

THE EFFECT OF TIKTOK SHOP LIVE STREAMING ON THE PURCHASE INTENTION OF UPI BUSINESS EDUCATION

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ABSTRACT

Digital transformation in e-commerce has brought about the phenomenon of live streaming that has changed the paradigm of consumer interaction with products. This study aims to analyze the influence of the TikTok Shop live streaming feature on the purchase intention of UPI Business Education students, identify mediation factors, and evaluate the contribution of live streaming attributes in purchase decisions. The study used a quantitative verifiable approach with 40 respondents of active student TikTok Shop users through purposive sampling. Data were collected using a Likert scale questionnaire and analyzed by simple linear regression. The results showed that live streaming had a significant positive effect on purchase intention with a regression coefficient of 0.742 (sig. 0.000) and was able to explain 64.5% of the purchase intention variation. The interactivity dimension was the most dominant factor ($r=0.768$), followed by streamer engagement ($r=0.721$), visual appeal ($r=0.689$), and product information quality ($r=0.654$). The study concluded that live streaming is a substantial determinant in purchasing decisions for students with the ability to interact in real-time as the main psychological mediator. Business actors are advised to optimize the live streaming interactivity feature to increase the effectiveness of digital marketing strategies.

Key words: E-Commerce; Interactivity; Live Streaming; Purchase Intention; TikTok Shop

INTRODUCTION

Digital transformation in the e-commerce industry has led to a new trend known as streaming commerce, which is altering how people engage with products online. TikTok Shop is growing a lot, and sales are expected to reach 77 billion US dollars by 2027, which shows that more people are using live streaming as a new and creative way for digital marketing (Andreanto et al., 2025). This situation is getting more important for students because they are part of the digital market and have a lot of knowledge about technology. Research indicates that features such as real-time interaction, live product demonstrations, and direct communication with sellers play a key role in helping customers make purchasing decisions (Ode & Asnawi, 2024). Many studies have examined how live streaming influences consumer behavior, but there's still a lot more to learn, especially regarding business education students. These students are future professionals who have a strong grasp of how markets function, as pointed out by Dirmaeni et al. in 2022. Previous research usually focused on people as a whole and didn't consider the special characteristics of students who studied business. These students think about digital marketing strategies in different ways, as found in Budhaye and Oktavia's 2023 study. So far, most of the research hasn't really focused on the mental factors and reasons that affect people's decisions to buy products on TikTok Shop after watching live streams (Agistiani et al., 2023).

The special thing about this study is that it looks at business education students from the University of Education Indonesia, who are well-known for being good at assessing marketing strategies. It also uses a method that looks at numbers and brings together ideas about how people act online with the special situation of shopping on TikTok Shop (Hanifa & Mas'od, 2024). Based on this background, the research problem is stated like this: (1) How does the impact of live streaming on TikTok Shop influence the buying intentions of students studying business education? (2) What factors help explain the connection between watching live streams and the desire to buy on TikTok Shop for users? (3) To what degree do the features of live streaming affect the purchasing choices of students in the UPI Business Education program?

This study aims to: (1) examine how various aspects of TikTok Live Streaming influence the purchase decisions of University of Wisconsin graduates; (2) identify the key factors that link watching live streams to the desire to buy something; (3) assess the extent to which each feature of live streaming impacts the buying choices of students. This research contributes to current ideas by increasing understanding of digital marketing, especially how social commerce functions and how young, tech-savvy consumers act. In real situations, the research findings can help business people make smarter decisions when using live streaming to promote their products or services. For students who are learning about academics and business education, this study provides a clear look at how consumers act on today's e-commerce websites. It can also act as a base for creating curricula that stay current with the latest changes in digital marketing technology.

METHOD

This study uses a quantitative method with a clear and checkable plan to test the real cause-and-effect link between two things: live streaming, which is the main factor (X), and the desire to make a purchase, which is the outcome (Y). The quantitative method was selected because it enables a structured way to measure the topic being studied and to test theories using statistical analysis (Sugiyono, 2024). The people in this study are students from the Business Education Study Program at Universitas Pendidikan Indonesia who regularly use TikTok Shop. The method used to select participants is called purposive sampling. The people chosen must be current students at UPI Business Education, have used the TikTok Shop app for a minimum of three months, and have viewed live streams on the platform at least five times in the last month. The study used 40 participants, chosen with attention to representation and accessibility, as noted in Machali (2021).

Data collection tools use organized questionnaires with a Likert scale from 1 to 5, and these are set up according to the different indicators of the variables. Live streaming involves elements like interaction, clear product details, how engaging the streamer is, and how appealing the visuals are. It also shows signs of someone wanting to buy, such as interest in making a purchase, interest in learning more, interest in specific choices, and interest in exploring options. The survey was sent out online using Google Forms between January and February 2025 (Annisa Putri Shafira, Natatsa Indhagelista, Regita Esmeralda, 2023). Before starting the main data analysis, a validity check was done using the product-moment correlation and a reliability check using Cronbach's alpha to make sure the research tool meets the required psychometric standards. The data analysis method used was simple linear regression, carried out using SPSS version 26, to examine how different variables affect purchase intention through live streaming. Descriptive statistics were also used to explain the features of the people who took part in the study and how the answers were spread out for each part of the research.

