



The Influence Of Live Commerce On Tiktok Platform And Discount Vouchers On Consumer Purchasing Decisions For Cosmetic Products In Palopo City

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Abstract: This study aims to analyze the influence of Live Commerce on the TikTok platform and Discount Vouchers on Consumer Purchasing Decisions for Cosmetic Products (Study on Female Students of the Faculty of Economics and Business Unanda Class of 2023). Female students tend to be more interested in making purchases when exposed to live promotional broadcasts of products on TikTok accompanied by discount offers. This study uses a quantitative approach with a survey method, involving 73 student respondents selected through purposive sampling techniques. Data was collected using structured questionnaires and analyzed using multiple linear regression. The results show that live commerce on the TikTok platform has a significant positive influence on consumer purchasing decisions, meaning that the more attractive and interactive the live commerce content displayed on the TikTok platform, the greater the likelihood of consumers to make purchasing decisions for the cosmetic products offered. Conversely, discount vouchers have a significant negative influence, meaning that the use of discount vouchers does not always encourage purchases, and in this context can actually reduce consumer trust or urgency to immediately buy cosmetic products. This study provides implications for female students to be wiser in responding to digital marketing strategies such as live commerce and discount vouchers when purchasing cosmetic products

Keywords: Live Commerce, TikTok, Discount Voucher, Purchase Decision, Cosmetics

INTRODUCTION

The development of the modern marketing landscape is greatly influenced by digitalization and advances in communication technology. Today's society is increasingly accustomed to online transactions, which not only offer time efficiency but also an increasingly personal and attractive shopping experience. Amid these changes, the emergence of the live commerce phenomenon, particularly through the TikTok platform, has become a new strategy in digital marketing that is able to penetrate various consumer segments, including students. TikTok not only functions as an entertainment platform but also becomes a powerful commercial medium. With its sophisticated algorithm capabilities in directing content according to user preferences, TikTok is able to build emotional connections between consumers and brands. The live commerce feature on TikTok



allows sellers and consumers to interact directly, creating two-way communication that strengthens emotional involvement and trust in the products offered.

In the context of consumer psychology, the presence of live broadcasts can influence online purchasing risks because potential consumers can see products in real-time, witness usage demonstrations, and ask questions directly to sellers. This significantly reduces uncertainty in purchases, especially for products like cosmetics that require visual trust and testimonials. These factors are consistent with customer engagement and perceived value theory, which states that high engagement can increase perceived value and encourage purchasing decisions. Along with this, discount strategies and the use of vouchers become additional elements that strengthen buying intentions. In the realm of digital marketing, price promotions are not only tools to attract interest but are also able to create a sense of urgency through time limits or certain quota restrictions. According to sensitivity theory, consumers who are sensitive to prices will be more responsive to discount stimuli, especially if delivered in an emotional context like live commerce.

Students as part of the digital native generation become the most active group in utilizing social media, both as a means of communication, entertainment, and consumption. Specifically, students of the Faculty of Economics Unanda class of 2023, they are in a productive age phase with high consumptive needs, including in cosmetic purchases. Viewed from a consumer behavior approach, students are rational as well as emotional consumers who are influenced by the functional and symbolic values of the products they consume.

Research by Azizah et al., (2022) states that TikTok has a significant influence on brand awareness and purchase intention because of its ability to present attractive and informative content. This study underlines that visual approaches and storytelling on TikTok are able to create effective connections between consumers and products. Another study by Anindasari & Tranggono (2023) reveals that TikTok live streaming is able to create effective connections between consumers and products. Sabila & Lazuardy (2023) also determines that live streaming strategies, combined with consumer reviews and viral marketing, can improve purchasing decisions. They emphasize that the social effects of widespread content also strengthen positive perceptions of products. Research from Wicaksana & Nuryanto (2024) further explains that live commerce also builds exclusivity value through limited promotions that can only be accessed during live sessions.



In this context, consumers not only buy products but also buy experiences and emotional involvement.

