The Influence of Live Streaming, Flash Sale, and Online Customer Review on Purchasing Decisions for Antarestar Products on TikTok Shop

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Article Information

Abstract

Research aim : *Aiming to understand and analyze how live streaming, flash sale, and online customer review, both partially and simultaneously, influence customers decisions to purchase Antarestar products on TikTok Shop.*

Design/Methode/Approach : *A causal quantitative approach is applied in this research. The research population includes TikTok Shop users who have previously purchased Antarestar products. The sample used consisted of 40 samples selected through purposive sampling based on the criteria: (1) having a TikTok Shop account and (2) having purchased Antarestar products at least once. Primary data were obtained through a Likert scale-based questionnaire, and multiple linear regression was used for data analysis.*

Research Finding : *This research indicates that flash sale have a significant impact on customers' decisions to purchase Antarestar products on TikTok Shop, while live streaming and online customer review do not have a significant impact.*

Theoretical contribution/Originality : *Useful as a reference for subsequent studies examining the influence of live streaming, flash sale, and online customer review on customer purchase decisions on e-commerce platforms, particularly TikTok Shop.*

Practitionel/Policy implication : *This research is expected to help Antarestar formulate a more optimal marketing approach on TikTok Shop by leveraging the influence of live streaming, flash sale, and online customer review to enhance customers' purchasing decisions.*

Research limitation : *The research focuses on examining customer decisions to purchase Antarestar products on TikTok Shop, with live streaming features, flash sale, and online customer review serving as independent variables, while purchase decisions serve as the dependent variable.*

Keywords : *Live Streaming, Flash Sale, Online Customer Review, Purchasing Decisions.*

1. Introduction

The evolution of digital technology has affected how customers purchase, especially using the increasing popularity list Indonesian e-commerce sites. Ease of access, various attractive offers, and the convenience offered by e-commerce platforms have motivated many consumers to transition from conventional to online purchasing methods. Consumers seem to be driven to shop online if the items are easily accessible [1]. The emergence of various e-commerce platforms possessing a significant influence on consumer behavior, make it simpler for customers to make purchases [2]. One of the popular platforms is TikTok, especially with the additional feature TikTok Shop that combines social media and marketplace into one platform [3]. TikTok Shop creates a unique user experience by integrating shopping features into a platform renowned for its creative content [4].

Today's consumers are becoming increasingly selective in choosing products before making a purchase decision [5]. The purchase decision involves a specific process, where one of the stages is selection influenced by consumer preferences, thereby affecting the occurrence of the purchase decision [6]. TikTok Shop successfully captured consumer attention by introducing digital promotion features that support the decision-making process, such as live streaming, flash sale, and online customer review. Each of these features affects consumers in different ways, but they are interconnected in creating a stronger purchasing decision. Therefore, understanding how these three features influence each other is very important in analyzing consumer purchasing decisions.

One of the variables that can influence purchasing decisions is live streaming. This feature allows sellers to offer products in real-time, provide detailed explanations about the products, answer questions, and interact directly with potential buyers within a limited time [7]. The effectiveness of this feature can influence consumer purchasing decisions, making it one of the more optimal marketing approaches in today's digital age. Previous research states that the live streaming feature can significantly influence customers purchasing decisions [8]. However, there is also research revealing that the live streaming feature has no significant impact customers purchasing decisions [9].

The flash sale strategy has also proven effective in attracting consumer attention. Flash sales have become a popular strategy in online marketing because they offer exclusive deals at discounted prices for a short period [10]. These limited-time offers attract consumer interest because the desired products become relatively cheaper during the flash sale compared to their normal prices [11]. The presence of these limited-time offers increases customers' decisions to purchase immediately, as they fear missing out on the opportunity to get the best price if they delay their purchase. Previous research states that flash sales can significantly influence purchasing decisions [12]. However, there are also studies that reveal flash sale promotions do not significantly impact customers purchasing decisions [13].

Online customer review are also very important in helping customers make informed purchasing decisions. This not only gives customers an additional option to consider when purchasing a product, but also serves to shape expectations regarding a product [14]. Online customer reviews from consumers contain their opinions about the service received or the goods they purchased and have previously used [15]. Other consumers experiences with this product become a valuable reference in influencing purchasing decisions, with customers' confidence in buying the product increasing as the number of

positive reviews received grows [16]. Previous research states that online customer review significantly impact customers purchasing decisions [17]. However, there are also findings that reveal online reviews from customers do not significantly influence customers purchasing decisions [18].

