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# The Influence Of Streamer Credibility And Flash Sales On Purchase Decisions For Jiniso Products On Tiktok Live Shopping (Consumer Study In Bandar Lampung)

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**Abstract**

*This study aims to determine the effect of streamer credibility and flash sales on purchasing decisions for Jiniso products on TikTok Live Shopping (Consumer Study in Bandar Lampung). The rapid development of live shopping as a digital marketing strategy, as well as fluctuations in Jiniso sales, are suspected to be influenced by persuasive communication factors in live streaming. The phenomenon underlying this study is that Jiniso has high popularity and is active in live streaming, but sales still experience fluctuations. This study uses a quantitative approach with a survey method through the distribution of online questionnaires to 130 respondents who are Jiniso consumers in Bandar Lampung who have shopped through TikTok Live Shopping. The sampling technique used purposive sampling with the criteria of respondents aged 17 years and above and domiciled in Bandar Lampung and have purchased Jiniso products through TikTok live shopping. Data were analyzed using multiple linear regression with the help of SPSS. The results showed that streamer credibility and flash sales have a positive and significant effect on purchasing decisions for Jiniso products on TikTok live shopping (Consumer Study in Bandar Lampung). These findings indicate that streamer credibility and flash sales play an important role in influencing consumer purchasing decisions in the context of TikTok Live Shopping.*

**Keywords: Streamer credibility, Flash Sale, Purchase Decision, TikTok Live Shopping**



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## INTRODUCTION

Advances in information technology have boosted internet usage in Indonesia to 221 million people, or 79.5% of the total population, by 2025 (Kristantyo, 2025). This trend has also driven the growth of e-commerce, which is projected to reach USD 90.35 billion by 2025 and continue to rise through 2030 (Intelligence, 2025). Convenience, attractive promotions, affordable prices, and a variety of payment methods have made online shopping increasingly popular among the public (Rismawan et al., 2024; Sazali & Rozi, 2020). One of the rapidly growing platforms is TikTok Shop, which combines social media with online shopping activities, thereby attracting the interest of consumers in Indonesia.

Jiniso is a local fashion brand that offers a variety of denim products for men and women, such as high-waisted, straight-leg, baggy, and cargo jeans, wide-leg pants, as well as denim jackets and shirts. These products are priced at a relatively affordable range approximately IDR 150,000 to IDR 250,000 making them accessible to a wide range of consumers, particularly teenagers and young adults who use TikTok Shop. This product diversity and competitive pricing allow Jiniso to strengthen its position as a local denim fashion brand that keeps up with market trends.

Based on 2025 data, Jiniso ranks first in the local denim fashion brand category on TikTok with 3.3 million followers, surpassing competitors such as Luxe.dlabel, Lassie Alpha, Vierlin, and Warpath. This high number of followers demonstrates Jiniso's success in building popularity and digital engagement through consistent promotional strategies, creative content, and active live-streaming activities. This positions Jiniso as a leader in audience reach and brand image strengthening on the TikTok Shop platform.

However, despite its high sales volume, Jiniso's sales performance tends to fluctuate. Sales increase significantly during specific promotional periods, such as major campaigns and flash sales during live streams, but decline again once the promotional period ends (Umah, 2023). This indicates that consumer purchasing decisions are still heavily influenced by the promotional strategies employed, making it important to further investigate the factors influencing consumer purchasing decisions in the context of live shopping on TikTok Shop.



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*The streamer is demonstrating the product*

**Figure 1. TikTok Live Streaming Shopping @Jiniso.id**
**Source: TikTok account @Jiniso.id**

Figure 1. illustrates how Jiniso uses the TikTok Live feature as a direct marketing channel to reach consumers. Through live streaming, Jiniso can explain products, materials, and clothing styles in detail, thereby helping to alleviate consumers' concerns about online shopping—particularly regarding product quality and sizing. Jiniso also consistently conducts daily live streams and provides Q&A sessions via the comments section, enabling direct interaction between consumers and the streamer. Additionally, the live streaming feature is used to promote products by showcasing models wearing Jiniso products and providing a shopping cart that makes it easy for consumers to make purchases directly.


