



The Influence of Social Media Marketing and Live Streaming on Skintific Product Purchases via TikTok in Jambi City

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Abstract. This research aimed to examine the influence of social media marketing and live streaming on purchasing decisions for skintific products through the TikTok platform in Jambi City. This research is a type of quantitative research. Determination of the number of samples in this research was 96 respondents with the sampling technique used as Purposive Sampling and the sampling method used was Non-Probability Sampling. The primary data used was obtained through a digital questionnaire, namely Google Form with a Likert scale. The data analysis method in this research uses SPSS (Statistical Product and Service Solution) using IBM SPSS Statistics 25 For Windows software. The results of this research indicate that social media marketing and live streaming have a positive and significant effect on purchasing decisions for skintific products through the TikTok platform in Jambi City.

Keywords: Live Streaming, Purchasing Decisions, Social Media Marketing.

1. INTRODUCTION

The rapid development of digital media affects changes in media usage with the internet facilitating all human needs in this increasingly sophisticated modern digital era. Many people now spend most of their time on gadgets connected to the internet due to the rapid development of information technology (especially the internet). According to the findings of the APJII (Association of Indonesian Internet Service Providers) survey, the number of internet users in Indonesia in 2024 reached 221.563.479 people out of a total population of 278.696.200 people in Indonesia in 2023. From the results of the Indonesia 2024 internet penetration survey released by APJII, Indonesia's internet penetration rate reached 79.5%. Compared to the previous period, there was an increase of 1.4%. This group has turned the internet into a lifestyle. Users have unlimited access to information and can use it to fulfill various purposes (APJII, 2024).

With the development of the internet, it has become one of the important factors in business progress and marketing strategies. Competition in today's business world is increasingly fierce, driven by rapid technological advances, so business people face great challenges in marketing their products or services. The success and efficiency of a company in managing and marketing products or services depend heavily on marketing strategies. Therefore, marketing is very important in the business world. Along with the development of the internet, a new idea of marketing emerged in the form of a modern marketing concept, often

known as the marketing revolution. This refers to the marketing of companies online, one of which is through internet media that is accessed using a smartphone (Driana S. Lahus, et.al,2023) .

Thus, the development of the digital era encourages businesses in Indonesia to optimize social media users as a means of increasing business productivity. Social media has a strategic role for companies because it can be utilized as a platform to carry out marketing activities, external promotions, and management with customers (Park, 2018). The increasingly widespread use of social media certainly has various impacts on human life. However, excessive use of social media can have a negative impact, such as causing addiction for users, where this makes direct communication (face-to-face) reduced, where people are more comfortable communicating using social media so the presence of social media distances a person from the people around him. Responsible parties can utilize social media as an opportunity and aspect that provides a positive contribution. One of the benefits that can be felt is the ability of the community to expand the network, in this digital era communication does not have to be done face-to-face, but can be done from anywhere using social media, this certainly increases better efficiency, where people from one country can communicate with people In the business world, social media is also very supportive and provides great opportunities, Where business people can introduce and promote their brands and products online, which is currently more people who make purchases online for reasons of more efficiency, and sometimes cheaper prices and they can develop a large enough market share and fantastic opportunities in advertising through digital marketing, one of which is by using the TikTok platform, this is what motivates many business people to use social media as a marketing medium in online business (Erviana & Susanti, 2023).

There are several reasons for using TikTok social media, such as looking for inspiration about activities or products to do or buy, looking for video content, looking for products to buy, and sharing and discussing personal opinions with other social media users. This should be a key focus for businesses aiming to market their brands and products through social media. Businesses can manage TikTok social media accounts to upload content in the form of videos and photos about brands and products and make social media accounts a place for consumers and potential consumers to share and discuss their opinions on the brands and products being promoted.

