied by an explanation of the advantages and disadvantages of buying the goods or services. The following are indicators of product reviews according to (Latifa P. & Harimukti W in Shidieq 2020) Perceived usefulness, Source credibility, Argument quality, and Valance.

### **Impulse Buying**

Impulsive buying is a type of purchase made because of a strong desire to buy something quickly, usually without considering the consequences. Impulse buying occurs when you want something that suddenly appears and cannot resist it. Sonata (2019) argues that impulse buying is an unplanned buying behavior characterized by relatively fast decision making and a desire to own. Compared to planned purchases,

this type of purchase is described as more attractive, involuntary, and difficult to avoid. indicators of impulse buying according to (Zayusman & Septrizola, 2019) Spontaneity, Strength, compulsiveness, and intensity, Excitement and stimulation, Ignorance of the consequences.

### 3. Methodology

This study uses associative research, which aims to determine the effect or relationship between two or more variables (Sugiyono, 2019). This study uses a quantitative approach. states that population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined to be studied and conclusions drawn. The population in this study is the people of Surabaya city who have made purchases at shopee at least once in the last 1 year. Meanwhile, the sampel in this study was drawn using *purposive sampling* method with a total sampel of 200 respondents. Primary data sources in this study were obtained through answers given by shopee user respondents in Surabaya City who had shopped at least once who were willing to fill out questionnaire answers. The majority of respondents were female (79%) and aged 18-22 years (78%). The majority of respondents are students (75%) and live in East Surabaya (49%).

### 4. Empirical Findings/Result

The results of this study were obtained from distributing questionnaires to shopee e-commerce users in Surabaya with a total of 200 respondents. Data processing using SPSS 25 using multiple linear regression analysis.

#### Validity Test Results

The validity test is a measuring tool in research to determine / measure the research instrument data between valid and invalid. To ensure the validity of the questions or statements in the questionnaire, the values of  $r$  count and  $r$  table are compared. If the calculated  $r$  value is greater than the  $r$  table value, then the question or statement items in the questionnaire are considered valid, provided that the significance level of the  $r$  table value is less than 0.05.

**Table 1. Validity Test Results**

Variable	Question	correlation coefficient	r table	Conclusion
<i>Live Streaming</i> (X1)	X1.1	0,846	0,138	Valid
	X1.2	0,858	0,138	Valid
	X1.3	0,807	0,138	Valid
	X1.4	0,617	0,138	Valid
<i>Price discounts</i> (X2)	X2.1	0,813	0,138	Valid
	X2.2	0,806	0,138	Valid
	X2.3	0,869	0,138	Valid
	X2.4	0,803	0,138	Valid
	X3.1	0,776	0,138	Valid

<i>Review Product</i> (X3)	X3.2	0,884	0,138	Valid
	X3.3	0,792	0,138	Valid
	X3.4	0,569	0,138	Valid
<i>Impulse Buying</i> (Y)	Y1.1	0,864	0,138	Valid
	Y1.2	0,886	0,138	Valid
	Y1.3	0,889	0,138	Valid
	Y1.4	0,864	0,138	Valid

Source : research data processing (2024)

Based on the results of the data processing above, the results of the validity test of each variable X(*live streaming, discounted prices, product reviews*) and Y(*impulse buying*) show that the correlation coefficient /  $r_{count} > r_{table}$ , so it can be said that all variables of this study are valid.

### Reliability Test Results

The reliability test is carried out to determine the extent to which the relative consistent results of each variable when measured repeatedly to measure the same symptoms and the results are relatively consistent, if the Cronbach's alpha value of the variable is greater than 0.60 then the variable is declared reliable.

**Table 2. Reliability Test Result**

Variable	Cronbach's Alpha Hitung	Cronbach's Alpha Minimum	Description
<i>Live streaming</i>	0,790	0,60	Reliable
<i>Price discount</i>	0,841	0,60	Reliable
<i>Review product</i>	0,756	0,60	Reliable
<i>Impulse buying</i>	0,989	0,60	Reliable

Source: research data processing (2024)

The table above shows the results of the reliability test for each variable X and variable Y. The results show that Cronbach's Alpha Count  $>$  Cronbach's Alpha Minimum, so it can be said to be reliable.

### Normality Test Results

Normality test is a test carried out with the aim of being able to assess whether the data that has been obtained has a normal distribution or otherwise.

**Table 3. Normality Test Result**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		200
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	4.57524970

Most	Extreme	Absolute	.061
Differences		Positive	.052
		Negative	-.061
Test Statistic			.061
Asymp. Sig. (2-tailed)			.071 <sup>c</sup>
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			

Source: research data processing (2024)

According to the table, the Asymp. Sig. (2-tailed) of 0.071 > 0.05 indicates that the values are normally distributed.