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**Jiniso Sales Data: October 2–8, 2025**

| Time | Sales Volume (Units) | Sales Revenue (Million) |
|---|---|---|
| *October 2, 2025* | *± 3.2 rthousand* | *± Rp. 640* |
| *October 3, 2025* | *± 3.1thousand* | *± Rp. 630* |
| *October 4, 2025* | *± 3.5 thousand* | *± Rp. 700* |
| *October 5, 2025* | *± 3.2 thousand* | *± Rp. 640* |
| *October 6, 2025* | *± 3.3 thousand* | *± Rp. 670* |
| *October 7, 2025* | *± 3.2thousand* | *± Rp. 650* |
| *October 8, 2025* | *± 3.5thousand* | *± Rp. 700* |

Source: Fastmoss (2025a)

According to data from Fastmoss (2025a), Jiniso saw an increase in sales volume and revenue through TikTok Live Shopping during the period of October 2 - 8, 2025. After experiencing sales fluctuations in 2023, Jiniso's performance rebounded in 2025 through an intensive live shopping strategy. The high frequency of live streams and increased revenue indicate that this strategy is effective in driving consumer purchasing decisions, making Jiniso a compelling case study for how local fashion brands are adapting to the evolution of digital e-commerce.

Live-streamed shopping enables real-time interaction between streamers and consumers, thereby creating an interactive shopping experience (Cai & Wohn, 2019). In this process, the streamer's credibility is a key factor encompassing attractiveness, trustworthiness, and expertise (Ohanian, 1990). The streamer's appeal, trustworthiness, and ability to explain products can influence consumers' purchasing decisions, particularly for fashion products like Jiniso. Additionally, flash sales are also an important strategy, using discounts and limited time frames to create a sense of urgency to buy (Nguyen-Van et al., 2024; Maya & Sahri, 2024). However, the effectiveness of flash sales is not always consistent because consumers may question the urgency of the promotion, the quality of the information, or the economic benefits offered.

A purchase decision is the process by which consumers select a product based on an evaluation of various alternatives (Schiffman & Kanuk, 2010). Previous research indicates that a streamer's credibility has a positive effect on purchase decisions, whereas findings regarding flash sales remain inconsistent. Furthermore, research examining the combined influence of streamer credibility and flash sales on TikTok Live Shopping,


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particularly for local fashion products such as Jiniso, remains limited. Therefore, this study is important to expand our understanding of consumer behavior in live shopping in Bandar Lampung while addressing the research gap in previous studies.

## LITERATURE REVIEW

### Persuasive Communication Theory

This study uses the variables of streamer credibility, flash sales, and purchase decisions, with persuasive communication theory as the primary foundation of (Hovland et al., 1953). In TikTok Live Shopping, streamers serve as messengers through their charisma, trustworthiness, and expertise, while flash sales act as persuasive messages that create a sense of urgency through limited-time offers. Consumer responses to this process are reflected in their purchasing decisions.

### Credibility of Streamer

The credibility of the streamer is an important factor in influencing purchasing decisions in live streaming shopping. Credibility is not only determined by popularity but also by expertise, knowledge, content consistency, and the streamer's communication ethics (Li & Ku, 2018). Previous research has shown that a streamer's credibility positively influences audience engagement, consumer satisfaction, and purchase decisions (Kang & Namkung, 2019; Song & Liu, 2021). Thus, the higher the streamer's credibility, the greater the tendency for consumers to purchase the offered products.

### Flash Sale

Flash sale or flash sale is a promotional strategy with significant discounts offered for a limited time and quantity to create urgency and encourage consumers to make immediate purchases.(Nguyen-Van et al., 2024; Maya & Sahri, 2024). According to Darwipat et al. (2020), a flash sale is a promotional sale of products at prices much lower than the normal price for a short period. Previous research also shows that flash sales have a positive impact on purchase decisions and effectively increase spontaneous purchases by online consumers (Oroh et al., 2024; Maya & Sahri, 2024).