Discounts and vouchers have proven to be significant additional factors, as shown in research by Amin & Taufiqurahman (2023). They note that consumers are easily more driven to make impulsive purchases when faced with attractive price offers, especially if accompanied by limited time. However, most previous research has focused more on the influence of one factor separately. Whereas in practice, consumers often respond to combinations between direct interaction (live commerce) and promotional incentives (discount vouchers). Therefore, it is important to study both together to get a more complete picture of modern consumer behavior. This study also fills the void of studies at the local level, particularly at Andi Djemma University Palopo. Contextual-based studies are very important to understand how global digital marketing strategies like live commerce are received by consumers in areas that are not included in the big city category but have digitally active consumer potential.

Theoretically and practically, this study contributes to the academic world and business practitioners. Academics can enrich literature on digital marketing based on real-time interaction and price stimulation-based promotion. Meanwhile, business practitioners, especially cosmetic SMEs, can plan marketing strategies that are more adaptive to the behavior of young consumers who are very dynamic. By looking at how integration between interactive communication through live commerce and promotional approaches through discount vouchers affects purchasing decisions, this study will become an important reference in planning marketing strategies that are evidence-based, sustainable, and relevant to the characteristics of today's consumer generation.

METHOD

Research Type

This research is a quantitative study with a descriptive correlational research design to analyze the influence of Live Commerce and Discount Vouchers on purchasing decisions. This approach was chosen because the study aims to test the causal relationship between independent variables and dependent variables based on data obtained from respondents.



Population and Sample

The population in this study consists of female students of the class of 2023 at the Faculty of Economics and Business, Andi Djemma University Palopo, totaling 210 people. A sample is a part of the number and characteristics possessed by that population Sugiyono (2019). According to Sugiyono, in determining the number of samples used regarding the appropriate sample size in research is between 30 to 500. The sampling technique in this research is simple random sampling, this sampling technique is conducted to randomly select from the population. Thus, the sample in this study was taken as many as 73 respondents according to calculations using the Slovin formula with e of 10%, and then distributed randomly to each female student of the class of 2023 at the Faculty of Economics and Business, Andi Djemma University.

Research Variables

1. Independent Variables:

- a. Live Commerce (X1): measured using the following indicators: Interactivity, Trust, Content presentation quality, Consumer engagement, and Exclusivity and urgency
- b. Discount Voucher (X2): measured using the following indicators: (1) Brand awareness, (2) Engagement, (3) Conversion

2. Dependent Variable:

Purchase Decision (Y): measured using the following indicators: (1) Need recognition, (2) Information search, (3) Alternative evaluation, (4) Purchase decision, (5) Post-purchase behavior

Data Collection Techniques

Data collection was conducted through observation and interviews with respondents, followed by questionnaire distribution. The questionnaire uses a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree) to measure respondents' perceptions of digital marketing and purchase intention.

Data Analysis Techniques

The collected data was then analyzed using simple linear regression analysis. Before conducting regression analysis, validity and reliability tests of the research instruments were first conducted to ensure that the measuring tools used are appropriate and consistent in measuring the variables studied. Data analysis was performed using SPSS version 25 software.



RESULT AND DISCUSSION

Results

Hasil pada penelitian ini di buat dalam bentuk tabel yaitu Analisis karakteristik responden untuk melihat identitas responden dari kriteria usia dan jenis kelamin. Selanjutnya yaitu uji asumsi klasik dan uji hipotesis.

Respondent Characteristics

	Frequency	Percentage (%)
Gender		
Female	73	100
Male	0	0
Age		
≤ 19 years	13	17.8
20-24 years	55	77.5
25-29 years	5	4.7

Table 1. Respondent Characteristics Analysis

Based on Table 1 regarding the analysis of respondent characteristics, it can be explained that this study involved 73 respondents who were all female (100%), in accordance with the research focus on female students. In terms of age distribution, the majority of respondents were in the age range of 20-24 years with 55 people or 77.5% of the total respondents. Meanwhile, respondents aged ≤19 years numbered 13 people (17.8%) and respondents aged 25-29 years numbered 5 people (4.7%). This age composition shows that most respondents are in the young adult age category who are active in using social media and have purchasing power for cosmetic products. The homogeneity of respondent characteristics in terms of gender and the dominance of productive age groups supports the validity of research focusing on female students' purchasing behavior toward cosmetic products through digital platforms such as TikTok.

