

THE INFLUENCE OF LIVE STREAMING AND PRICE DISCOUNTS ON CONSUMER PURCHASE INTEREST ON SHOPEE E-COMMERCE (CASE STUDY OF NURUL FALAAH HIGH SCHOOL STUDENTS)

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ABSTRACT

In recent years, e-commerce growth in Indonesia has increased rapidly, in line with advances in digital technology, increased internet penetration, and shifts in consumer behavior, resulting in an increasing reliance on online platforms to meet daily needs. Shopee is listed as one of the e-commerce sites with the highest number of visits until the end of 2024. This study aims to analyze the effect of live streaming and discounts on consumer purchasing interest, using a case study of Nurul Falaah high school students. This study employs a quantitative approach, utilizing non-probability sampling techniques, specifically incidental sampling, and involves 100 respondents. Data was obtained through unstructured interviews and questionnaires, then analyzed using validity and reliability tests, t-tests, determination coefficients, correlations, and multiple linear regression with the help of SPSS version 21. The results indicate that live streaming and price discounts have a positive and significant impact, both individually and collectively, on consumer purchasing decisions. The coefficient of determination value of 0.550 indicates that these two variables contribute 55% to purchasing decisions, while the remaining 45% is influenced by other factors not examined in this study. Thus, the research hypothesis can be accepted and proven to be true.

Key words: live streaming; discounts; purchase interest; teenage consumers; e-commerce; shopee

INTRODUCTION

E-commerce has become a cornerstone of Indonesia's digital economy, driven by technological innovation, growing internet access, and changing consumer shopping behavior. According to the Ministry of Trade (2024), Indonesia's e-commerce transaction value reached IDR 487 trillion, positioning the country as a leading digital market in Southeast Asia. Among various platforms, Shopee maintains dominance with over 145 million monthly visits by the end of 2024 (Databoks, 2024). Its competitive advantage lies in dynamic marketing strategies such as flash sales, discount vouchers, and interactive live streaming that enhance engagement and purchasing convenience (Hidayat & Rahmawati, 2024).

Live streaming has transformed digital marketing by enabling real-time communication between sellers and consumers, providing transparency, interactivity, and emotional connection during product demonstrations (Liu, 2022; Widodo & Napitupulu, 2023). This approach builds consumer trust and stimulates purchase intention through visual cues and responsive interaction (Maghfiroh & Palupi, 2023). Meanwhile, price discounts remain one of the most persuasive sales tools, appealing to consumers' sense of value and financial benefit, which in turn encourages impulse buying (Kotler & Armstrong, 2019; Sedana Yoga et al., 2023). Numerous studies have confirmed that both live streaming and discount-based promotions significantly affect online consumer decision-making (Mada & Prabayanti, 2024; Nur et al., 2024).

Despite their proven effectiveness, the competitive landscape of e-commerce continues to evolve. Platforms such as TikTok Shop integrate influencer marketing and short-form video content to attract younger consumers, reshaping the live streaming commerce ecosystem (Stewart, 2025). In addition, the Indonesian government has strengthened oversight of excessive discounting practices to protect small and medium enterprises from unfair competition (Tri et al., 2024). Consequently, platforms like Shopee must continuously evaluate the relevance and impact of their promotional tools. Understanding how these strategies influence teenage consumers, who are highly digital, price-sensitive, and socially connected, is therefore essential (Paraswati & Riofita, 2024).

Previous research has mainly focused on adult or university-level consumers, leaving teenage buyers relatively understudied. This demographic represents a vital yet overlooked segment of online shoppers. Hence, this study analyzes the influence of live streaming and price discounts on purchase interest among Nurul Falaah high school students in Bogor. The findings are expected to fill the existing gap in the literature on youth digital behavior and contribute to the development of more effective marketing strategies for e-commerce platforms operating in Indonesia's competitive digital environment.

METHOD

This study uses a quantitative research design with an incidental sampling technique involving 100 active students of SMA Nurul Falaah, Bogor. The research employed a structured questionnaire based on a five-point Likert scale to measure perceptions of live streaming (X1), price discounts (X2), and purchase interest (Y). Data collection was conducted through questionnaires and short unstructured interviews to complement the quantitative data with contextual insights into students' online purchasing behavior.

During validity testing, a significance test is used to compare the calculated and tabulated r . If the estimated r exceeds the tabulated r and is positive, then the questionnaire statement is considered valid (Putra, Puspita, & Safrianti, 2024). Reliability testing was conducted using Cronbach's Alpha, with coefficient values above 0.60 indicating adequate internal consistency (Sugiyono, 2019). These standards ensured that the research instruments were statistically valid and reliable for further analysis.