The rise of TikTok platform users, which used to be banned from use because there was content that was inappropriate to view, is now a platform that is used for various purposes such as disseminating content containing information needed by consumers. In 2020, there is a

phenomenon that the TikTok platform has been used for digital marketing. Online business people do not want to be left behind in marketing their products, so many online stores use creative content for promotion through TikTok. With the presence of the TikTok platform as a marketing medium, consumers can easily obtain information about the products they want to buy. Nowadays, many people are obsessed with looking attractive and charming, with customized looks based on their individual needs, including specific needs related to their skin conditions. This opens up many opportunities for business development in the fast-growing care and beauty products sector. Companies implement various strategies to promote their products to attract customers, which in turn can influence purchasing decisions. The TikTok application is utilized by businesses to market their products while creating opportunities to reach a wider market share (Driana S. Lahus, et.al,2023). The opportunities provided by social media are used by Skintific to market its various products through its various social media, one of which is through the Skintific.id TikTok account. Skintific is a skincare brand originating from Canada, which then entered and introduced its products in Indonesia at the end of 2021.

With a BPOM license, Skintific is safe for all skin types. As a skincare brand that utilizes TikTok social media, Skintific has quickly developed into a coveted brand for skincare lovers in Indonesia and has successfully overtaken many local brands. In addition to attracting consumer interest in making purchases, Skintific also implements a Live streaming strategy currently very popular on several platforms in Indonesia, which is a big progress. Live streaming is the process of performing live video over the internet to a viewing audience, allowing people to watch, which involves social interaction that adds value to the product and buyer experience. Live streaming, also known as direct selling through social media, is the development of promotional media through real-time communication relationships used to attract consumer buying interest. (Suhyar & Pratminingsih, 2023).

Live streaming is a combination of several elements, such as text, images, sound, and other expressions in a broadcast so that the atmosphere and interaction in live streaming become more real, clear, and more involved with the audience. This allows consumers as potential buyers to feel deeper involvement during live broadcasts (Fathurrohman & et al, 2023). With live streaming, consumers can find detailed product information to be purchased such as material, texture, shape, and advantages and disadvantages. So that consumers can be more satisfied and objective in choosing products so that consumers are informed in making decisions to buy a product.

A purchasing decision is a decision-making process for a purchase which includes determining what to buy or not to make a purchase (Kotler, 2016). The purchase decision is

one of the stages in entering the purchasing decision stage before post-purchase behavior. Decision-making is an individual activity that is directly involved in obtaining and using the goods offered. In addition, purchasing decision-making can also be defined as a problem-solving approach to human activities to buy a product to fulfill wants and needs (Boyd, H. W., Walker, O. C., & Larreche, n.d.).

To understand the focus of the problem in this study and to ensure that this research to be carried out is unique and important new research, in this case, describes previous research that is relevant to the research to be carried out. There are 2 studies that focus on Social Media Marketing and Purchasing Decisions. First, research conducted by Mutiara Dini & Abdurrahman, 2023, Qalbi et al., 2024 shows that Social Media Marketing has a significant effect on purchasing decisions. However, research conducted by Lutfia & Lukiana, 2021 and Elyawati, 2021 states that social media marketing has no persial effect and also has no significant effect on purchasing decisions. In addition, Kukuh & Nurrahmawati, 2022 stated that live streaming is an effort to increase retail sales and direct sales to consumers. According to Stephanny Margaretha Sinaga and Widhi Ariestianti Rochdianingrum 2024, it is revealed that live streaming has a positive and significant effect on purchasing decisions because the provision of discounts and vouchers on live streaming provides a lower price, Sinaga & Rochdianingrum, 2024. Furthermore, the research of Syukur, 2024 said that live streaming has no significant effect on purchasing decisions due to the lack of attractiveness of streamers in providing services. In addition, the research of Wicaksana & Nuryanto, 2024 also stated that live streaming has no significant effect on purchasing decisions.

This research focuses on marketing through social media and live interaction through live streaming, specifically in the skincare industry, namely Skintific. This is driven by the widespread trend of digitalization and changing consumer behavior, where they seek more information and make purchases through social media that offer interactive experiences, such as TikTok. In addition, consumers are not only interested in products, but also in the way products are promoted through engaging, creative, and interactive content, such as product reviews, tutorials, and live promotions through live streaming. This phenomenon shows how social media such as TikTok is becoming an effective marketing channel for businesses, especially to increase purchasing decisions.