Classical Assumption Tests

Normality Test Results

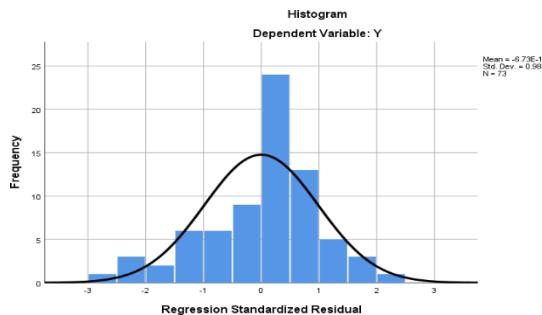
One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		73
Normal Parameters^{a,b}	Mean	.0000000
	Std. Deviation	9.15247513
Most Extreme Differences	Absolute	.140



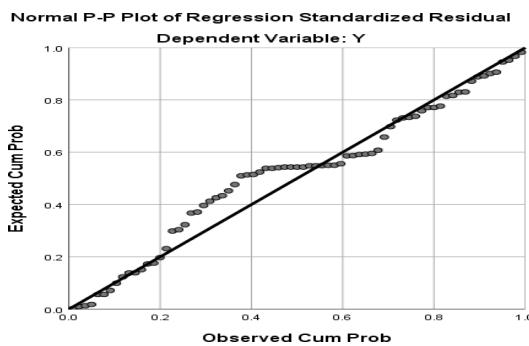
Positive	.076
Negative	-.140
Test Statistic	.140
Asymp. Sig. (2-tailed)	.001 ^c
a. Test distribution is Normal.	
b. Calculated from data.	
c. Lilliefors Significance Correction.	

Table 2. Hasil Uji Normalitas

Based on the table above, it shows that the significance value is above 0.05, which is 0.001, and this means that the residual data is normally distributed.

**Figure 1. Histogram Graph**

Based on Figure 1 above, it can be explained that with the results of the histogram graph analysis, if the histogram table is like a mountain, then the data can be said to be normal.

**Figure 2. Normal P-P Plot**

Based on Figure 2 above, it can be explained that the normal probability p-plot graph shows that if the points on the probability table follow the diagonal line, it can be said to be normal..

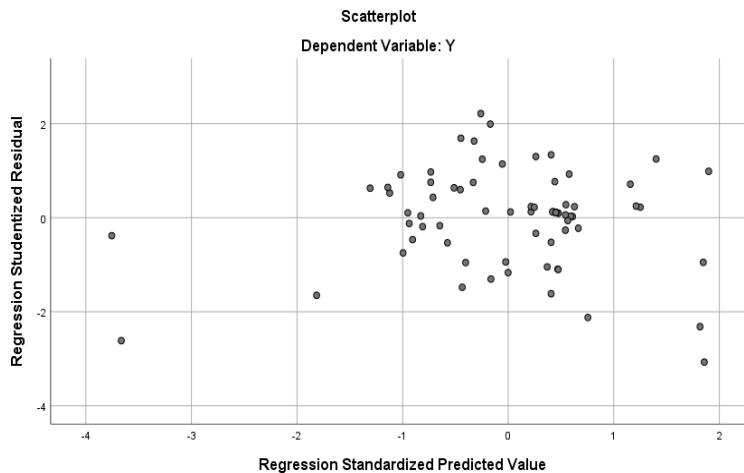
Multicollinearity Test Results

**Coefficients^a**

Model	Unstandardized Coefficients			Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF	
1 (Constant)	35.557	8.759		4.060	.000			
X1	.471	.104	.475	4.514	.000	.997	1.003	
X2	-.112	.178	-.066	-.628	.532	.997	1.003	

a. Dependent Variable: Y**Table 3. Coefficients**

Based on the table above, the tolerance values range from 0.997-0.997, which means the tolerance value > 0.01 and the VIF values range from 1.003-1.003, which means the VIF value < 10 , so it can be concluded that there are no symptoms of multicollinearity.

Heteroscedasticity Test Results**Figure 3. Scatterplot**

Based on Figure 3 above, it shows that the points are scattered above or below and the points form a certain pattern, so it is concluded that the figure does not experience heteroscedasticity.

