

The Influence of Influencer Marketing, Live Streaming, and Flash Sale on Impulse Buying on Tiktok Shop

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Abstract

The growth of the beauty industry as a whole has been very rapid. Skin care products are grow businesses with high consumer interest. This study aims to analyse the effect or influencer marketing, live streaming, and flash sales on impulse buying on Npure products at Tiktok Shop. The method used in this study is a qualitative research method and the measurement uses a Likerts scale. The population in this study are all coustomers in the city of Cirebon who have made impulsive buying at Tiktok Shop. This study applies data collection techniques through a google form questionnaire of 203 respondents who have shopped and used Npure skincare products. This study uses Structural Equation Modelling (SEM) distributed in Patrial Least Square (PLS) with the help of Creative Commons SmartPLS 4.0 software. This study shows the results that influencer marketing, Live streaming, and flash sales have a significant influence on impulse buying.

Keywords: *influencer marketing, live streaming, flash sale, impulse buying.*

A. INTRODUCTION

Sosial media in the lives of Indonesians is an inseparable part of society separated. Its gowing use shows how important these platforms are in communication, entertainment, and various economic and social activities. Along with the rapid trend of digitalisation, social media has become an effective communication tool. dalam kehidupan masyarakat indonesia merupakan bagian yang tidak dapat dipisahkan.

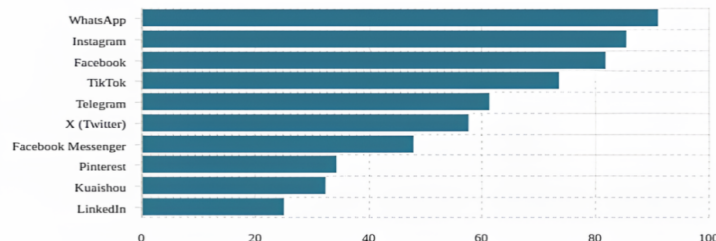


Image 1. 10 social media with the number of active users in Indonesia in 2024

Sumber: Databoks, 2024.

Tiktok is the most used social media in the country of Indonesia, presenting Tiktok Shop as an e-commerce platform that is increasingly in demand by social media users, enabling purchase directly from videos or live streaming can create impulse buying that continue to increase through impulse buying that continue to increase through algorithm recommendations. This impulse buying phenomenon refers to a sudden shopping decision, especially the role influencer marketing and live streaming when combined with offers. Influencer marketing and live streaming when combined with flash sale offers as a compelling reason for people to shop online in an unplanned way. Live streaming provides an opportunity for users to interact in real time with influencers or shop admins, through comments and question, which often leads to consumers being encouraged to make unplanned purchase. (Dinova & Suharyati, 2023) Through visual demonstrations by influencers during live streaming, users are able to see the influencer's through visual demonstrations by influencer's during live streaming, users can see product, and its benefits directly. According to (Septiyani & Hadi, 2024) when a product is offered in a flash sale, consumers will be attracted to it because they get a lower price than they would otherwise, and when the shop admin announces that the offer is limited and only valid during the live session, it encourages a sense of urgency for consumers. Session, it creates a sense of urgency for users to buy the product before the opportunity is lost. This marketing strategy is very effective in encouraging impulse buying.

According to (Harniadi & Damayanti, 2024) the facial care or skincare industry has experienced development over the past few years. Some products used to care for the body such as moisturisers, toners, facial serums, sunscreens, and face masks, are considered as an important needs for many people. In the case of Npure toner, marketing strategies through influencer marketing, live streaming, and flash sale have resulted in increased sales. According to Databoks (2024) Npure toner managed to occupy the first position as the toner brand with the largest market share in Indonesian e-commerce for the January-June period.

The problem formulation in this study, namely: *Do influencer marketing, live streaming, and flash sale have an influence on impulse buying?* The purpose of this study is to understand and analyse the influence of influencer marketing, live streaming, and flash sales on impulse buying on Npure products at Tiktok Shop.

