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The Influence Of Live Streaming And Brand Image On Brand Coach Purchase Decisions

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Abstract

The development of social media has driven changes in consumer behavior in shopping, especially through the live streaming feature on the TikTok Shop platform. On the other hand, brand image is also an important factor that influences purchasing decisions, especially for luxury fashion products such as Coach. This study aims to analyze the influence of live streaming and brand image on purchasing decisions for Coach products on the TikTok Shop platform, both partially and simultaneously. This study uses a quantitative approach with an explanatory research type. The research population is consumers who have purchased Coach products through TikTok Shop. The sampling technique uses purposive sampling with a sample size of 135 respondents. Data collection was carried out by distributing questionnaires using a Likert scale of 1–5. Data analysis uses validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, t-tests (partial), F-tests (simultaneous), and coefficients of determination (R^2). The results show that partially the live streaming variable does not have a significant effect on purchasing decisions with a calculated t-value of 1.600 and a significance of 0.112 (>0.05). On the other hand, the brand image variable has a positive and significant effect on purchasing decisions with a calculated t value of 8.851 and a significance of 0.000 (<0.05). Simultaneously, the live streaming and brand image variables have a significant effect on purchasing decisions with a calculated F value of 136.096 and a significance of 0.000 (<0.05). The coefficient of determination (R^2) value of 0.673 indicates that 67.3% of the variation in purchasing decisions can be explained by the live streaming and brand image variables, while 32.7% is influenced by other factors outside the research model.

Keywords: Live Streaming, Brand Image, Purchasing Decision, TikTok Shop, Coach

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INTRODUCTION

Social media is growing rapidly in today's digital era, one of the fastest-growing social media platforms is TikTok. TikTok was founded in September 2016 for its first version, a platform for sharing short videos with a duration of 3 to 10 minutes. TikTok is a short video-based social media platform launched by ByteDance in 2016. Along with the growing need for digital interaction, TikTok introduced the TikTok LIVE feature, which was officially launched in July 2020 to allow creators and users to interact directly through real-time video broadcasts. The presence of this feature opens up new opportunities in digital marketing activities, particularly through the concept of live streaming commerce, namely the process of promoting and selling products directly on a single digital platform (Nur et al., 2023). One of the most attention-grabbing innovations is live streaming commerce, namely the activity of promoting and selling products directly (real time) through broadcast videos that allow sellers to interact with potential buyers. One platform that has successfully popularized this trend is TikTok. Through the TikTok Shop feature, users can watch live broadcasts, see product demonstrations, ask sellers directly and make purchases without having to leave the application. Currently, TikTok is one of the platforms that is popular with all ages and throughout the world, overall, according to TikTok user data in July 2025, TikTok itself is projected to have 1.94 billion users worldwide, which means that around 23.5% of the global population has used the TikTok application and this global data does not include users in China itself. In Indonesia itself, TikTok users are ranked 1st with a total of 194.37 million users (Setiawan et al., 2022).

On December 12, 2023, TikTok and Tokopedia established a partnership to expand the market scope in Indonesia, where TikTok Shop was born to open a sales platform for businesses to be able to sell with live streaming features (Muna & Santoso, 2024). The TikTok Shop platform has emerged as a major player dominating the Indonesian social commerce landscape based on Katadata Databoks data (2024) with more than 125 million active users who interact with short video content and shopping features, far above Tokopedia which only has around 18 million monthly active users (Shasya & A 2024). The advantage of TikTok Shop lies in its ability to combine entertainment and transactions in one platform where the currently popular term is shoppertainment. With the live streaming feature and personalized short video content algorithm on this platform, consumers make impulsive purchases because consumers are able to see the products being sold in real-time, sometimes unplanned purchases. Live streaming is a medium that can broadcast and record both images and sound

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directly, the transmission uses one or more communication technologies so that the audience can feel the presence directly (Pristiyono & Ihsan, 2023)

The live streaming phenomenon is closely linked to the world of fashion and beauty. Fashion products are one of the categories with the highest sales on TikTok Shop. According to Katadata Insight Center (2025), approximately 63% of TikTok users in Indonesia have purchased fashion products after watching live broadcasts, and 78% of them admitted their decisions were influenced by authenticity, delivery methods, and interactions between sellers and consumers during live streams. This shows that purchasing decisions are influenced not only by price or product quality, but also by the emotional connection built during the interaction.