Based on the above background, this research aims to analyze “The Effect of Social Media Marketing and Live Streaming on Purchasing Decisions for Skintific Skincare Products Through the TikTok Shop Platform in Jambi City”, namely to find out how social media marketing and live streaming affect the purchase of skintific products through the TikTok

platform in Jambi City and to find out how social media marketing and live streaming affect the purchase of skintifik products through the TikTok platform in Jambi City. With the following hypothesis:

H1: It is suspected that Social Media Marketing has a persial influence on purchasing decisions for Skintific products through the Tiktok platform in Jambi City

H2: It is suspected that Live Streaming has a persial influence on purchasing decisions for Skintific products through the Tiktok platform in Jambi City

H3: It is suspected that Media Social Marketing and Live Streaming simultaneously have an influence on purchasing decisions for Skintific products through the Tiktok platform in Jambi City.

2. RESEARCH METHODS

This research applies quantitative methods with the type of research used as a casual relationship or cause-and-effect relationship that aims to determine the cause-and-effect relationship between the independent variable and the dependent variable (Sugiyono, 2022). This method is suitable for this research because it is used to measure the effect of social media marketing and live streaming on purchasing decisions for skintifik products through the TikTok shop platform in Jambi City. The data analysis technique used in this research is descriptive analysis. Descriptive analysis is a method that aims to analyze data by describing or describing the collected power as it is, without intending to draw general conclusions or generalizations. Descriptive analysis of this research is used to describe the results of research on social media marketing variables, live streaming, and purchasing decisions with 96 respondents.

Population and Sample

The population in this research consists of consumers who use Skintific products and have made purchases through TikTok in Jambi City. The population in this research cannot be determined with certainty due to the wide range of research. In this research, the sampling technique used was Non-Probability Sampling. The Non Probability Sampling technique applied is Purposive Sampling. In this research, the sample obtained was 96 with the considerations used to determine the sample were users of Skintifik products and active users of TikTok social media, had purchased Skintifik products through TikTok Live Streaming, and the age criteria for respondents 19-30 years old in Jambi City.

Instruments or Tools

The data used in this research include primary data obtained directly through a questionnaire containing various questions answered by respondents so that researchers can collect field data for this research. In this research, primary data were collected through questionnaires, and secondary data were obtained through collecting information from literature studies, which included references from the internet, literature, books, articles, and journals.

Data Collection Procedure

The data collection method in this research uses a digital questionnaire through Google Form, which is distributed to respondents through social media and uses a Likert scale to measure the variables in this research consisting of, social media marketing (X1), live streaming (X2), and purchasing decisions.

Data Analysis

The data analysis in this research used multiple linear regression methods to measure the effect of the independent variable on the dependent variable using validity, reliability, normality, multicollinearity, t-test, F test, and determination coefficient (R²) tests using the SPSS (Statistical Product and Service Solution) IBM 25 For Windows analysis tool.

3. RESULTS AND DISCUSSION

Validity Test

A validity test is a testing process that aims to assess the extent to which respondents understand the questions asked by researchers in a research. If the test results show invalidity, it is possible that the respondent does not understand the questions given. This validity test is carried out to determine whether a questionnaire is valid or not in the research (Syafrida, 2022).

Table 1. Validity Test Results

Variable	Item	r-count	r-table	Description
<i>Social Media marketing (X1)</i>	X1.1	0,597	0,200	Valid
	X1.2	0,595	0,200	Valid
	X1.3	0,515	0,200	Valid
	X1.4	0,623	0,200	Valid
	X1.5	0,470	0,200	Valid
	X1.6	0,556	0,200	Valid
	X1.7	0,568	0,200	Valid
	X1.8	0,710	0,200	Valid
	X1.9	0,581	0,200	Valid
	X1.10	0,700	0,200	Valid
<i>Live Streaming (X2)</i>	X2.1	0,635	0,200	Valid
	X2.2	0,645	0,200	Valid
	X2.3	0,684	0,200	Valid
	X2.4	0,579	0,200	Valid
	X2.5	0,586	0,200	Valid
	X2.6	0,639	0,200	Valid
<i>Purchasing Decisions (Y)</i>	Y1	0,678	0,200	Valid
	Y2	0,501	0,200	Valid
	Y3	0,491	0,200	Valid
	Y4	0,596	0,200	Valid
	Y5	0,673	0,200	Valid
	Y6	0,597	0,200	Valid
	Y7	0,717	0,200	Valid
	Y8	0,575	0,200	Valid
	Y9	0,599	0,200	Valid