B. LITERATURE REVIEW

Impulse Buying

Impulse buying is a habit of shopping suddenly without any planning (Zuchdiawati Luthfi Utami, 2024) Impulse buying refers to actions without prior planning to buy goods suddenly, which is usually caused by feelings such as excitement pleasure, or boredom (Gumilang et al., 2024). This behavior can be triggered by factors originating from consumers or originating from the market. The dimensions of impulse buying according to (Cahyoroni & Rusfian, 2011) namely: 1) Spontaneity, 2) Power, compulsion, and intensity, 3) Excitement and simulation, 4) Disregard for consequences. According to (Yahmini, 2020) impulse buying consists of two dimensions, namely: 1) Cognitive and 2) Affective.

Based on the dimension described, the indicators of impulse buying according to (Cahyoroni & Rusfian, 2011) yaitu: 1) Spontaneity namely making spontaneity purchase when you first see a product and decide to buy a product without thinking repeatedly, 2) Power, compulsion and intensity namely making product purchase when you need it and buying products, 3) Excitement and simulation namely purchasing products on the basis of admiration and buying products that are considered important, (Kegairahan dan simulasi) yakni melakukan pembelian produk atas dasar kagum dan membeli produk yang dianggap penting, 4) Disregard for consequences namely making purchase of products that are considered attractive without needing them and buying products without comparing them with other products.

It can be concluded that impulse buying is able to attract consumers to make sudden purchases because of attractive products even though the products are not needed. This, possible because consumers are interested in the products offered, this influence can come from the role of influencer marketing, live streaming, and flash sales.

Influencer Marketing

Opinion from (Irawan et al., 2024) in simple terms influencer marketing is a person who has popularity on social media that can influence others in purchasing decisions. The number followers on social media such as Instagram, Tiktok, and Facebook is a criterion for calling someone an influencer so that the more internet users can be influenced by the information provided by influencer. According to (Eneng et al., 2020) *influencers* can attractive entrepreneurs to use their services in promoting products and influencing consumers to buy products without any planning. The dimensions of influencer marketing according to (Jain et al., 2019) yaitu: 1) Trustworthiness, 2) Expertise, 3) Attractives, 4) Respect, 5) Similarity. According to states that influencer marketing indicators are: 1) Ad content, 2) Credibility, 3) Trust.

It can be concluded that influencer marketing is a marketing strategy by utilising influential individuals in promoting services and products to consumers. The large number of followers that influencers have on social media makes them a trusted source of information by their followers

Live Streaming

Live streaming in the process of buying goods online through a platform that broadcasts live by creating a high-quality, interactive virtual space for broadcasters and buyers (Song & Liu, 2021). Live streaming combines the immediacy of live video with the convenience of online shopping, creating a platform where consumers can interact with admins in real time, ask questions about products, and make purchase instantly (Yang et al., 2024). According to (Lu et al., 2023) live streaming can also recognise consumers needs when interacting with them and can offer discounts to increase consumer satisfaction.

According to (Song & Liu, 2021) the dimensions of Live streaming are: 1) Streamer's credibility, 2) Media richness, 3) Interactivity. The indicators of Live streaming according to Kotler dan Keller (Ridwan Alif Nurfatria et al., 2024) are: 1) Attractiveness namely the live streaming host has an interesting speaking style, 2) Expertise namely the live streaming host who is experienced in the product being delivered and the live streaming host has the right expertise to present the product, 3) Ease of purchase namely live streaming sales are easy without having to travel and live streaming sales are easy to do.

It can be concluded that live streaming is broadcasting video content directly through the internet to social media users. Audience interaction with the streaming admin creates a strong community atmosphere, because the involvement of this audience interaction allows for increased sales during the live streaming time.

Flash Sale

According to (Rizkya et al., 2024) flash Sale is an immediate price reduction on certain products. Then according to Kinanti & Andrianna (Zuchdiawati Luthfi Utami, 2024) Flash sale is a strategy in marketing that is often applied in the world of e-commerce. In another sense, flash sale are offers for buyers who shop online in the form of cashback, discount, and free shipping (Devica, 2020). According to (Dendi, Vigory, 2022) *flash sale* are also known as daily deals which are part of sales promotions by providing special offers in the form of discounts for a limited time. In this method, companies offer the latest products or services in limited quantities, as well as provide lower prices or discounts during a certain period before the sale. The flash sale feature is used on e-commerce platform or marketplaces with the aim of increase store sales in a short period of time (Kurniawan & Nugroho, 2024).