RESULTS AND DISCUSSION

Respondent Characteristics

This study involved 40 students of the Business Education Study Program, Universitas Pendidikan Indonesia who met the criteria as active users of TikTok Shop. Of the total respondents, 67.5% were female and 32.5% were male. The distribution of the batch shows that 42.5% of respondents are students of the class of 2023, 35% of the class of 2022, and 22.5% of the class of 2024. All respondents have used the TikTok Shop application for at least three months with the intensity of watching *live streams* at least five times in the past month. Demographic data indicates that 85% of respondents watch TikTok Shop *live streams* at a frequency of 5-10 times per month, while 15% watch more than 10 times per month.

Instrument Validity and Reliability Test

Testing the validity of the research instrument using Pearson's *product moment* correlation technique showed that all statement items in the *live streaming* (X) and *purchase intention* (Y) variables had a calculated r value greater than the r table (0.312) with a significance level of 0.05. The *live streaming variable* consists of 16 statement items that include the dimension of interactivity (4 items), quality of product information (4 items), *streamer engagement* (4 items), and visual appeal (4 items). The results of the validity test show a range of correlation values ranging from 0.445 to 0.782, indicating that the entire item is valid for measuring the construct in question. The *purchase intention variable* consists of 12 statement items which include transactional interest (3 items), referential interest (3 items), preferential interest (3 items), and exploratory interest (3 items) with a correlation value range between 0.398 to 0.756. The reliability test using *Cronbach's Alpha* technique produced a reliability coefficient for the *live streaming* variable of 0.891 and the *purchase intention* variable of 0.864. Both values are above the minimum limit of 0.70 which indicates that the research instrument has high internal consistency and is reliable for stable measurements.

Descriptive Analysis of Research Variables

Descriptive analysis of TikTok Shop's *live streaming* variables showed an average score of 3.78 from a maximum scale of 5.00, which indicates that respondents gave a high rating to the *live streaming* feature on the TikTok Shop platform. The interactivity dimension obtained the highest average score of 3.92, followed by *streamer engagement* with a score of 3.85, visual appeal with a score of 3.74, and product information quality with a score of 3.61. The frequency distribution of responses shows that 72.5% of respondents give a score of agree to strongly agree with the ability of *live streaming* features to provide *real-time* interaction with sellers. The *purchase intention* variable shows an average score of 3.64 from a maximum scale of 5.00. The exploratory interest dimension obtained the highest average score of 3.81, indicating that students have a high interest in searching for product information through *live streaming*. The transactional interest dimension obtained a score of 3.68, preferential interest with a score of 3.59, and referential interest with a score of 3.48. Distribution data shows that 68.75% of respondents stated that *exposure to live streaming* increased their desire to make purchase transactions on TikTok Shop.

Simple Linear Regression Analysis

Testing the influence of *live streaming* variables on *purchase intention* using simple linear regression analysis yielded a regression equation $Y = 0.856 + 0.742X$. The constant of 0.856 indicates that without the influence of *live streaming*, the value of *purchase intention* remains at this base level. The regression coefficient of 0.742 shows that every increase of one unit in the *live streaming* variable will increase the *purchase intention*

by 0.742 units assuming the other variable is constant.

Table 1. Simple Linear Regression Test Results

Type	Regression Coefficient (B)	Std. Error	t count	Sig.	Information
Constant	0,856	0,412	2,078	0,045	Significant
Live Streaming (X)	0,742	0,089	8,337	0	Significant

Source: Primary Data Processed, 2025

The results of the t-test showed a calculated t-value of 8.337 with a significance value of 0.000 ($p < 0.05$), which means that there is a positive and significant influence of *the live streaming* variable on *purchase intention*. The value of t calculated (8.337) is greater than the t table (2.024) at a confidence level of 95% with a degree of freedom of 38, so that the null hypothesis is rejected and the alternative hypothesis is accepted.

Table 2. Determination Coefficient Test Results

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,803	0,645	0,636	0,428

Source: Primary Data Processed, 2025

The determination coefficient (R^2) showed a value of 0.645 or 64.5%, which indicates that *the live streaming* variable was able to explain 64.5% variation in *the purchase intention* of UPI Business Education students. The remaining 35.5% was influenced by other factors outside of this research model. An *Adjusted R Square* value of 0.636 indicates that the regression model has a good degree of conformity after adjusting for the number of variables and sample size.

Additional Findings

Further analysis of *the live streaming* dimensions showed that the interactivity dimension had the highest correlation with *purchase intention* ($r = 0.768$), followed by *streamer* engagement ($r = 0.721$), visual appeal ($r = 0.689$), and quality of product information ($r = 0.654$). These findings indicate that the ability to interact directly with sellers is the most dominant factor in shaping students' purchasing intentions. As many as 77.5% of respondents stated that *the real-time* question and answer feature on *live streaming* helps them make more informed purchasing decisions.