Source: Primary data, 2025 (data processed)

The significant value in this research is 5% (0.05) with $(n) = 96$ $df = n-2$, so an r-table of 0.200 is obtained. Based on the validity test results above, it shows that all variable items Social Media Marketing (X1), Live Streaming (X2), and Purchasing Decisions (Y) have a product moment correction value > 0.200 . So, it can be concluded that all items on the Live Streaming variable are declared valid and can be used in this research.

Reliability Test

A reliability test is a testing method that aims to assess the level of consistency of answers given by respondents (Syafri, 2022).

Table 2. Reliability Test Results

No	Variable	Measurement Limit	<i>Cronbach's Alpha</i>	Number of Statement	Description
1	Social Media Marketing (X1)	0,60	0,794	10	Reliable
2	Live Streaming (X2)	0,60	0,693	6	Reliable
3	Keputusan Pembelian (Y)	0,60	0,769	9	Reliable

Source: Primary data, 2025 (data processed)

Based on the table above, shows that the Cronbach's alpha value of each X1 (0.794), X2 (0.693), and Y (0.969) > 0.60, meaning that the reliability test on the three variables consisting of Social Media Marketing, Live Streaming, and Purchasing Decisions is declared reliable with a level of accuracy that meets the test criteria so that all variables can be used in this research.

Normality Test

The classic assumption test in the normality test aims to analyze whether the data is normal or not. In analyzing the data in this research using SPSS, the following presents the results of the normality test.

Table 3. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.04722701
Most Extreme Differences	Absolute	.072
	Positive	.043
	Negative	-.072
Test Statistic		.072
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

Source: Primary data, 2025 (data processed)

The table above shows the results of the normality test with the One-Sample Kolmogorov-Smirnov Test with an Asymp. A sig value of 0.200 > 0.05 is a significant level. Thus, all research variables are normally distributed.

Multicollinearity Test

The multicollinearity test in the regression model aims to find the correlation between independent variables. The following presents the results of the multicollinearity test:

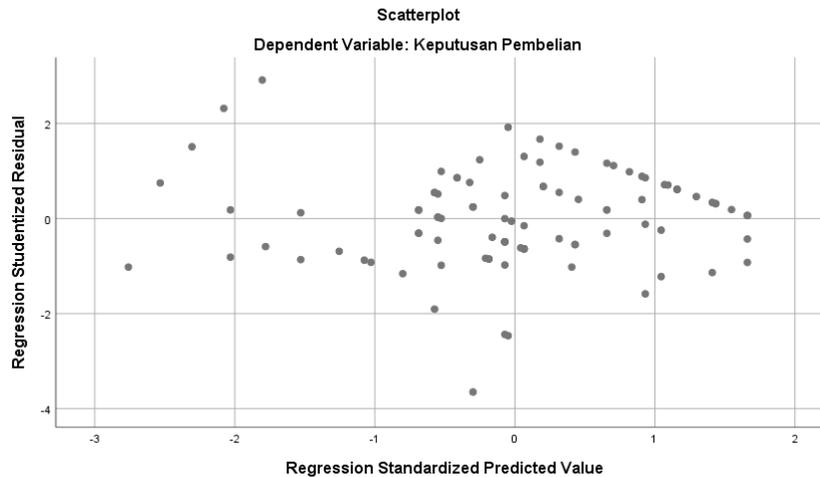
Table 4. Multicollinearity Test Results

Model	Unstandardized Coefficients		Coefficients ^a			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	7.398	2.486		2.976	.004		
Social Media Marketing	.560	.075	.629	7.502	.000	.698	1.432
Live Streaming	.253	.124	.171	2.036	.045	.698	1.432

a. Dependent Variable: Purchase Decision
 Source: Primary data, 2025 (data processed)

Shows a Tolerance value of 0.704 > 0.10, it is concluded that there is no multicollinearity. The VIF value on the independent variable is 1.432 < 10, it can be concluded that there is no multicollinearity in the independent variable, which means that the regression model is suitable for further research.