Multiple Linear Regression Analysis

Multiple linear regression analysis is a method used to determine the accuracy of predictions from the influence that occurs between independent variables or live commerce (X1), discount voucher (X2) on the dependent variable or consumer purchasing decisions (Y). Statistical calculations in multiple linear regression analysis used in this study are with the help of SPSS



applications. The results of data processing using the SPSS program can be seen in full in the appendix as follows:

F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1768.280	2	884.140	10.261	0.000
Residual	6031.282	70	86.161		
Total	7799.562	72			

Table 4. ANOVA Test Results

Based on the table above, it can be seen that the Live Commerce and Discount voucher variables together (simultaneously) have a positive and significant influence on Consumer Purchase Decisions for Cosmetic Products (Study on Female Students of the Faculty of Economics and Business Unanda Class of 2023). This can be seen from the significance value obtained of 0.000, which is smaller than 0.05, so it can be concluded that hypothesis 1 in this study is accepted.diterima.

T Test (Partial Test)

Model	B	Std. Error	Beta	t	Sig.
(Constant)	35.557	8.759		4.060	.000
Live Commerce (X1)	.471	.104	.475	4.514	.000
Discount Voucher (X2)	-.112	.178	-.066	-.628	.532

Table 5. Coefficients Test Results

1. Based on the test results conducted, the t-calculated value for the Live Commerce variable was $4.514 > 4.060$ t-table with a significance level of $0.000 < 0.05$, so it can be concluded that Live Commerce (X1) has a significant influence on Consumer Purchase Decisions for Cosmetic Products (Study on Female Students of the Faculty of Economics and Business Unanda Class of 2023), so hypothesis 2 is accepted.
2. Based on the test results conducted, the t-calculated value for the Discount Voucher variable was $-0.628 < t\text{-table}$ with a significance level of $0.532 > 0.05$, so it can be concluded that Discount Voucher (X2) does not have a significant influence on Consumer Purchase Decisions for Cosmetic Products (Study on Female Students of the Faculty of Economics and Business Unanda Class of 2023), so hypothesis 3 is rejected.



Discussion

The Influence of Live Commerce on TikTok Platform and Discount Vouchers on Consumer Purchase Decisions for Cosmetic Products

The research results show that live commerce and discount vouchers together (simultaneously) have a positive and significant influence on consumer purchase decisions for cosmetic products (study on female students of the Faculty of Economics and Business Unanda Class of 2023). This indicates that female students of the Faculty of Economics and Business Unanda Class of 2023 are influenced by both factors. The interactivity offered in live broadcasts provides a more personal, informative, and convincing experience for consumers. By directly seeing product demonstrations, consumers feel more confident in making purchasing decisions. Through live commerce, consumers can directly see how products are used, get detailed explanations from sellers or influencers, and ask questions directly. This creates trust and convinces them that the product suits their needs and desires.

Besides the interactivity offered by live commerce, TikTok also utilizes discount-based marketing strategies such as the use of discount vouchers to attract consumers. Discount vouchers provide strong psychological encouragement in purchase decision-making, especially for students who generally have budget limitations.

One reason why live commerce and discount vouchers have a significant influence is that the combination of live commerce interactivity and the attractiveness of discount vouchers creates a very effective marketing strategy for young consumers, especially female students of the Faculty of Economics and Business Unanda class of 2023. They not only rely on information from passive advertisements but also actively respond to promotions that feel personal and beneficial. This shows that purchasing decisions are not only influenced by needs but also by attractive shopping experiences and direct financial benefits offered. Therefore, both factors have proven to significantly influence their purchasing behavior.

Live commerce and discount vouchers become complementary marketing strategies. Live commerce creates emotional closeness and trust in products, while discount vouchers become financial incentives that strengthen purchase intentions. These factors influence consumers not only logically but also psychologically, thus being able to drive purchases both impulsively and



planned. The combination of live commerce interactivity and discount vouchers creates a very effective marketing strategy for young consumers, especially female students of the Faculty of Economics and Business Unanda class of 2023. They not only rely on information from passive advertisements but also actively respond to promotions that feel personal and beneficial. This shows that purchasing decisions are not only influenced by needs but also by attractive shopping experiences and direct financial benefits offered. Therefore, both factors have proven to significantly influence their purchasing behavior.