DISCUSSION

The Effect of TikTok Shop Live Streaming on Purchase Intention

The results of a simple linear regression analysis prove that the *Live Streaming* TikTok Shop has a positive and significant influence on *purchase intention* UPI Business Education students with a regression coefficient of 0.742 and a significance value of 0.000. These findings are in line with research *Live streaming* significantly affects the interest in buying Credifox products on TikTok Shop with a t-value of 4,571. The suitability of the research results was also confirmed by (Arifa et al., 2024) that identifies that *Live Streaming* has a positive influence on TikTok Shop users' purchase decisions with a t-value of 2,865. This phenomenon indicates that the characteristics of Business Education students who have high digital literacy do not reduce the effectiveness of the strategy *Live Streaming* in forming purchase intentions. Variable contribution *Live Streaming* in explaining the variation *purchase intention* reaching 64.5%, indicating that this feature is a substantial determinant in the purchase decision-making process. (Islam, 2024) support these findings by stating that *Live Video Promotion* together with other variables were able to explain 63.4% of the variation in buying interest on the TikTok Shop application. The magnitude of this contribution shows that Business Education students, despite having high analytical abilities in evaluating marketing strategies, remain responsive to the visual and interactive stimuli presented through *Live Streaming*. This argument by finding that interactivity behavior *Live Streaming* has a positive and significant effect on purchasing decisions *Thrift Shop* on Generation Z (Juliana, 2023).

Mediating Factors in the Live Streaming and Purchase Intention Relationship

Dimension analysis of live streaming showed that interactivity was the biggest factor, with the strongest link ($r = 0.768$) to the intention to buy. (Sambeta et al., 2024) supports this by saying that live streaming has a big impact on impulsive buying among TikTok Shop and Tokopedia users. The ability to interact in real-time with sellers creates a personalized and responsive shopping experience, which plays a key role in shaping a customer's intention to buy. According to Yuarti et al. (2023), direct interaction during Live Streaming on TikTok Shop builds consumer trust, which in turn affects their purchasing decisions. The second dimension, Involvement Streamer, has a correlation of 0.721, showing that the seller's credibility and communication skills act as a social bridge in turning viewers into buyers. According to Yuni, Rahma et al. (2023), consumer trust acts as a mediator between live streaming and the intention to buy on the TikTok Shop app. The products shown during the live streaming had good quality and made a positive and important impact on people's interest to buy, with a t-value

of 3.278. These results show that students studying business are not just influenced by the fun parts of live streaming, but they also look at the actual information the streamer is sharing. The way products look and the information about them can influence how people think about them, even if they don't have a strong connection. According to Damanik et al. (2023), live streaming has a big impact on how Shopee users feel about buying things, showing that live streaming works well across different online shopping platforms. Sitinjak et al. (2024) support this idea by showing that live streaming also strongly affects impulsive buying among management students who use TikTok Shop. The mix of pictures, product details, and interactive features builds a convincing environment that helps turn seeing something into wanting to buy it.

The Contribution of Live Streaming Attributes in Purchasing Decisions

Attribute contribution *Live Streaming* 64.5% in forming *purchase intention* UPI Business Education students show that this feature has become an integral component in the ecosystem *Social Commerce*. (Siswanto & Aryanto, 2024) identify that the discount on *Live Streaming* TikTok Shop has an effect on consumer buying interest, indicating that the combination of content and promotional attributes creates persuasive synergy. (Muhammad et al., 2026) found that *Live Streaming* together *Price Discount* and *Free Shipping* has a significant effect on *impulse buying*, reinforcing the argument that the context *Live Streaming* amplify the effectiveness of other promotional strategies. This large contribution also reflects the transformation of digital consumer behavior that increasingly prioritizes interactive and visual shopping experiences. (Sapa et al., 2023) explains that lifestyle and *Live Streaming* in-app *E-commerce* has a significant positive effect on the impulse purchases of students who use TikTok Shop. This phenomenon indicates that Business Education students, as a market segment with a comprehensive understanding of business, remain vulnerable to influence *Live Streaming* Because this feature integrates informational, social, and emotional elements in a single platform. Thus, the *Live Streaming* It has not only become a tactical marketing tool, but has evolved into a strategic conversion strategy in the context of contemporary e-commerce (Enggar Widianingrum et al., 2025).

CONCLUSION

Based on the results and discussion of the research, it can be concluded that TikTok Shop live streaming has a positive and significant influence on the purchase intention of UPI Business Education students with a regression coefficient of 0.742 and a significance value of 0.000. The live streaming feature was able to explain 64.5% of the variation in purchase intent, indicating that this strategy is a substantial determinant in the purchase decision-making process. The interactivity dimension was the most dominant factor ($r = 0.768$) in shaping purchase intent, followed by streamer engagement ($r = 0.721$), visual appeal ($r = 0.689$), and product information quality ($r = 0.654$). The ability to interact in real-time with sellers creates a personalized and responsive shopping experience, which is an important psychological mediator. These findings confirm that Business Education students, despite having high digital literacy and analytical abilities, remain responsive to visual and interactive stimuli presented through live streaming. Live streaming has evolved from a tactical marketing tool to a strategic conversion strategy in the contemporary social commerce ecosystem.

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