Brand ImageBrand image also plays an important role in purchasing decisions. According to Kotler and Keller (2020), brand image is the impression and perception embedded in the minds of consumers towards a brand. In the Luxury Fashion industry, brand image is often the main reason someone buys a product not only because of need, but also because of symbolic values such as social status, lifestyle and trust in the quality of the brand. One example of a global brand that relies heavily on the strength of its brand image is Coach. Coach is an American brand founded in 1941 which is famous for the quality of leather in every product sold and is known for its timeless and modern designs. In the digital era in Indonesia, Coach faces the challenge of remaining relevant to the younger generation who are now more active on social media. Through Live Streaming on TikTok shop, Coach can display products directly, provide a real experience to the audience, can explain quality details and simultaneously strengthen the brand's luxurious image while remaining relevant to today's consumers. According to Keller 2020:76, brand image is the perception of a brand as reflected by brand associations that exist in consumers' memories. It can be concluded that brand image is a consumer's understanding of a brand as a whole with trust and views towards a brand.

According to a CNBC Indonesia report (2025), the transaction value of fashion products on TikTok Shop increased by 47% compared to the previous year, making it the fastest-growing category. This fact shows that the trend of purchasing fashion products via live streaming is not just a temporary phenomenon, but has become part of consumers' new habits. Based on this description, it can be concluded that the combination of an interactive live streaming strategy and a strong brand image has a significant influence on consumer purchasing decisions, especially for the luxury brand Coach. Therefore, this study is important to understand the extent to which these two factors influence purchasing decisions for Coach products on the TikTok Shop platform.

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The rapid growth of social media, particularly the TikTok platform, has driven significant changes in consumer behavior patterns. The presence of live streaming commerce features allows for direct promotions and transactions within a single, interactive, real-time platform. This creates a shopping experience that is not solely transaction-oriented but also prioritizes entertainment and emotional engagement, potentially increasing the tendency for impulse buying (Lutviari et al., 2024).

In the fashion industry, especially in the luxury brand segment, live streaming is an effective marketing tool because it can display products authentically, explain quality in detail, and build a closer relationship between the brand and consumers. On the other hand, brand image still plays a crucial role in influencing purchasing decisions, considering that brand image reflects the perception, trust, and symbolic values attached to a product, such as prestige, lifestyle, and exclusivity (Yu & Zheng, 2021). As a global luxury brand, Coach is required to adapt to the dynamics of digital marketing to maintain relevance among young consumers who actively use social media. Utilizing live streaming through TikTok Shop is one strategy that is considered capable of not only driving sales but also strengthening the brand image amidst the competition in the digital fashion industry. Therefore, in-depth research is needed to examine the extent of the influence of live streaming and brand image on purchasing decisions for Coach products on the TikTok Shop platform, considering that this phenomenon has developed into a sustainable consumption pattern. This study aims to analyze how live streaming and brand image influence purchasing decisions for Coach products on the TikTok Shop platform, both partially and simultaneously.

This study is novel compared to previous research because it uses luxury brand Coach as the object of research on the TikTok Shop platform. Unlike previous studies that generally used skincare products, local fashion, or marketplaces in general, this study examines whether live streaming is still effective in influencing purchasing decisions in the luxury brand category, which has different characteristics. This study is also expected to provide theoretical contributions to the development of digital marketing studies, particularly regarding the effectiveness of live streaming on luxury brands, as well as providing practical contributions for companies in developing digital marketing strategies through TikTok Shop.

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THEORETICAL BASIS

Buying decision

Purchasing decisions describe a series of psychological processes involving rational and emotional considerations by consumers in determining a product choice after comparing various available alternatives. In the context of digital marketing, Kim & Miles (2023) emphasize that the quality of the consumer experience at each digital touchpoint contributes significantly to shaping the final purchasing decision. In e-commerce ecosystems that utilize live streaming, the decision-making process tends to be faster because consumers obtain product information directly and are driven by emotional stimuli that arise during the interaction. As the use of digital technology increases, contemporary technology adoption models such as the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) proposed by Venkatesh et al. (2022) explain that perceived ease of use, aspects of enjoyment in interacting with technology, and user trust levels are key determinants in driving purchasing behavior. Empirical findings from Zhang et al. (2023) show that the use of live streaming can increase consumer confidence and accelerate the decision-making process, while a strong brand image plays a role in strengthening the perception of product value while reducing the perception of risk in online purchases.