Based on the research conducted, the results show that Live Commerce and Discount Voucher content together (simultaneously) have a positive and significant influence on consumer purchase decisions for cosmetic products (study on female students of the Faculty of Economics and Business Unanda Class of 2023). Through calculations performed, a significance value of 0.000 was obtained, which is smaller than 0.05. Therefore, it can be concluded that hypothesis 1 in this study is accepted.

The Influence of Live Commerce on TikTok Platform on Consumer Purchase Decisions for Cosmetic Products

The research results show that Live Commerce on the TikTok Platform has a positive influence on consumer purchase decisions for cosmetic products (study on female students of the Faculty of Economics and Business Unanda Class of 2023) because digital technology development has changed consumer behavior patterns in shopping, especially among the younger generation. One form of this transformation is the emergence of live commerce, which is the activity of selling products directly through live broadcasts on social media platforms such as TikTok. This feature provides space for real-time interaction between sellers and potential buyers, creating a more personal, dynamic, and convincing shopping experience compared to traditional advertising.

Live Commerce is a feature that integrates with online trading systems, allowing direct social interaction during the buying and selling process. Through real-time comment features displayed on screen, users can interact directly with sellers (Simanjuntak & Saputra, 2024). This method is considered effective for broadcasting videos to audiences from a distance. The advantage of Live Commerce is that it can create interaction between viewers and video broadcasters in real time



(Agustina, 2018). This method is also considered time-efficient because it does not require much time for editing since videos will be broadcast live without editing. This can increase business engagement (Haimson & Tang, 2017) if Live Commerce is conducted for commercial promotion. This also causes purchasing decisions to increase (Martha & Febriyantoro, 2019). Live Commerce streaming can increase purchasing decisions, so business sales increase (Khurin & Lazuardy, 2024).

One reason why Live Commerce on the TikTok Platform has a significant influence on consumer purchase decisions for cosmetic products (study on female students of the Faculty of Economics and Business Unanda Class of 2023) is that live commerce on TikTok provides an interactive and real-time shopping experience, where consumers can directly see how cosmetic products are used and get direct explanations from sellers or influencers. This builds trust in products because the information received is transparent and current. For female students, who tend to seek complete information before buying, this feature is very helpful in reducing uncertainty about product quality and suitability.

Besides providing more complete and real information, live commerce also enables two-way communication between hosts and audiences. Female students can ask questions directly and get answers quickly, which accelerates the decision-making process. This interaction creates higher emotional involvement, thus increasing trust and purchase interest in the displayed cosmetic products.

Hypothesis testing results have proven that there is a significant influence of the Live Commerce on TikTok Platform variable on consumer purchase decisions for cosmetic products (study on female students of the Faculty of Economics and Business Unanda Class of 2023). Through calculations performed, a significance value of 0.000 smaller than 0.05 was obtained. Therefore, from this analysis, it can be concluded that the Live Commerce variable has a significant influence on consumer purchase decisions for cosmetic products (study on female students of the Faculty of Economics and Business Unanda Class of 2023), so it can be concluded that hypothesis 2 in this study is accepted.

This research is in line with research conducted by (Masluchah, 2023) in their study titled 'The Influence of Viral Marketing, Online Consumer Review, and Live Commerce on Purchase



Decisions for Something Skincare Products on the TikTok Platform' and research conducted by (Masluchah, 2023) in their study titled 'The Influence of TikTok Live Commerce, Brand Minded, and Brand Ambassador on Purchase Decisions for Scarlett Skincare Products (Doctoral dissertation, Yudharta University)'. Both research results show that Live Commerce has a significant influence on consumer purchase decisions.

The Influence of Discount Vouchers on Consumer Purchase Decisions for Cosmetic Products

The research results show that there is no significant influence of Discount Vouchers on consumer purchase decisions for cosmetic products (study on female students of the Faculty of Economics and Business Unanda Class of 2023). This indicates that whether or not there are price discounts will not influence consumers to buy cosmetic products. Therefore, price discounts cannot be a definite benchmark for measuring consumer decisions. Price discounts are attractive to consumers (Heriyanto, 2021). Most female students tend to pay more attention to quality, brand, and user testimonials rather than just price discounts. Although they are a consumer segment with limited purchasing power, it does not mean they are easily influenced by discount promotions. Many of them are more selective and have long-term considerations when buying cosmetic products that are directly related to skin health.