**Multicollinearity Test Results**

Multicollinearity test is data testing with the aim of knowing whether there is a relationship between the X (independent) variables in the study. To determine multicollinearity is if the *tolerance* value > 0.100 and the VIF value < 10.0 then there is no multicollinearity.

**Table 4. Multicollinearity Test Result**

Variabel	Tolerance	VIF
<i>Live streaming</i>	0,913	1,095
<i>Price discount</i>	0,936	1,069
<i>Review product</i>	0,917	1,091

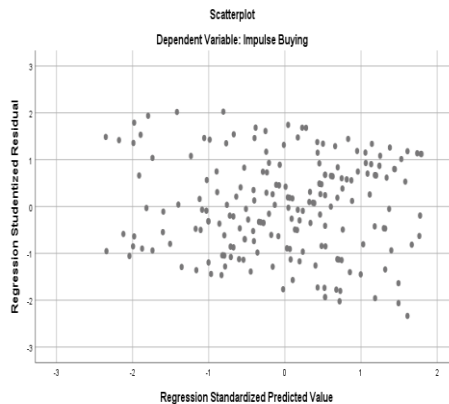
Dependent Variabel: *Impulse Buying*

Source: research data processing (2024)

Based on the calculation results in the table above, it can be seen that the tolerance value > 0.100 and the VIF value < 10.0. It can be concluded that there are no symptoms of multicollinearity.

**Heteroscedasticity Test Results**

The heteroscedasticity test is a test used to identify whether in the regression model there is an inequality of variance from the residuals of one observation to another.



**Figure1. Heteroscedasticity Test Results variable Y**

Source: research data processing (2024)

Through the picture above, it can be seen that the pattern formed forms a pattern that looks clear and the points tend to spread above and below the number 0 on the Y axis, which indicates that there are no symptoms of heteroscedasticity.

**Multiple Linear Regression Analysis Test Results**

Multiple linear regression analysis aims to show the direction of the relationship between the dependent and independent variables. This study uses multiple linear regression analysis in analyzing the effect of independent variables (*live streaming*, price discounts, and *product reviews*) on the dependent variable (*impulse buying*).

**Table 5. Multiple Linear Regression Analysis Test Results**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1. (constant)	5.169	2.194		2.356	.019
<i>Live Streaming</i> (X1)	.203	.092	.155	2.199	.029
<i>Price discount</i> (X2)	.294	.078	.263	3.773	.000
<i>Review product</i> (X3)	-.015	.121	-.009	-.124	.902

a. Dependent Variable: Y

Source: research data processing (2024)

Based on the table above regarding the results of multiple linear regression analysis, it can be interpreted as follows:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 5,169 + 0,203 X_1 + 0,294 X_2 + -0,015 X_3 + e$$

The constant value is 5.169, which means that the value of the *impulse buying* variable is 5.169 if the value of the *live streaming* variable, price discount, *product review* is positive and constant remains.

The regression coefficient of the *live streaming* variable is 0.203. This shows that the *live streaming* variable has a positive effect on the *impulse buying* variable. When the value of the *live streaming* variable increases by one unit, the *impulse buying* variable increases by 0.203 where the other independent variables are stable.

The regression coefficient of the discount variable is 0.294. This shows that the discount variable has a positive effect on the *impulse buying* variable. When the value of the *live streaming* variable increases by one unit, the *impulse buying* variable increases by 0.294 where the other independent variables are stable.

The regression coefficient of the product review variable is negative (-0.015). This shows that the *live streaming* variable has a negative effect on the *impulse buying* variable. When the value of the product review variable increases by one unit, the *impulse buying* variable will decrease by (-0.015) where the other independent variables are stable.

The value of e is a standard error outside the model under study. The results of the multiple linear regression test, namely the *live streaming* variable 0.203, price discount 0.294, and product review -0.015, so it can be concluded that the price discount variable is the variable that has the most dominant effect on the *impulse buying* variable compared to the *live streaming* variable and the product review variable.

## Hypothesis Test Results

### Results F Test

This F test aims to prove whether the independent variable (x) simultaneously / generally affects the dependent variable (y).

**Table 6. Result F Test**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	506.946	3	168.982	7.951	.000 <sup>b</sup>
	Residual	4165.649	196	21.253		
	Total	4672.595	199			

Source: research data processing (2024)

Based on the data processing above, it is stated that the significance value of the X1, X2, and X3 variables simultaneously on variable Y is  $0.000 < 0.05$  and the  $F_{\text{count}}$  value is  $7.951 > 2.65$ . So it can be concluded that the dependent variable has a simultaneous effect, which means H4 is accepted.