Purchasing decisions are not influenced by a single factor but can be influenced by a combination of various marketing factors. In this study, Live Streaming and Brand Image are estimated to work together to improve consumer purchasing decisions. Live streaming helps consumers obtain product information directly, while brand image builds trust and positive perceptions of the brand. Salem's (2023) research proves that brand image has a positive influence on purchasing decisions. Narayana and Rahanatha's (2020) research also shows that brand image has a significant influence on consumer purchasing decisions. These findings indicate that when sellers' live streaming activities improve and are supported by a strong brand image, consumers' tendency to make purchases increases. However, several studies have shown conflicting results. Sartika & Kurniawan (2023) found that live streaming had no significant effect on Shopee users' purchasing decisions. Furthermore, Kishan et al., (2025) and Zou (2025) found that brand image did not significantly influence purchasing decisions for certain research subjects. The differences in these research results indicate that there is still a research gap that requires further investigation regarding Coach products on the TikTok Shop platform.

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Live Streaming

Live streaming commerce is a digital marketing strategy that utilizes live broadcasts to showcase products while facilitating two-way interactions between sellers and consumers within a single online platform ecosystem. Hwang & Youn (2023) explain that through live streaming, consumers can obtain quick product explanations, communicate directly with sellers, and witness real-time responses. This plays a role in reducing consumer uncertainty and increasing trust during the purchasing decision-making process. In contemporary e-commerce practices, live streaming is no longer merely a promotional tool but has evolved into a medium that creates a more participatory and immersive shopping experience.

To explain the effectiveness of this mechanism, several recent studies have adopted the development of Social Presence Theory in a digital context. Zhang et al. (2023) suggested that a strong social media presence in live streaming can foster a perception of closeness between consumers and sellers, strengthen trust, and increase audience emotional engagement. Empirical findings by Wongkito Rungrueng et al. (2020), which were later reinforced by Xu et al. (2024), show that elements of direct interaction, broadcaster authenticity, and product information transparency in live streaming contribute significantly to increasing consumer purchase intentions and decisions, particularly in social commerce contexts like TikTok.

Purchasing decisions are the process consumers undertake in determining their choice of a product or service. In the context of social commerce, live streaming is a marketing strategy that can increase interaction between sellers and consumers in real time. Through live streaming, consumers can obtain product information directly, see demonstrations of product use, and communicate with sellers, thereby reducing uncertainty in the purchasing process. Several studies have shown that live streaming has a positive and significant effect on purchasing decisions. Research by Windarko, Pratama, and Robani (2024) found that live streaming had a positive and significant effect on purchasing decisions on TikTok Shop. Similar results were also found by Amin and Taufiqurahman (2024), Dahniar et al. (2023), Rimbasari and Thahira (2024), and Mada and Prabayanti (2024), who stated that the better the live streaming activity, the higher the consumer's tendency to make a purchase. Therefore, the proposed hypothesis is:
H1: Live streaming (X1) has a positive and significant influence on the purchasing decision of coach products on the Tiktok Shop platform (Y).

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Brand Image

Brand image can be understood as a comprehensive picture of a brand formed in the minds of consumers through the accumulation of usage experiences, marketing communication activities, and interactions that occur in the digital space. In a recent study, Keller (2020) emphasized that brand image formation in the digital era is no longer limited to the functional characteristics of the product, but also includes symbolic dimensions, emotional aspects, and subjective values perceived by consumers. Therefore, in the luxury fashion industry, brand image plays a strategic role because it is closely related to perceptions of exclusivity, prestige, and the representation of a certain lifestyle.

Modern approaches to brand image increasingly highlight the role of social media as a key medium in building and strengthening consumer perceptions. Sodergren (2021) suggests that authentic, consistent, and interactive digital content can increase consumer trust and deepen emotional attachment to a brand. Empirical findings from Gunaprya & P, (2025) and Lestari (2026) indicate that a positive luxury brand image on social media has a direct influence on purchasing decisions, as consumers tend to associate the brand with symbols of social status, superior quality, and high credibility. In the context of the Coach brand, its image as a luxury brand with modern design and maintained product quality is a crucial asset in driving consumer purchasing decisions on digital platforms.