### Purchase Decision

According to Kotler & Keller (2016), The purchase decision is the consumer's process in determining whether to buy or not buy a product thru the stages of problem recognition, information search, alternative evaluation, and post-purchase behavior.


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Meanwhile, Schiffman & Kanuk (2010), stating that the purchasing decision is the process of choosing one alternative from several options based on consumer knowledge and consideration. The purchasing decision is important for businesses because it relates to consumer satisfaction, which can increase purchase interest and sales (Taufik, 2023).

## METHODOLOGY

This research uses a quantitative approach with a survey method by distributing online questionnaires to 130 Jiniso consumers in Bandar Lampung who have shopped thru TikTok Live Shopping. The sampling technique employs purposive sampling with criteria that respondents are over 17 years old, reside in Bandar Lampung, and have purchased Jiniso products thru TikTok Live Shopping. The research data were analyzed using multiple linear regression with the help of SPSS.

## DISCUSSION

### Validity Test

**Table 1. Recapitulation of Validity Test Results**

| Variable | Statement Item | KMO | *Anti Image Correlation* | *Factor Loading* | Explanation |
|---|---|---|---|---|---|
| Credibility of Streamer (X1) | X1.1 | 0,879 | 0,892 | 0,740 | Valid |
| | X1.2 | | 0,866 | 0.699 | Valid |
| | X1.3 | | 0,888 | 0,679 | Valid |
| | X1.4 | | 0,864 | 0,741 | Valid |
| | X1.5 | | 0,878 | 0,797 | Valid |
| | X1.6 | | 0,871 | 0,635 | Valid |
| | X1.7 | | 0,886 | 0,756 | Valid |
| | X1.8 | | 0,889 | 0,683 | Valid |
| *Flash Sale* (X2) | X2.1 | 0,921 | 0,923 | 0,766 | Valid |
| | X2.2 | | 0,949 | 0,846 | Valid |
| | X2.3 | | 0,898 | 0,747 | Valid |
| | X2.4 | | 0,944 | 0,743 | Valid |
| | X2.5 | | 0,908 | 0,776 | Valid |



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| Variable | Statement Item | KMO | *Anti Image Correlation* | *Factor Loading* | Explanation |
|---|---|---|---|---|---|
| | X2.6 | | 0,943 | 0,796 | Valid |
| | X2.7 | | 0,858 | 0,669 | Valid |
| | X2.8 | | 0,939 | 0,754 | Valid |
| | X2.9 | | 0,902 | 0,791 | Valid |
| | X2.10 | | 0,962 | 0,815 | Valid |
| | X2.11 | | 0,907 | 0,733 | Valid |
| | X2.12 | | 0,901 | 0,741 | Valid |
| Purchase Decision (Y) | Y.1 | 0,760 | 0,964 | 0,744 | Valid |
| | Y.2 | | 0,870 | 0,730 | Valid |
| | Y.3 | | 0,672 | 0,920 | Valid |
| | Y.4 | | 0,669 | 0,924 | Valid |
| | Y.5 | | 0,876 | 0,749 | Valid |

Source: Processed primary data, 2026

Based on the validity test results in Table 1, all statement items in the research variables are declared valid. The Streamer Credibility variable (X1) has a KMO value of 0.879 after the removal of item X1.9, the Flash Sale variable (X2) has a value of 0.921, and the Purchase Decision variable (Y) has a value of 0.760. All Anti Image Correlation values and factor loadings for each variable are also above 0.5, so all items meet the validity requirements and are suitable for use in subsequent analyzes.