Discount vouchers are a form of marketing promotion in the form of coupons, codes, or tickets that provide price discounts to consumers when purchasing products or services. These vouchers can be physical or digital, and usually have certain terms and conditions, such as usage time limits, minimum purchases, or only valid for certain products. Discount vouchers are price reductions of goods from their normal prices for a certain period. Furthermore, sales promotion is a direct invitation method using various incentives that can be designed to encourage buyers to buy a product or develop the purchase numbers of a product (Tjiptono, 2019).

Perceptions of discount vouchers often used in promoting cosmetic products through digital platforms sometimes raise doubts. Some female students consider that products given price discounts too often may have low quality, are near expiration, or are not selling well in the market. Such negative perceptions can reduce the effectiveness of vouchers in influencing purchase decisions.



One reason why the influence of discount vouchers on consumer purchase decisions for cosmetic products (study on female students of the Faculty of Economics and Business Unanda Class of 2023) is not significant is due to brand loyalty factors. Many female students already have certain brand preferences based on personal experience or friend recommendations. In this case, even if there are vouchers for other products, they still choose trusted brands, even without discounts. This means that brand loyalty factors are more dominant than price incentives.

Besides brand loyalty, access to product reviews and testimonials on social media or e-commerce platforms also plays a major role in purchase decisions. Female students are more interested in real testimonials and evidence of product usage results rather than just price discounts. This shows that information and evidence of user experience are more influential than financial incentives.

Hypothesis testing results have proven that there is no significant influence of the discount voucher variable on consumer purchase decisions for cosmetic products (study on female students of the Faculty of Economics and Business Unanda Class of 2023). Through calculations performed, a significance value of 0.532 greater than 0.05 was obtained. Therefore, from this analysis, it can be concluded that the discount voucher variable does not have a significant influence on consumer purchase decisions for cosmetic products (study on female students of the Faculty of Economics and Business Unanda Class of 2023), so it can be concluded that hypothesis 3 in this study is rejected.

This research contrasts with research conducted by (Tjiptono, 2019) in their study titled 'The Influence of Free Shipping Voucher Promos, Discounts and Cash On Delivery (COD) on Purchase Decisions in the Shopee Application: (Case Study on Students of the Faculty of Economics UKI Toraja)' and research conducted by (Panginan et al., 2024) in their study titled 'The Influence of Free Shipping Vouchers on Product Purchase Decisions in Shopee E-Commerce (Study of FEB Students in the Sharia Economics Study Program Class of 2018)'. Both research results show that discount vouchers have a significant influence on consumer purchase decisions.



CONCLUSION

Based on the research results conducted at the Faculty of Economics and Business, Andi Djemma University, researchers can conclude that Live Commerce on the TikTok Platform and Discount Vouchers together (simultaneously) have a positive and significant influence on consumer purchasing decisions for cosmetic products (study on female students of the Faculty of Economics and Business Unanda Class of 2023). Live Commerce on the TikTok Platform has a significant influence on consumer purchasing decisions for cosmetic products (study on female students of the Faculty of Economics and Business Unanda Class of 2023). And Discount Vouchers have a significant influence on consumer purchasing decisions for cosmetic products (study on female students of the Faculty of Economics and Business Unanda Class of 2023).

The comprehensive analysis of the three discussion points reveals important insights into digital marketing effectiveness among young consumers. While live commerce demonstrates strong positive influence through its interactive and real-time engagement capabilities, discount vouchers show limited effectiveness in this specific demographic and product category. The simultaneous effect of both variables indicates that integrated digital marketing strategies can be effective, though individual components may vary in their impact depending on consumer characteristics and product types.

These findings have significant implications for digital marketing practitioners, suggesting that experiential and interactive marketing approaches may be more effective than traditional price-based incentives for educated young consumers making decisions about personal care products. The research contributes to the growing body of literature on social commerce and consumer behavior in emerging digital platforms.

These findings indicate that female students are more responsive to interactive shopping experiences and real-time product demonstrations compared to price incentives. This research enriches digital marketing literature by proving that social interaction and product demonstration in live commerce are more effective than price-based promotional strategies in the context of cosmetic products. This supports consumer behavior theory that emphasizes the importance of experiential marketing aspects in the purchasing decisions of the digital native generation.



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