Brand image is the perception, beliefs, and impressions formed in the minds of consumers about a brand. The more positive a brand's image, the more likely consumers are to choose and purchase products from that brand. In the context of premium fashion products like Coach, brand image is a key consideration because it relates to quality, prestige, and consumer trust in the product. Several studies have shown that brand image has a positive and significant influence on purchasing decisions. Research by Pratiwi and Ekawati (2020) found that brand image has a positive and significant influence on consumer purchasing decisions. Similar results were also found by Narayana and Rahanatha (2020), who stated that brand image has a positive and significant influence on purchasing decisions. Furthermore, Priscilla (2020) proved that brand image has a positive and significant influence on consumer purchasing decisions. Research by Sintiya & Suzanto (2023) also showed that brand image has a significant influence on purchasing decisions through brand trust as a mediating variable.

H2: Brand Image (X2) has a positive and significant influence on the purchasing decision of coach products on the Tiktok Shop platform (Y)

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Simultaneously, live streaming and brand image are suspected to have a positive and significant influence on purchasing decisions. This is supported by the Stimulus–Organism–Response (SOR) theory developed by Albert James (1974). This theory explains that individual behavior is formed through three stages: stimulus (external stimuli), organism (internal individual processes such as perception and emotion), and response (reaction or behavior shown). In the context of this research, live streaming and brand image are seen as external stimuli received by consumers. Live streaming provides real-time, interactive product information and increases consumer trust, while brand image shapes consumer perceptions and associations with a brand that can influence attitudes and beliefs in purchasing decision-making. These stimuli are then processed by consumers (organisms) to produce a response in the form of a purchasing decision. Research conducted by Dafa Karensha Aripin and Wina Driyan Pradana (2024) shows that live streaming and brand image simultaneously have a significant influence on purchasing decisions. These research results strengthen the SOR theory that digital marketing stimuli and brand perception can influence consumer responses in the form of purchasing decisions. Based on the theory and research, the hypothesis proposed in this study is:

H3: Live streaming and brand image have a positive and significant simultaneous influence on purchasing decisions for Coach products on the TikTok Shop platform.

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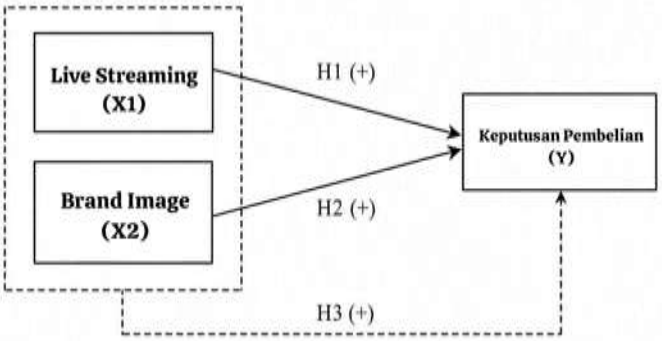


Figure 1.Framework of thinking

METHOD

This study employed a quantitative approach with explanatory research. The data source was primary data obtained through a questionnaire using Google Forms and

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distributed to research respondents with a Likert scale of 1-5. Sampling was conducted using a non-probability sampling technique (purposive sampling). The criteria in this study were consumers who were active TikTok users and watched coach live streaming, consumers who had purchased coach products from live streaming and were 17 years old. The determination of the minimum age limit of respondents of 17 years in this study was based on the characteristics of digital consumers. Kotler and Keller (2016) explained that individuals in the late adolescence to early adulthood phase are the most active group in the digital marketing environment, characterized by high levels of technology utilization and intense social media use. Thus, respondents aged 17 years are considered to have met the criteria as relevant and competent digital consumers to be subjects in this study. The number of respondents refers to Hair et al. (2019) where a minimum of 5-10 times the number of indicators or research items. With a total of 27 question items, the minimum sample size is 135 respondents. The collected data were analyzed using validity and reliability tests to ensure the quality of the research instruments, hypothesis testing was carried out using multiple linear regression analysis using SPSS version 27 to determine the partial and simultaneous influences between research variables.