**Reliability test**

**Table 2. Reliability Test Results**

| Variable | *Cronbach's Alpha* | *Cronbach's Alpha if Item Deleted* | Statement Item | Explanation |
|---|---|---|---|---|
| Credibility of Streamer (X1) | 0,862 | 0,843 | X1.1 | Reliable |
| | | 0,849 | X1.2 | Reliable |
| | | 0,849 | X1.3 | Reliable |



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| Variable | *Cronbach's Alpha* | *Cronbach's Alpha if Item Deleted* | Statement Item | Explanation |
|---|---|---|---|---|
| | | 0,843 | X1.4 | Reliable |
| | | 0,836 | X1.5 | Reliable |
| | | 0,855 | X1.6 | Reliable |
| | | 0,840 | X1.7 | Reliable |
| | | 0,849 | X1.8 | Reliable |
| *Flash Sale* (X2) | 0,934 | 0,929 | X2.1 | Reliable |
| | | 0,925 | X2.2 | Reliable |
| | | 0,930 | X2.3 | Reliable |
| | | 0,930 | X2.4 | Reliable |
| | | 0,929 | X2.5 | Reliable |
| | | 0,927 | X2.6 | Reliable |
| | | 0,934 | X2.7 | Reliable |
| | | 0,929 | X2.8 | Reliable |
| | | 0,927 | X2.9 | Reliable |
| | | 0,927 | X2.10 | Reliable |
| | | 0,930 | X2.11 | Reliable |
| | | 0,930 | X2.12 | Reliable |
| Purchase Decision (Y) | 0,871 | 0,866 | Y.1 | Reliable |
| | | 0,867 | Y.2 | Reliable |
| | | 0,811 | Y.3 | Reliable |
| | | 0,809 | Y.4 | Reliable |
| | | 0,861 | Y.5 | Reliable |

Source: Processed primary data, 2026

Based on the reliability test results in Table 2, all research variables are declared reliable because they have a Cronbach's Alpha value above 0.60, namely Streamer



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Credibility (X1) at 0.862, Flash Sale (X2) at 0.934, and Purchase Decision (Y) at 0.871. Thus, all statement items are considered consistent and suitable for further analysis.

**Multiple Linear Regression Results**

**Table 3. Results of Multiple Linear Analysis**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.812 | 1.140 | | 2.466 | .015 |
| | Credibility of Streamer | .202 | .055 | .291 | 3.699 | .000 |
| | Flash Sale | .231 | .032 | .575 | 7.319 | .000 |

a. Dependent Variable: Purchase Decision

Source: Processed primary data, 2026

Based on Table 3, the multiple linear regression equation used is as follows:

$$\mathbf{Y = 2,812 + 0,291}X_1 \mathbf{+ 0,575}X_2$$

Explanation:

A = Constant

$X_1$ = Credibility of Streamer

$X_2$ = *Flash Sale*

Y = Purchase Decision

Based on the multiple linear regression equation, the constant value of 2.812 indicates the baseline value of the purchase decision when the variables of streamer credibility and flash sale are considered constant. The streamer credibility coefficient of 0.291 indicates that an increase in streamer credibility can enhance purchase decisions. Meanwhile, the flash sale coefficient of 0.575 shows that the higher the intensity of the flash sale, the more purchase decisions also increase.



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## Hypothesis Testing

**Table 4. T-test Results**

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.182 | 1.140 | | 2.466 | .015 |
| | Credibility of Streamer | .202 | .055 | .291 | 3.699 | .000 |
| | Flash Sale | .231 | .032 | .575 | 7.319 | .000 |