Heteroscedasticity Test



Source: Primary data, 2025 (data processed)

Figure 1. Heteroscedasticity Test Results

Based on the results of the heteroscedasticity test in the figure above, shows that the pattern of dots on the scatterplot is evenly distributed up and down around the number 0 on the Y-axis. It can be explained that the research data avoids heteroscedasticity problems.

To prove the absence of heteroscedasticity, researchers conducted a test using the Glacier heteroscedasticity test as follows:

Table 5. Glesjer Test Results

Model	Coefficients ^a					
	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	
1	(Constant)	4.257	1.556		2.736	.007
	Social Media Marketing	-.092	.047	-.239	-1.974	.051
	Live Streaming	.024	.078	.037	.306	.761

a. Dependent Variable: ABS_RES

Source: Primary data, 2025 (data processed)

The results of the heteroscedasticity test using the Glejser test, the output show that there is no significant relationship between all independent variables on the absolute residual value indicated by the Sig value greater than 0.05, meaning that this model avoids heteroscedasticity.

Multiple Linear Regression Test

Table 6. Multiple Linear Regression Test Results

Model	Coefficients ^a					
	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	
	(Constant)	7.398	2.486		2.976	.004
	Social Media Marketing	.560	.075	.629	7.502	.000
	Live Streaming	.253	.124	.171	2.036	.045

a. Dependent Variable: Purchase Decision

Source: Primary data, 2025 (data processed)

Based on the results of multiple linear regression testing, the coefficient values are arranged as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 7,398 + 0,560 + 0,253 + e$$

The above equation can be explained as follows:

- 1) The constant value of 7,398 indicates that the value generated by the Social Media Marketing and Live Streaming variables is assumed to be equal to zero (0), and then the independent variable or purchase decision is constant at 0,7398.

- 2) The regression coefficient value on the Social Media Marketing variable is 0,560, which means that if the X1 variable increases by 1 unit, while the Live Streaming and Purchasing Decision variables are considered constant or fixed, it will increase the value of the Purchasing Decision variable by 0,560.
- 3) The multiple linear regression coefficient value on the Live Streaming variable is 0,253 which means that if the Live Streaming variable increases by 1 unit, while the Social Media Marketing and Purchasing Decision variables are considered constant or fixed, it will increase the value of the Purchasing Decision variable by 0,253.

Partial Hypothesis Test (t-test)

Table 7. Results of the Partial Hypothesis Test (t-test)

Model	Coefficients ^a		Standardized Coefficients Beta	t	Sig.
	Unstandardized Coefficients B	Std. Error			
(Constant)	7.398	2.486		2.976	.004
<i>Social Media Marketing</i>	.560	.075	.629	7.502	.000
<i>Live Streaming</i>	.253	.124	.171	2.036	.045

a. Dependent Variable: Purchase Decision

Source: Primary data, 2025 (data processed)

Based on the t-test table, it can be explained that the Social Media Marketing and Live Streaming variables show a value smaller than $\alpha = 0.05$. Where the value of Social Media Marketing is $0.000 < 0.05$, and the value of Live Streaming is $0.045 < 0.05$, then the Social Media Marketing and Live Streaming variables have a significant effect on the Purchasing Decision variable.

Simultaneous Test (F-Test)

Table 8. Simultaneous Test Results (F-Test)

Model	ANOVA ^a					
		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	473.175	2	236.588	55.261	.000 ^b
	Residual	398.158	93	4.281		
	Total	871.333	95			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), *Live Streaming*, *Social Media Marketing*

Source: Primary data, 2025 (data processed)

Based on the results of the calculation by comparing F count with the F table with a significant level of $\alpha = 0.05$. In the table above, a value of $0.000 < 0.05$ is obtained, it can be concluded that there is a simultaneous significant influence between the Social Media Marketing and Live Streaming variables on the Purchasing Decision variable. Meanwhile, the value of F count $55.261 > F$ table of 3.09 so it can be concluded that there is a significant influence simultaneously between the variables of Social Media Marketing and Live Streaming on the Purchasing Decision variable.

