

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.

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

INTRODUCTION

Digital transformation in the e-commerce ecosystem has brought a phenomenon *Streaming Commerce* which changes the paradigm of consumer interaction with products online. The TikTok Shop platform recorded significant growth with projected sales reaching 77 billion US dollars by 2027, indicating the acceleration of the adoption of the feature *Live Streaming* as an innovative digital marketing strategy (Andreanto et al., 2025). This phenomenon is increasingly relevant among students who are a segment of the digital market with a high level of technological literacy. Research indicates that the *Live Streaming* such as interactivity *Real-time*, visual product demonstrations, and direct engagement with sellers play a crucial role in shaping consumer purchase intent (Ode & Asnawi, 2024). Although various studies have explored the influence of *Live Streaming* regarding consumer behavior, there is still a significant research gap, especially in the context of Business Education students as prospective professionals who have a deep understanding of market dynamics (Dirnaeni et al., 2022). Previous research has tended to focus on the general population without considering the specific characteristics of students with business education backgrounds who have different analytical perspectives in evaluating digital marketing strategies (Budhaye & Oktavia, 2023). The majority of existing research has not comprehensively analyzed the psychological mechanisms and determinants that mediate the relationship between exposure *Live Streaming* with the purchase decision on the TikTok Shop platform (Agistiani et al., 2023).

The novelty of this research lies in the focus of the investigation on Business Education students of the University of Education Indonesia as a population with high evaluative abilities on marketing strategies, as well as the use of a quantitative approach that integrates the theory of digital consumer behavior with the context *Social Commerce* TikTok Shop (Hanifa & Mas'od, 2024). Based on this background, the formulation of this research problem is: (1) How does the influence of the *Live Streaming* TikTok Shop against *purchase intention* A student of business education? (2) What factors mediate the relationship between exposures *Live Streaming* with the intention of buying on TikTok Shop users? (3) How much the attribute contributes *Live Streaming* in shaping the purchase decision of UPI Business Education students? This study aims to: (1) Analyze the influence of features *Live Streaming* TikTok Shop against *purchase intention* a graduate of the University of Wisconsin; (2) Identify the factors that mediate the relationship between exposures *Live Streaming* with the intention of purchase; (3) Evaluate the amount of attribute contribution *Live Streaming* in shaping student purchasing decisions. This research makes a theoretical contribution by enriching the digital marketing literature, especially in the domain *Social Commerce* and consumer behavior of the digital generation. Practically, the research findings can be a strategic reference for business actors in optimizing features *Live Streaming* as an effective promotional tool. For academics and Business Education students, this

study provides *Insight* comprehensive on the dynamics of consumer behavior on the platform *E-commerce* contemporary and can be the basis for curriculum development that is responsive to the development of digital marketing technology.

METHOD

This study uses a quantitative approach with a verifiable design that aims to empirically test the causal relationship between variables *Live Streaming* as an independent variable (X) and *purchase intention* as a dependent variable (Y). The quantitative method was chosen because it allows for systematic measurement of the phenomenon being studied as well as hypothesis testing through statistical analysis (Sugiyono, 2024). The population in this study is students of the Business Education Study Program, Universitas Pendidikan Indonesia who actively use TikTok Shop. The sampling techniques used are *purposive sampling* with the criteria that the respondents are active students of UPI Business Education, have used the TikTok Shop application for at least three months, and have watched the *Live Streaming* on the platform at least five times in the past month. Based on the consideration of representation and accessibility, the number of samples used in this study was 40 respondents (Machali, 2021).

Data collection instruments using structured questionnaires with a scale *Likert* 1-5 arranged based on variable indicators *Live Streaming* includes interactivity, quality of product information, engagement *Streamer*, and visual appeal, as well as indicators *purchase intention* includes transactional interests, referential interests, preferential interests, and exploratory interests. The questionnaire was distributed in a *Online* through the Google Form platform in the period from January to February 2025 (Annisa Putri Shafira, Natatsa Indhagelista, Regita Esmeralda, 2023). Before the main data analysis, a validity test was carried out using correlation *Product Moment* and reliability test with *Cronbach's Alpha* to ensure that the research instrument meets psychometric standards. The data analysis technique used was simple linear regression analysis with the help of the SPSS version 26 program to test the influence of variables *Live Streaming* towards *purchase intention*. Descriptive statistical analysis was also used to describe the characteristics of respondents and the distribution of answers on each research variable.

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

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 *Live Streaming* revealed that interactivity was the most dominant factor with the highest correlation ($r = 0.768$) to *purchase intention*. (Sambeta et al., 2024) confirms these findings by stating that *Live Streaming* has a significant influence on *impulsive buying* on TikTok Shop-Tokopedia users. Ability to interact with *Real-time* with sellers creating a personalized and responsive shopping experience, which becomes an important psychological mediator in shaping purchase intent. (Yuarti et al., 2023) explains that direct interaction in *Live Streaming* TikTok Shop increases consumer trust which further influences purchase decisions. Involvement *Streamer* As the second dimension with a correlation of 0.721, it shows that the seller's

credibility and communication ability play a role as a social mediator in the process of converting viewers into buyers. (Yuni, Rahma et al., 2023) found that consumer trust mediated influence *Live Streaming* against the intention to buy on the TikTok Shop application. The quality of the products featured in the *Live Streaming* Positive and significant effect on buying interest with a t-value of 3.278. These findings indicate that Business Education students are not only affected by the entertainment aspect *Live Streaming*, but also evaluate the substance of the information conveyed by the *Streamer*. The visual appeal and quality of product information, although having a lower correlation, still serve as cognitive mediators that facilitate the product evaluation process. (Damanik et al., 2023) states that *Live Streaming* significantly affect buying interest in Shopee users, indicating the consistency of cross-platform influence *E-commerce*. (Sitinjak et al., 2024) strengthens the argument by finding that *Live Streaming* has a significant effect on *impulse buying* Management students who use TikTok Shop. The combination of visual elements, product information, and interactivity creates a persuasive ecosystem that mediates the conversion from exposure to purchase intent.

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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