According to Vineet (Respi Saputri, 2020) *Flash sale* consist of 3 dimensions, namely buy one get one, coupon, and price discount. According to Amanah dan Pelawi (Dendi, Vigory, 2022) Promotion time flash sale indicators are: 1) Frequency of promotion namely we need to consider the number of promotional activities from sales within a certain time span by utilising various media, 2) Promotion quality which is a measure of the effectiveness of the sales promotion, 3) Promotion

quantity which received by consumers, 4) Promotion time which includes the duration of the sales promotion by the company.

It can be concluded that flash sale as a marketing strategy that is strong and able to provide significant benefits to sellers and provide significant benefits to consumers. Flash sale can be effective growth driver in the world of e-commerce, especially in increasing sales in a short time.

C. RESEARCH METHODS

This method is based on the philosophy of positivism philosophy as a scientific approach that is concrete or empirical, objective, measurable, rational, and systematically fulfils various scientific rules (Sugiyono, 2021). This method has the aim of testing a predetermined hypothesis, and applying it to certain populations and samples. This process includes data collection with instruments and data analysis that is quantitative or statistical statistics. The population in this study focuses on male and female consumers in Cirebon City who have bought and used Npure products at least once through Tiktok Shop. In this study sampling with an important and representative role, the number of variable indicators is multiplied by 5 to 10 times. Based on this, the number of indicators in this study is $11 \times 10 = 110$. So, this study took a sample of 203 respondents as a sample size for research data collection.

The type of data implemented in this study is primary data by distributing questionnaires to respondents online in the form of a google form link. In the questionnaires, there are five answer options with a score of 5 for strongly agree, 4 indicates the level of agreement, 3 for moderately agree, 2 for disagree, and 1 for strongly disagree. These statement were organised in the form of closed-ended statements. The data in the study were analysed using Partial Least Square (SEM), which is an analytical method that aims to develop or predict theories that have been developed. This SEM approach is applied by utilising an analytical tool known as Partial Least Square or SmartPLS 0.4.

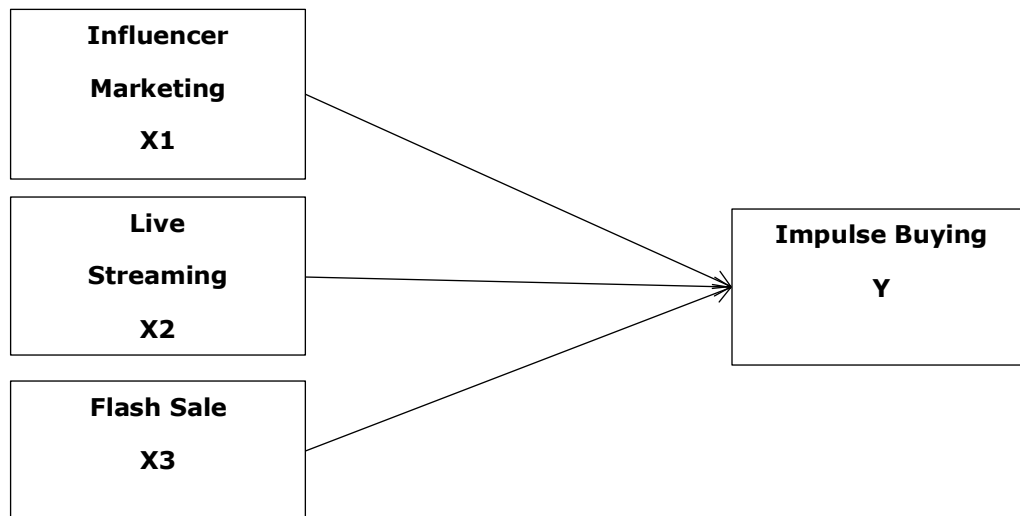


Image 2. Framework of Thought

Based on the framework of thought that has been made, the research model proposed is as follows:

H1: Influencer marketing has a positive and significant effect on impulse buying.