Test Coefficient of Determination (R^2 -Test)

Table 9. Determination Coefficient Test Results (R^2 -Test)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.737 ^a	.543	.533	2.06912

a. Predictors: (Constant), *Live Streaming*, *Social Media Marketing*

b. Dependent Variable: Purchase Decision

Source: Primary data, 2025 (data processed)

Based on table above, shows the Adjusted R Square value of 0,533 or 53,3%. This means that simultaneously the Social Media marketing variable, Live Streaming affects the Purchasing Decision variable by 53,3% and the remaining 46,7% is influenced by other variables not included in this research.

Discussion

Based on the t-test on the regression model, the calculation obtained in the Coefficients table, the Social Media Marketing variable shows significant results on the Skintific product purchase decision, namely $0.000 < 0.05$, which is in line with the research of Widiyasari et al., (2024) which states that social media marketing through TikTok has a significant effect on purchasing decisions by proving that the more effective social media marketing is, the greater consumer purchasing decisions and Nabilah et al., (2024) showing that social media marketing has a positive and significant effect on the Skintific Product Purchase Decision. Meanwhile, according to Zainurossalamia et al., (2021) social media marketing does not have a significant influence on purchasing decisions.

Live streaming has a significant effect on purchasing decisions, namely $0.045 < 0.05$, so this research is in line with Chalvina (2024) where consumers can get product information directly through explanations in live streaming sessions on the TikTok platform before making

a purchase and Mutmainna et al., (2024) which concluded that Live Streaming has a positive and significant influence on Purchasing Decisions Skintific Products on the TikTok Platform. However, this research contradicts research conducted by Lestari (2021) which states that live streaming has no significant effect on purchasing decisions, because live streaming is not yet a major factor in consumer consideration in making purchasing decisions.

Social Media Marketing and Live Streaming simultaneously have a significant effect on the Skintific Product Purchasing Decision through the TikTok Platform in Jambi City. This is proven based on the results of the F test with a significant value of $0.000 < 0.05$.

4. CONCLUSIONS AND SUGGESTIONS

This research shows that social media marketing and live streaming have a significant effect on purchasing decisions for Skintific products in Jambi City. The two variables are also simultaneously proven to support each other in improving purchasing decisions, which is in line with the findings of previous research. The results of this research can help businesses optimize digital marketing strategies, especially for brands like Skintific and UKM who want to use TikTok to increase sales. Thus, this research is expected to be useful for both the academic world and industry in understanding the growing trend of digital marketing. This research has several limitations. First, this study only focuses on Skintific, so the results obtained may not be generalizable to other brands in the beauty industry. Second, this study is limited to the use of TikTok as a marketing platform, without considering the influence of other social media. Third, the data collection methods used, such as questionnaires, have limitations in digging up in-depth information compared to interviews or direct observation methods. In addition, the sample of respondents used in this study may not fully represent all Skintific consumers. Lastly, given the evolving dynamics of digital marketing, the results of this study have the potential to decrease in relevance as marketing trends change in the future.

From the results of this research, it is hoped that future researchers will examine using new variables related to marketing strategies and use other methods such as a qualitative approach or explore more specific variables or indicators, with systematic interview techniques and directed interviews to Skintific users. So that it provides novelty in further research and the information obtained can be more varied than a questionnaire whose answers are already available. In addition, future research is recommended to examine other brands and compare the effectiveness of various social media platforms and consider evolving digital marketing trends and other external factors to gain more relevant insights. Then, consumers must be wise in making purchasing decisions by utilizing social media marketing and live streaming as a

source of relevant information and considering reviews, interactions with sellers, and existing offers to ensure the product meets their needs and expectations.

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