

The Influence of Live Stream, Flash Sale, and Cashback on Consumer's Impulse Buying on TikTok Shop

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Abstract

This study aims to examine the influence of three independent variable Live Stream, Flash Sale, and Cashback on consumers' Impulse Buying behavior on TikTok Shop. A quantitative approach was employed, combining descriptive-analytic techniques to present respondent characteristics and inferential analysis using SmartPLS version 4 through the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. The population of this research consists of TikTok users aged 17 years and above who reside or conduct activities in Jakarta and have purchased products through live stream, flash sale, and cashback features on TikTok Shop within the past month. A total of 155 respondents were selected using a non-probability sampling technique. Data collection was carried out by distributing a Google Form questionnaire via social media. The results of the analysis indicate that (1) live stream has a positive and significant effect on impulse buying, (2) flash sale has a positive and significant effect on impulse buying, and (3) cashback has a positive and significant effect on impulse buying. These findings suggest that digital marketing strategies involving real-time interaction, time-limited promotions, and financial incentives can effectively stimulate impulsive purchasing behavior among TikTok Shop consumers.

Keywords: *live stream, flash sale, cashback, impulse buying, TikTok Shop.*

Pengaruh Penggunaan *Live Stream*, *Flash Sale*, dan *Cashback* *Impulse Buying* Konsumen Tiktok Shop

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh tiga variabel bebas, yaitu Live Stream, Flash Sale, dan Cashback terhadap Impulse Buying konsumen TikTok Shop. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik deskriptif analitik untuk menggambarkan karakteristik responden, serta analisis inferensial menggunakan perangkat lunak SmartPLS versi 4 melalui metode Partial Least Squares Structural Equation Modelling (PLS-SEM). Populasi penelitian terdiri dari pengguna TikTok yang berusia 17 tahun ke atas dan berdomisili atau beraktivitas di Jakarta, yang pernah membeli produk melalui live stream, flash sale, dan cashback di Tiktok Shop dalam 1 bulan terakhir. Sampel penelitian berjumlah 155 responden yang dipilih menggunakan metode non-probability sampling. Pengumpulan data dilakukan dengan menyebarkan kuesioner Google Form melalui media sosial. Hasil pengujian menunjukkan bahwa (1) terdapat pengaruh positif dan signifikan live stream terhadap impulse buying, (2) terdapat pengaruh positif dan signifikan flash sale terhadap impulse buying, dan (3) terdapat pengaruh positif dan signifikan cashback terhadap impulse buying. Temuan tersebut mengindikasikan bahwa strategi pemasaran digital yang melibatkan interaksi real-time, promosi berbatas waktu, serta insentif finansial mampu memicu peningkatan perilaku pembelian impulsif pada konsumen TikTok Shop.

Kata kunci: live stream, flash sale, cashback, dan impulse buying.