H2: Live streaming has a positive and significant effect on impulse buying.

H3: Flash sale has a positive and significant effect on impulse buying.

D. RESULT AND DISCUSSION

RESULT

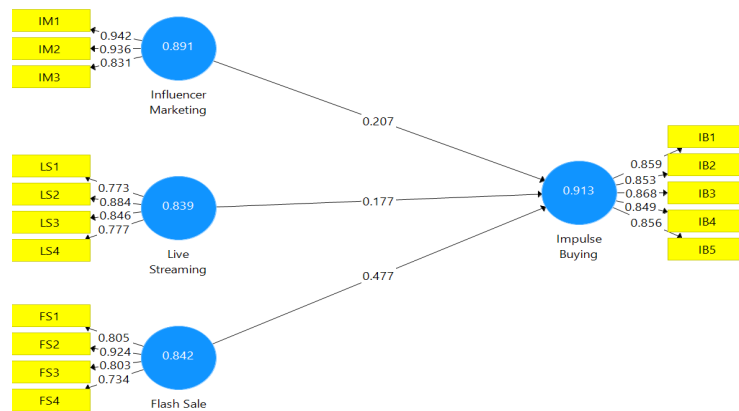


Image 3. Research Model Path Diagram

The figure above shows the method of calculating the t-statistic value, which is applied to test the significance of the relationship between varraibles in this study.

Table 1. Cross Loading (Validity Test)

	Influencer Marketing (X1)	Live Streaming (X2)	Flash Sale (X3)	Impulse Buying (Y)
IM 1	0,942			
IM 2	0,936			
IM 3	0,831			
LS 1		0,773		
LS 2		0,884		
LS 3		0,846		
LS 4		0,777		
FS 1			0,805	
FS 2			0,924	
FS 3			0,803	
FS 4			0,734	
IB 1				0,859
IB 2				0,853
IB 3				0,868
IB 4				0,849

Source: SmartPLS4 output processed in 2025

Based on the data contained in the results table, it can be concluded that the outer loading value for all variables is above 0.50. In addition, the relationship between indivators and variables with loading exceeding 0.70 can be considered for analysis in a longer period of time.

Construct reliability is also analyzed through the Cronbach's Alpha value as a measure of the internal consistency of a construct. In this study, the Cronbach's Alpha value for each construct showed results above 0.70, indicating that the construct reliability is in the good and sufficient category. High reliability ensures that each item that forms the latent variable has a high level of suitability and stability, so that it can be used consistently in measuring the same concept in various conditions.

Table 2. Construct Validity and Reliability

Variable	Cronbach's	Compsite	AVE
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	Alpha	Reliability	
IM	0,834	0,890	0,671
LV	0,910	0,933	0,734
FS	0,888	0,931	0,819
IM	0,838	0,892	0,674

Source: SmartPLS4 2025 output processed in

Based on the data in Table. 2, the Average Variance Extracted (AVE) value for each variabel exceeds 0.50 and the Cronbanch Alpha value exceeds 0.70, indicating a very good level of internal consistency in measurement.

Table 3. Path Coefficients Test Results

	Statistik (T)	P Values	Conclusion
IM (X1) -> IB (Y)	5.528	0.000	Significant Effect
LV (X2) -> IB (y)	2.162	0.031	Significant Effect
FS (X3) -> IB (Y)	2.336	0.020	Significant Effect

Source:

SmartPLS4 output processed in 2025

Validate the hypothesis by checking the t-statistic and p-value. A hypothesis is said to be significant if the probability sign (P-value) is less than 0.05 and (t-statistic value) exceeds 1.96 in accordane with the presentation of Table 3. The following results were obatined:

1. Influencer marketing (X1) on impulse buying (Y) shows positive and significant results. This can be seen from the t-statistic value which shows 5.528 and a p-value of 0.000, which indicates that the impulse buying (Y) is positive and significant. The t-statistic values in the table exceeds 1.96 and the p-value is below 0.05, so there is acceptance of the firts hypothesis.
2. Live streaming (X2) shows that there is a positive and significant effect on impulse buying (Y) with t-statistic value that shows 2.162 and a p-value of 0.031. This shows that the results obtained are within the significant thershold. The level of significance is determined by the criterion that the t-statistic value is required to exceed 1.96 and the p-value must be less than 0.05, so there is acceptance of hypothesis 2.
3. Flash sale (X3) has a significant effect on impulse buying (y) as indicated by the t-statistic value of 2.336 and a p-value of 0.020. This result shows that this value is within the significant thershold, whre the t-statistic exceeds 1.96 and the p-value is less than 0.05, so there is an acceptance of hypothesis 3.

DISCUSSION

The Influence of Influencer Marketing on Impulse Buying on Npure Products at Tiktok Shop

The test results show that influencer marketing has a significant influence on impulse buying on Npure products at Tiktok Shop. Influencer credibilty is proven to have a big impact on the way consumers are influenced. This, the advertising content and authenticity of information conveyed by an influencer with a large following on social media, is instrumental in its collaboration with businesses for product marketing purposes, so that it can influence consumers impulse buying decisions. Research by (Surbakti et al., 2022) the results showed that impulse buying were positively and significantly influenced by influencer variables. It can be concluded that the number of products purchases will increase when consumers feel interested in product posts reviewed by influencers. This, impulse buying occurs due to consumer interest in the influencer's campaigns involving influencers.

The Influence of Live Streaming on Impulse Buying on Npure Products at Tiktok Shop

Based on the test results (H2) Live streaming significantly affects impulse buying on Npure products at Tiktok Shop. Live streaming is a marketing tool that is increasingly popular among online businesses. The attractiveness of live streaming can have a significant impact on their consumers. Therefore, expertise in conveying product information that is reviewed by an influencer or live

streaming admin, and the ease of purchasing products can influence consumers to buy products suddenly or impulse buying. Research by (Fernandy, 2024) that live streaming presented by shopee has a positive and significant effect on impulse buying. So, high consumer enthusiasm due to flash sales and free shipping cost during live streaming encourages impulse buying behaviour to occur compared to purchases outside of live streaming.

The Influence of Flash Sale on Impulse Buying on Npure Products at Tiktok Shop

Based on this study, the test results (H3) Flash Sale has a significant effect on impulse buying on Npure products at Tiktok Shop. The frequency based on the number of sales promotion activities in a certain period of time using promotional media has a significant impact on impulse buying. Research by (Darwipat et al., 2020) supports the results of this conclusion that flash sales have a positivities influence with a contribution of 81% to impulse buying. Therefore, quality, quantity, and time attracts a feeling of urgency in consumers when they see a limited offer in flash sale, which tends to make them impulse buying buy. In a flash sale, which tends to result in consumers making impulse buying because of a sense of urgency and exclusivity offered.

E. CONCLUSION

The findings or conclusions of this study are Influencer marketing has a positive and significant influence on impulse buying on Npure products at Tiktok Shop. With impulse buying due to the increasing number of purchases that occur due to reviews from an influencer, which can attract consumer buying interest. Live streaming has a positive and significant influence on Impulse buying on Npure products at Tiktok Shop. And Flash sale has a positive and significant influence on Impulse buying on Npure products at Tiktok Shop. There is a positive and significant influence of Influencer marketing, Live streaming, and Flash sale on impulse buying or impulse buying on Npure products at Tiktok Shop.

CoTherefore, the author argues that Influencer marketing has great potential in increasing sales of Npure products, collaborating with live streaming and flash sales, this can attract consumers to make impulse buying. Thus, the author suggests that Npure products can be stable in attracting consumer interest through interesting and quality content, regular live shopping and always providing clear information, and followed by providing flash sales at unexpected times, can attract consumers' attention to make unplanned purchases. and be able to maintain its products in the skincare market which is increasing with the presence of other skincare products.

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