With the emergence of platforms like TikTok Shop that offer innovative features, many local brands are starting to use digital technology to reach a wider customer base. TikTok Shop provides an opportunity for local brands to compete with big brands through interactive features that can strengthen purchase decisions, such as live streaming, flash sale, and online customer review. Among the local brands utilizing these features is Antarestar, an Indonesian brand that provides outdoor equipment for backpackers and nature lovers. By using TikTok Shop features, Antarestar aims to compete with well-known major brands in the market, such as Eiger and Arei. Therefore, understanding how these three features influence consumer purchasing decisions can be crucial for Antarestar's success in the highly competitive outdoor market.

These three features interact with each other and have different but complementary influences in the context of TikTok Shop. Each feature reinforces the influence of the others in enhancing purchase decisions. For example, live streaming can create a more personal engagement with consumers, which can then be reinforced by the urgency presented by flash sales. Meanwhile, online customer reviews provide references that can enhance consumer confidence in purchasing the product. Previous research has focused more on one or two elements, whereas this study aims to examine all three elements simultaneously in the context of TikTok Shop, specifically for local brands like Antarestar. Therefore, this research aims to fill the existing research gap and provide a deeper understanding of how these three features interact in influencing consumer purchasing decisions.

According to the description, the researcher determined study's title, namely "The Influence of Live Streaming, Flash Sale, and Online Customer Review on Purchasing Decisions for Antarestar Products on TikTok Shop." It is hoped that this research can expand the understanding of these three features in influencing consumer behavior, as well as provide useful insights for local brands to optimize their digital marketing strategies on the TikTok Shop e-commerce platform and can be an object of consideration for Antarestar and companies with similar products, so that they can attract consumers more widely.

1.1 Statement of Problem

The development of digital technology has driven changes in consumer shopping habits, especially TikTok Shop, which offers innovative features live streaming, flash sale promotions, and online customer review. These features possess the capacity to affect purchasing decisions, especially for local brands such as Antarestar which is engaged in outdoor equipment. However, the differences in previous research findings indicate the need for a more in-depth study to determine whether there is a significant impact of these three features in supporting the purchase decision of Antarestar products on TikTok Shop.

1.2 Research Objectives

Aiming to find out and analyze how the live streaming, flash sale, and online customer reviews, partially or simultaneously affect customers' decisions to buy Antarestar products on TikTok Shop.

2. Method

The research employs a causal quantitative approach. TikTok Shop users who have ever purchased Antarestar products as the population. The determination of the sample size refers to Roscoe's theory in Sugiyono, which states that ideally, the sample size ranges from 30 to 500, and in multiple regression analysis, the minimum sample size is 10 times the number of variables being studied [19]. With four variables being studied, the sample size is 10 x 4 = 40 samples. The sampling method used was purposive sampling, based on the criteria (1) having a TikTok Shop account and (2) having purchased Antarestar products at least once. Primary data were collected through a Likert scale-based questionnaire and analyzed using multiple linear regression. Previously, validity and reliability tests were conducted on the research instrument, resulting in valid and reliable values, as shown in the following table:

Table 1. Validation Test Results

Statement	rcount	rtable	Information	Pernyataan	rcount	rtable	Information
Live Streaming (X1)				Online Customer Review (X3)			
X1.1.1	0,704	0,312	Valid	X3.1.1	0,737	0,312	Valid
X1.1.2	0,769	0,312	Valid	X3.1.2	0,752	0,312	Valid
X1.2.1	0,572	0,312	Valid	X3.2.1	0,719	0,312	Valid
X1.2.2	0,675	0,312	Valid	X3.2.2	0,679	0,312	Valid
X1.3.1	0,636	0,312	Valid	X3.3.1	0,533	0,312	Valid
X1.3.2	0,730	0,312	Valid	X3.3.2	0,635	0,312	Valid
X1.4.1	0,752	0,312	Valid	X3.4.1	0,708	0,312	Valid
X1.4.2	0,723	0,312	Valid	X3.4.2	0,781	0,312	Valid
Flash Sale (X2)				X3.5.1	0,638	0,312	Valid
X2.1.1	0,722	0,312	Valid	X3.5.2	0,702	0,312	Valid
X2.1.2	0,689	0,312	Valid	Purchase Decision (Y)			
X2.2.1	0,774	0,312	Valid	Y1.1.1	0,619	0,312	Valid
X2.2.2	0,830	0,312	Valid	Y1.1.2	0,682	0,312	Valid
X2.3.1	0,793	0,312	Valid	Y1.2.1	0,468	0,312	Valid
X2.3.2	0,771	0,312	Valid	Y1.2.2	0,787	0,312	Valid
X2.4.1	0,650	0,312	Valid	Y1.3.1	0,642	0,312	Valid
X2.4.2	0,800	0,312	Valid	Y1.3.2	0,717	0,312	Valid
X2.5.1	0,710	0,312	Valid	Y1.4.1	0,739	0,312	Valid
X2.5.2	0,647	0,312	Valid	Y1.4.2	0,754	0,312	Valid

Source: Output processed using SPSS version 25, (2024)

Table 2. Reliability Test Results

Variable	*Cronbach's Alpha*	Criteria Value	Information
Live Streaming (X1)	0,845	0,60	Reliable
Flash Sale (X2)	0,903	0,60	Reliable
Online Customer Review (X3)	0,873	0,60	Reliable
Purchase Decision (Y1)	0,831	0,60	Reliable

Source: Output processed using SPSS version 25, (2024)

3. Results and Discussion

Based on the results of the questionnaire distribution to TikTok Shop users who have purchased Antarestar products, here are the details of the respondents' data based on gender and age group. Out of a total of 40 respondents, 10 people (25%) are men, while 30 people (75%) are women. In terms of age, 5 respondents (12.5%) are between 15 and 19 years old, while 35 respondents (87.5%) are in the 20 to 24 age group.

3.1 Classical Assumption Test
Normality Test

Table 3. One-Sample Kolmogorov-Smirnov Normality Test

	Unstandardized Residual
Asymp. Sig. (2-tailed)	.200c,d

Source: Output processed using SPSS version 25, (2024)

The Kolmogorov-Smirnov normality test found a significance value of 0.200, exceeding 0.05. This indicates that The data is dispersed properly, as the significance value must exceed 0.05 according to the criteria.
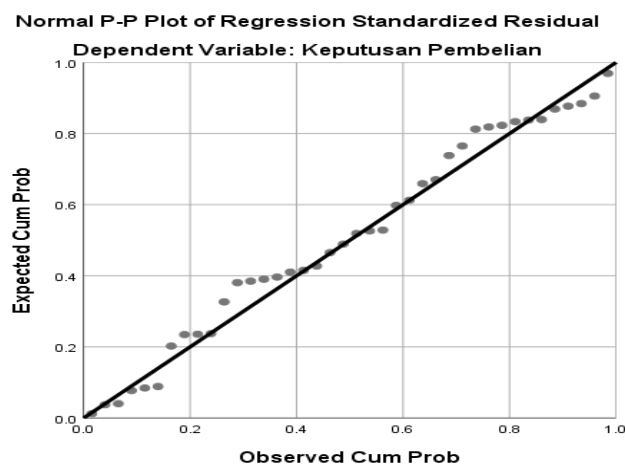

Figure 1. Normality Teks P-P Plot

Source: Output processed using SPSS version 25, (2024)

In the P-P Plot, it shows that the data is scattered out and follows a line pattern, indicating that the data is normally distributed. Thus, every data point found in this study is normally distributed.