### Result T Test

The t test is a temporary answer to the problem formulation that asks about the relationship between two or more variables. The t test is used to evaluate the independent variable and the dependent variable partially in this study.

**Table 7. Result T Test**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. error	Beta		
		1	(Constant)	5.169		
	Live streaming	.203	.092	.155	2.1999	.029
	Price discount	.294	.078	.263	3.773	.000
	Review product	-.015	.121	-.009	-.124	.902

Dependent variabel : Y

Source: research data processing (2024)

Based on the data calculations above, it can be concluded that X1 Sig.  $0.029 < 0.05$ , X2 Sig.  $0.000 < 0.05$ , X3 Sig.  $0,902 > 0,05$ . Which means that variables X1 and X2 partially affect variable Y, while variable X3 has no partial effect on variable Y. In addition, variable X affects variable Y if  $t_{\text{count}} > t_{\text{table}}$  and vice versa, there is no effect of variable X on variable Y if  $t_{\text{count}} < t_{\text{table}}$ . Formula  $t_{\text{table}} = t(\alpha/2; n-k-1) = t(0.025; 196) = 1.972$ .

Based on the data in the table above, it can be seen that:

1. Variable X1  $t_{\text{count}} 2.199 > t_{\text{table}} 1.972$  with a sig value of  $0.029 < 0.05$ , then H0 is rejected and H1 is accepted. Which means that variable X1(Live streaming) has a partially positive and significant effect on variable Y(impulse buying).
2. Variable X2  $t_{\text{count}} 3,773 > t_{\text{table}} 1,972$  with a sig value of  $0.000 < 0.05$ , then H0 is rejected and H2 is accepted. Which means that variable X2 (discount) has a partially positive and significant effect on variable Y(impulse buying).



3. Variable X3  $t_{count} -0.124 > -t_{table} -1.972$  with a sig value of  $0.902 > 0.05$ ,  $H_0$  is accepted and  $H_3$  is rejected. Which means that variable X3(*product review*) has a partially negative and insignificant effect on variable Y(*impulse buying*).

**Test Results of the Coefficient of Determination (R<sub>2</sub>)**

The Coefficient of Determination (R<sup>2</sup>) is used to determine how much the ability of the independent variable can explain the dependent variable. The magnitude of the R value ranges from 0-1, the closer to 1 the R value is, the greater the independent variable (X) is able to explain the dependent variable (Y).

**Table 8. Test Result of the Coefficient of Determination (R<sub>2</sub>)**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.329 <sup>a</sup>	.108	.095	4.610
a. Predictors: (Constant), <i>Review Product</i> , <i>Price discounts</i> , <i>Live Streaming</i>				
b. Dependent Variable: <i>Impulse Buying</i>				

Source: research data processing (2024)

The results of the data table show that the R Square value is 0.108 or 10.8%, which means that the dependent variable is influenced by the independent variable by only 10.8%, while the rest is influenced by other variables that researchers do not use in this study.

**Discussion**

**Simultaneous Effect of Live Streaming Variables, Price Cuts, Product Reviews on Impulse Buying**

Based on hypothesis testing using the F test, the results show that variable X *live streaming*, price discounts, and *product reviews* have an effect on variable Y *impulse buying* simultaneously. This is evidenced by the results of the  $F_{count} > F_{tabel}$  value, which is  $7.951 > 2.65$  and the significance value is  $<0.05$ , namely  $0.000 < 0.05$ . Therefore, it can be concluded that the  $H_4$  hypothesis is accepted and shows that *live streaming*, price discounts, and *product reviews* simultaneously have a significant effect on *impulse buying* on Shopee *E-Commerce* users in Surabaya.

*Online* shopping is a familiar activity. The sophistication of technology makes activities easier and faster. Only by using a cellphone, sellers can easily sell their products to various regions. Various promotions can be carried out such as *live streaming*, discounts, and *product reviews*. Sellers usually do promotions by following trends that are currently busy, because that can make it easier for the products to be sold to be known by potential customers. *Live streaming* that is organized and provides clear information, provides discounts at unexpected times, and *product reviews* conducted by previous consumers can attract the attention of consumers to make unplanned purchases or commonly called *impulse buying* on *shopee e-commerce*.