a. Dependent Variable: Purchase Decision

Source: Processed primary data, 2026

1. **The Influence of Streamer Credibility on Purchase Decisions**

The t-test results show that the variable of streamer credibility has a positive and significant effect on purchasing decisions with a t-value of 3.699 and a significance of 0.00 < 0.05. A regression coefficient of 0.291 indicates that an increase in the streamer's credibility will enhance consumer purchase decisions. Descriptively, the most dominant indicator is the personal appeal of the streamer with a mean of 4.25, which shows that appeal can enhance the effectiveness of marketing communication and drive purchasing decisions. Meanwhile, the indicator of the streamer's sincerity in providing product recommendations received the lowest mean of 3.68, indicating that some consumers still doubt the authenticity of the recommendations given during live streaming. The results of this study are in line with the persuasive communication theory, which states that the effectiveness of a message is influenced by the credibility of the communicator. In the context of live shopping, streamers who are perceived as knowledgeable, trustworthy, and engaging will be more capable of convincing consumers about the products offered, thereby encouraging purchase decisions. This finding is also supported by the research of Bhisana et al. (2024), which shows that the credibility of the host has a positive and significant impact on purchasing decisions. Thus, the higher the streamer's credibility, the greater the consumer's confidence in the product, making the purchasing decision process faster and with minimal doubt.



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**2. The Influence of Flash Sales on Purchase Decisions**

The t-test results show that the flash sale variable has a positive and significant effect on purchasing decisions with a t-value of 7.319 and a significance of 0.00 < 0.05. The regression coefficient of 0.575 indicates that the more attractive the flash sale program, the higher the consumer purchase decision. Descriptively, the most dominant indicator is the perception of more affordable prices thru flash sales with a mean of 4.14, indicating that economic benefits are the main attraction for consumers. Meanwhile, the visual display indicator of the flash sale received the lowest mean of 3.67, indicating that the visual aspect in live shopping is still not optimal in attracting consumer attention. The results of this study are in line with the persuasive communication theory, which states that flash sales are a form of persuasive messaging that creates urgency and scarcity to encourage purchase decisions. These findings are also supported by the research of Oroh et al. (2024), which shows that flash sales have a positive and significant impact on purchasing decisions.

**Simultaneous Significance Test (F Test)**

**Table 5. F-Test Results**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regressions | 963.048 | 2 | 481.524 | 128.350 | .000 |
| | Residual | 476.459 | 127 | 3.752 | | |
| | Total | 1439.508 | 129 | | | |

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Flash Sale, Credibility of Streamer
Source: Processed primary data, 2026

Based on the F-test results in Table 5, an F-value of 128.350 was obtained with a significance of 0.00 < 0.05. This indicates that the credibility of the streamer and flash sales simultaneously have a significant effect on purchasing decisions, thus the regression model is deemed suitable for use and the simultaneous hypothesis is accepted.


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**Coefficient of determination**

**Table 6. Determination Analysis Results ($R^2$)**

| Model Summary | | | | |
|---|---|---|---|---|
| **Model** | **R** | **R Square** | **Adjusted R Square** | **Std. Error of the Estimate** |
| 1 | .818[a] | .669 | .664 | 1.937 |

a. Predictors: (Constant), Flash Sale, Kredibilitas Streamer
Source: Processed primary data, 2026

Based on the results of the coefficient of determination test in Table 6, an R Square value of 0.669 was obtained. This indicates that the variables of streamer credibility and flash sales can explain 66.9% of the purchasing decisions, while the remaining 33.1% is influenced by other variables outside the study. The value indicates that the model has a strong explanatory power.

## CONCLUSION

Based on the research results, it can be concluded that streamer credibility has a positive and significant effect on purchasing decisions for Jiniso products on TikTok Live Shopping. Higher levels of trust, expertise, and attractiveness of the streamer increase consumers' tendency to make purchases. In addition, flash sales also have a positive and significant effect on purchasing decisions, indicating that attractive flash sale programs can encourage consumers to buy products. Simultaneously, streamer credibility and flash sales significantly influence purchasing decisions. Therefore, Jiniso is recommended to improve consumer trust by delivering accurate, consistent, and non-exaggerated product information, as well as enhancing the visual quality of live streaming sessions. Future researchers are advised to include additional variables such as price, product quality, brand image, and consumer trust, expand the research area, and apply other analytical methods such as SEM to obtain more comprehensive findings.

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