Multicollinearity Test

Table 4. Results of the Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
Live Streaming (X1)	.254	3.936
Flash Sale (X2)	.403	2.481
Online Customer Review (X3)	.317	3.158

Source: Output processed using SPSS version 25, (2024)

The tolerance of each variable exceeds 0.1 and the VIF of each variable is lower than 10.00. Thus, this indicates that the regression model does not show multicollinearity issues, meaning that the variables being studied do not have relationships with each other.
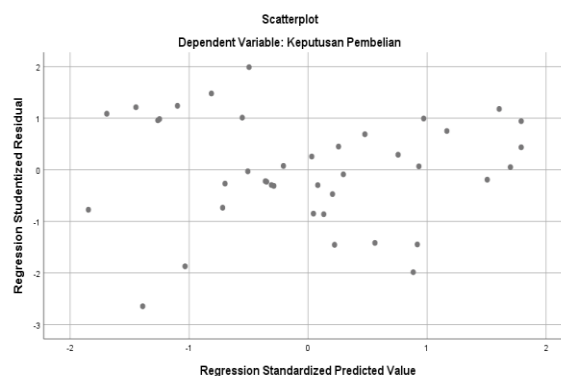
Heteroskedasticity Test

Figure 4. Results of the Heteroscedasticity Test

Source: Output processed using SPSS version 25, (2024)

The heteroscedasticity test scatterplot shows no regular pattern, and the data is scattered around the number 0, both above, below, and in the vicinity. Thus, it indicates that the heteroscedasticity problem is not found in this study.

3.2 Multiple Linear Regression Analysis

Table 5. Results of Multiple Linear Regression Test

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	9.952	3.387
Live Streaming (X1)	.027	.185
Flash Sale (X2)	.462	.106
Online Customer Review (X3)	.080	.133

Source: Output processed using SPSS version 25, (2024)

The information in the previous table, the resulting multiple linear regression equation model looks like this:

$$Y = 9,952 + 0,027 (X1) + 0,462 (X2) + 0,080 (X3) + e$$

The constant value of 9.952 indicates that if the three independent variables are assumed to have no influence at all (=0), then the purchase decision coefficient (Y) will be 9.952. The regression coefficient for live streaming (X1) is 0.027, show that every unit increment will contribute to a 0.027 increase in purchase decisions, provided other variables remain unchanged. Next, the regression coefficient for flash sale (X2) is 0.462, show that every unit increment will contribute to a 0.462 increase in purchase decisions, provided other variables remain unchanged. Finally, the regression coefficient for online customer review (X3) is 0.080, show that every unit increment will contribute to a 0.080 increase in purchase decisions, provided other variables remain unchanged.

3.3 Determination Coefficient Analysis

Table 5. Coefficient of Determination

Model	Adjusted R Square
	.603

Source: Output processed using SPSS version 25, (2024)

based the aforementioned results, the Adjusted R Square value is 0.603. Indicating that variables such as live streaming, flash sales, and online customer reviews can explain approximately 60.3% of the purchasing decisions. Meanwhile, the remaining 39.7% of the purchasing decisions are influenced by variables not discussed within this scope.

3.4 Hypothesis test

Table 8. Partial Test Results (t Test)

Model	t	Sig.
(Constant)	2.939	.006
Live Streaming (X1)	.145	.885
Flash Sale (X2)	4.364	.000
Online Customer Review (X3)	.600	.552

Source: Output processed using SPSS version 25, (2024)

According to the results shown, variables X1 and X3 do not significantly affect the purchasing decision (Y), as both variables have a significance level exceeding 0.05, it indicates Ha is refused, while H0 is accepted. Meanwhile, variable X2 has a noteworthy impact because its significance value is less than 0.05, which indicates that Ha is accepted and H0 is refused.

Table 7. Simultaneous Test Results (f Test)

Model	f	Sig.
Regression	20.723	.000b
Residual		
Total		

Source: Output processed using SPSS version 25, (2024)

According to the outcomes presented, the independent variables simultaneously have a significance of 0.000, which is lower than the established significance level of 0.05, meaning that Ha is approved while H0 is denied. Indicating that the variables X1, X2, and X3 together have a significant influence on the purchasing decision. (Y).

3.5 Discussion

The Influence of Live Streaming Variables on Purchase Decisions

The previous hypothesis testing resulted in live streaming (X1) not having a significant partial effect on purchasing decisions (Y). The significance level exceeded 0.05, This indicates that Ha is rejected and H0 is approved. The results align with the study conducted by [9], which has similar results. Although the live streaming feature on TikTok Shop allows for direct interaction with buyers, as well as providing detailed explanations and answering questions about the product, this is not enough to encourage customers to purchase Antarestar products on TikTok Shop. Contributing factors include the timing of live streaming not always aligning with consumers' free time, and the bonuses offered during the live sessions may not be attractive enough to influence purchasing decisions. Additionally, if the information conveyed during the live streaming is not clear and does not meet consumer expectations, or if the product's visual presentation is lacking, the impact of live streaming on purchasing decisions may be diminished. Thus, although the live streaming feature has potential, these factors indicate that further development is still needed in terms of timing, bonuses, information, and visuals during live streaming to more effectively influence customers purchasing decisions for Antarestar products on TikTok Shop.