### **The Effect of Live Streaming (X1) on Impulse Buying (Y)**

Based on the results of research on hypothesis testing using the T test, the first hypothesis ( $H_1$ ) is accepted. The results of the hypothesis test show that live streaming  $t_{\text{count}} > t_{\text{table}}$ , namely  $t_{\text{count}} 2.199 > t_{\text{table}} 1.972$  and the significance value is  $<0.05$ , namely  $0.029 < 0.05$ . This means that live streaming (X1) has a positive and significant effect on impulse buying (Y). This means that *live streaming* (X1) has a positive and significant effect on *impulse buying* (Y). Therefore, it can be concluded that *live streaming* partially affects *impulse buying* on shopee *E-commerce* users in Surabaya. Based on the description above, it shows that *live streaming* has an impact on consumers in *impulse buying* behavior. *Live streaming* on the shopee application is the most effective marketing strategy for sellers because they can communicate directly about the products being sold with potential customers, so that many consumers make *impulse buying*.

### **The Effect of Price discount (X2) on Impulse Buying (Y)**

Based on the results of research on hypothesis testing using the T test, the first hypothesis ( $H_2$ ) is accepted. The results of the hypothesis test show that the price potogan  $t_{\text{count}} > t_{\text{table}}$ , namely  $t_{\text{count}} 3.773 > t_{\text{table}} 1.972$  and the significance value is  $<0.05$ , namely  $0.000 < 0.05$ . This means that discounts (X2) have a positive and significant effect on *impulse buying* (Y). Therefore, it can be concluded that price discounts have a partial effect on *impulse buying* for Shopee *E-commerce* users in Surabaya.

Price discounts at certain times and with limited time encourage consumers to make *impulse buying*. Consumers are very interested in buying products because of price discounts. With discounted prices, consumers can buy products with a considerable discount in a fairly short time. These discounts are often carried out at certain times such as *harbolnas* (national *online* shopping day), this greatly influences consumers to make unplanned purchases or *impulse buying*.

### **The Effect of Review Product (X3) on Impulse Buying (Y)**

Based on the results of hypothesis testing using the T test, it shows that the variable *review product* results  $t_{\text{hitung}} < -t_{\text{tabel}}$ , which is  $-0.124 < -1.972$  with a significance value  $> 0.05$ , namely  $0.902 > 0.05$ . So  $H_0$  is accepted and  $H_3$  is rejected, which means that the *product review* variable has a negative and insignificant effect on *impulse buying*. From partial testing, it can be concluded that *product reviews* have a negative and insignificant effect on *impulse buying*.

In distributing questionnaires by utilizing indicators of *Perceived Usefulness*, *Source credibility*, and *Argument quality* which have no effect on *impulse buying*. Thus, it can be concluded that there are other variables that influence *impulse buying* behavior other than through *product reviews*. This shows that *product reviews* do not encourage someone to make *impulse buying*, because consumers know the quality of the product through previous consumer responses. So that the *review product* still allows someone to plan in advance what product to buy.

From the results of this study, there are similarities and differences with previous research by (Ita Rahmawati et al, 2023) entitled "The Effect of Live Streaming Selling, Review Product, and Discount on Consumer Purchase Interest in E-Commerce Shopee" which states that live streaming selling affects consumer buying interest because the live streaming selling feature can help consumers find out about the products to be purchased in real time. Product reviews affect consumer buying interest because the product review feature can help consumers to find out the quality of a product, through video reviews or ratings given by other consumers.

## 5. Conclusions

Based on the results of research and data analysis that has been carried out by researchers related to the influence of live streaming, price discounts, and product reviews on impulse buying behavior at E-commerce Shopee, the following conclusions can be made:

1. Live streaming has a positive and significant influence on impulse buying of shopee e-commerce users in Surabaya. This proves that live streaming affects the impulse buying behavior of shopee consumers. The higher the level of participation in live streaming, the higher the likelihood of impulse buying.
2. The results indicate that there is a positive and significant effect on the discount variable on impulse buying behavior. This indicates that the higher the level of discount, the higher the level of consumer desire to make impulse buying.
3. The results showed that there was no positive and significant effect on the product review variable on impulse buying behavior. This shows that although product reviews have the opportunity to attract consumer attention, they cannot significantly influence consumer decisions to make impulse buying.

Suggestion Based on the results of research and data analysis related to the influence of live streaming, price discounts, and product reviews on impulse buying behavior on E-commerce shopee, several suggestions can be put forward that can be considered in decision making, namely for future researchers, can see demographics that cover a wider population and it is hoped that this research will become a research foundation that can produce more creative and innovative research with live streaming, price discounts, product reviews and impulse buying in an online shopping application.

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