Data analysis applied multiple linear regression using SPSS version 21 to examine both partial and simultaneous effects of the independent variables, live streaming (X1) and price discounts (X2), on the dependent variable, purchase interest (Y). The t-test and F-test were performed at a 5% significance level ($\alpha = 0.05$) to evaluate the influence of each independent variable. In addition, the coefficient of determination (R^2) was calculated to determine the proportion of variation in purchase interest explained by live streaming and price discount variables.

The results obtained from these statistical analyses served as the basis for hypothesis testing and subsequent discussion in the following section.

RESULTS AND DISCUSSION

Validity test

This validity test is used to measure the validity of the question items in a questionnaire. The results of the validity test obtained the following results:

Table 1. Validity Result

Variable	r-range	r-table	Explanation
Live Streaming (X1)	0.372–0.629	0.1966	Valid
Price Discount (X2)	0.360–0.753	0.1966	Valid
Purchase Interest (Y)	0.311–0.601	0.1966	Valid

(Source: Processed Data, SPSS Output (2025))

Based on the results of the table above, it is known that the question items used have a calculated R value greater r -table (0.1966). So, by looking at these conditions, it shows that each statement used in this study is valid.

Reliability test

The reliability test in this study uses Cronbach's Alpha, where the variable will be said to be reliable if it has a Cronbach's Alpha value > 0.70 . Ghozali in Vivi et al (2024) stated that even though the Cronbach's Alpha value produces a value of 0.60, it is still acceptable that the resulting variable is still reliable. The results of the reliability test in this study are as follows:

Table 2. Reliability Result

Variable	Cronbach's Alpha	Explanation
Live Streaming (X1)	0.861	Reliable
Price Discount (X2)	0.885	Reliable
Purchase Interest (Y)	0.861	Reliable

(Source: Processed Data, SPSS Output (2025))

Based on the results of the table above, it shows that all variables produce reliable data because the Cronbach's Alpha value has a value above 0.60.

Multiple Linear Regression Test

Table 3. Summary of Regression Analysis (coefficients and tests)

Variable	B (Unstd.)	Std. Error	Beta	t-count	Sig. (p)
Constant	7.555	4.203	-	1.797	0.075
Live Streaming (X1)	0.586	0.100	0.536	5.872	0.000
Price Discount (X2)	0.229	0.078	0.268	2.936	0.004

(Source: Processed Data, SPSS Output (2025))

All coefficients are taken directly from the multiple linear regression output (SPSS). Both X1 and X2 have positive, significant partial effects on purchase interest at the 5% level.

Hypothesis Test

Table 4. Regression ANOVA (Simultaneous Test)

Source	Sum of Squares	df	Mean Square	F-count	Sig. (p)
Regression	2707.456	2	1353.728	59.354	0.000
Residual	2212.334	97	22.808		
Total	4919.790	99			

(Source: Processed Data, SPSS Output (2025))

The F-test indicates that live streaming and price discount together significantly predict purchase interest ($F = 59.354$, $p = 0.000$). The F-table critical value at $\alpha = 0.05$ with $df1 = 2$ and $df2 = 97$ is approximately 3.09.

Table 5. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.742	0.550	0.541	4.776

(Source: Processed Data, SPSS Output (2025))

The model explains 55.0% of the variance in purchase interest ($R^2 = 0.550$), while 45.0% is accounted for by other variables not included in the model.

DISCUSSION:

The results confirm that both live streaming (X1) and price discounts (X2) significantly influence purchase interest (Y) among SMA Nurul Falaah students. The multiple regression model ($Y = 7.555 + 0.586X1 + 0.229X2$) indicates that a one-unit increase in live streaming perception is associated with a 0.586-unit increase in purchase interest, holding other factors constant; similarly, a one-unit increase in

discount perception is associated with a 0.229-unit increase in purchase interest.

Partial t-tests ($t = 5.872$ for X1; $t = 2.936$ for X2) and the simultaneous F-test ($F = 59.354$, $p < 0.001$) provide strong statistical support for the hypotheses.

These empirical findings align with prior studies highlighting interactivity and perceived price benefits as key drivers of online purchase intention (Liu, 2022; Widodo & Napitupulu, 2023). Practically, the results suggest that e-commerce platforms should integrate high-quality live streaming with targeted discount campaigns to maximize engagement and conversion among young consumers.

CONCLUSION

This study concludes that both live streaming and price discounts significantly and positively influence purchase interest among Shopee consumers, specifically teenage users. Live streaming builds trust and engagement through real-time interaction and product demonstration, while discounts trigger emotional and rational motivations to purchase. The two variables together account for 55% of the variance in consumer purchase decisions. This finding supports the perspective of Kotler and Armstrong (2019), who emphasize that effective marketing strategies combining communication and value creation play a vital role in influencing consumer behavior. Shopee and other e-commerce platforms should continue optimizing live streaming quality and promotional mechanisms to attract and retain younger consumers in Indonesia's dynamic digital market.

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