The Influence of Flash Sale Variables on Purchase Decisions

The previous hypothesis testing resulted in flash sale (X2) having a significant partial effect on purchasing decisions (Y). The significance level is below 0.05, This indicates that Ha is approved and H0 is refused. The findings are consistent with the research from [12], which has similar results. The driving factors behind this include the provision of discounts, which attract consumer attention and provide a direct incentive to purchase Antarestar products at more affordable prices. Additionally, the frequency of flash sale conducted by Antarestar on TikTok Shop is done consistently, and the duration used provides consumers with more opportunities to take advantage of the offers without feeling rushed, although there is still a sense of urgency. The frequent availability of Antarestar products during flash sale also boosts consumer confidence to make immediate purchases. On the other hand, the attractive promotions offered during flash sales further reinforce consumers' decisions to buy Antarestar products. All factors such as discounts, frequency, duration, product availability, and attractive promotions during the flash sale conducted by Antarestar products on TikTok Shop simultaneously create a shopping experience that encourages consumers to make immediate purchases, making the flash sale a good marketing strategy to influence customer decisions to buy Antarestar products on TikTok Shop.

The Influence of Online Customer Review Variables on Purchase Decisions

The previous hypothesis testing resulted in online customer review (X3) not having a significant partial effect on purchasing decisions. (Y). The significance exceeds 0.05, this indicates that Ha is rejected and H0 is approved. The results align with the study conducted by [18], which has similar results. Although consumer reviews are often considered helpful in shaping product expectations, some Antarestar consumers on TikTok Shop feel that the reviews are less relevant or not sufficiently useful in decision-making. The credibility of the source and the quality of the arguments in the reviews

become important factors, unclear or illogical reviews can raise doubts. Additionally, a high volume of reviews, although often considered to increase trust, can confuse consumers when the available reviews contradict each other. On the other hand, although positive reviews have the potential to encourage purchase decisions, negative reviews more often attract attention and tend to increase consumer doubt. While online customer review may have an impact on choices to buy, factors such as perceived usefulness, argument quality, source credibility, review volume, and review valence need to be continuously developed to be more effective in influencing customers decisions to purchase Antarestar products on TikTok Shop.

The Influence of Live Streaming, Flash Sales, and Online Customer Reviews on Purchase Decisions

The results of the preceding hypothesis testing demonstrate Ha is accepted while H0 is rejected. This is because the significance value is lower than 0.05. Therefore, the conclusion is that the live streaming feature, flash sale promotions, and online consumer reviews significantly influence purchase decisions at the same time (simultaneous), although the live streaming feature and online customer review do not have a significant partial effect.

4. Conclusion

The study's goal is to comprehend and analyze how the live streaming feature, flash sale promotions, and online customer review, both partially and simultaneously, sway customers decisions to purchase Antarestar products on TikTok Shop. This research found that flash sale significantly sway customers decisions to purchase Antarestar products on TikTok Shop compared to live streaming and online customer review which are not significant. Although only one of the three variables has a significant influence, together significantly affect customers purchasing decisions.

Theoretically, this research can serve as a reference for future studies examining how live streaming, flash sale, and online customer review influence customer purchase decisions on e-commerce platforms, particularly TikTok Shop. Practically, these findings can help Antarestar formulate a more optimal marketing approach on TikTok Shop by leveraging the influence of live streaming features, flash sale promotions, and online customer review to enhance customer purchase decisions.

Several limitations of the research that can be considered include focusing on examining customer decisions to purchase Antarestar products on TikTok Shop, with features like live streaming, flash sale promotions, and online customer review serving as independent variables, while purchase decisions serve as the dependent variable. Future researchers can expand the study by using additional variables, such as price, brand, or user experience on the e-commerce platform.

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