RESULTS AND DISCUSSION

Validity Test Results

Table 1. Validity Test Results

Variables	Item	r Count	r Table	Information
Live Streaming (X1)	X1.1	0.588	0.169	Valid
	X1.2	0.475	0.169	Valid
	X1.3	0.533	0.169	Valid
	X1.4	0.546	0.169	Valid
	X1.5	0.485	0.169	Valid
	X1.6	0.457	0.169	Valid
	X1.7	0.497	0.169	Valid
	X1.8	0.530	0.169	Valid
	X1.9	0.563	0.169	Valid
Brand Image (X2)	X2.1	0.568	0.169	Valid
	X2.2	0.675	0.169	Valid
	X2.3	0.443	0.169	Valid
	X2.4	0.606	0.169	Valid

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	X2.5	0.535	0.169	Valid
	X2.6	0.570	0.169	Valid
	X2.7	0.460	0.169	Valid
	X2.8	0.560	0.169	Valid
	X2.9	0.481	0.169	Valid
	X2.10	0.484	0.169	Valid
Purchase Decision (Y)	Y1	0.436	0.169	Valid
	Y2	0.604	0.169	Valid
	Y3	0.553	0.169	Valid
	Y4	0.483	0.169	Valid
	Y5	0.687	0.169	Valid
	Y6	0.481	0.169	Valid
	Y7	0.425	0.169	Valid
	Y8	0.512	0.169	Valid

Source: SPSS Data Processing 2026

Based on Table 1, the validity test results show that the t-value is greater than the t-table value, thus concluding that all statement items in the Live Streaming, Brand Image, and Purchase Decision variables have met the validity criteria. Thus, the research instrument is deemed capable of accurately measuring the constructs under study and is suitable for use in data collection in subsequent research stages.

Reliability Test Results

Table 2. Reliability Test Results

Variables	Number of Items	Cronbach's Alpha	Reliability Standards	Information
Live Streaming (X1)	9	0.651	0.60	Reliable
Brand Image (X2)	10	0.702	0.60	Reliable
Purchase Decision (Y)	8	0.604	0.60	Reliable

Source: SPSS Data Processing 2026

Based on the results of the reliability test, it is known that the Live Streaming variable (X1) obtained a Cronbach's Alpha value of 0.651, the Brand Image variable (X2) of 0.702, and the Purchase Decision variable (Y) of 0.604. All variables have a Cronbach's

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Alpha value greater than 0.600, so it can be concluded that all research instruments are declared reliable or consistent in measuring the variables studied.

Hypothesis Testing

Before conducting multiple linear regression analysis, classical assumption tests were first performed, including tests for normality, multicollinearity, and heteroscedasticity. The test results showed that the data exhibited no symptoms of multicollinearity or heteroscedasticity and were normally distributed, thus confirming the suitability of the regression model.

Table 3. Results of Partial, Simultaneous and Coefficient of Determination Tests

Variables	B	t	Sig.	F	Sig	R2
Live Streaming	,119	1,600	0.112	136,096	,000	,673
Brand Image	,602	8,851	0,000			

Source: SPSS Data Processing 2026

Resultstesting shows that the Live Streaming variable (X_1) has a t-value of 1.600, and a significance value of 0.112, because the significance value of 0.112 > 0.05 and the t-value (1.600) < t-table (1.978), then the variable X1 does not have a statistical effect on the variable Y. In the Brand Image variable (X_2) has a t-value of 8.851, and a significance value of 0.000. A positive regression coefficient indicates that the better the brand image of a product, the higher the consumer's purchasing decision. Because the significance value of 0.000 <0.05 and the t-value (8.851)> t-table (1.978), the influence is positive and statistically significant. The test results show that the calculated F-value (136.096) is greater than the F-table (3.06) and the significance value of 0.000 is less than 0.05. Thus, it can be concluded that H3 is accepted, which means that the Live Streaming and Brand Image variables simultaneously or together have a significant effect on Purchasing Decisions. Based on the results of the coefficient of determination test, an R-value of 0.821 was obtained. This value indicates that the relationship between the Live Streaming and Brand Image variables with the Purchasing Decision variable is in the very strong category, because it is in the correlation coefficient range of 0.80–1.00. The R Square (R^2) value of 0.673 indicates that 67.3% of the variation or change in the Purchase

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Decision variable can be explained by the Live Streaming and Brand Image variables together.

DISCUSSION

The Influence of Live Streaming on Brand Coach Purchasing Decisions

The results of the hypothesis testing indicate that the live streaming variable does not have a significant influence on purchasing decisions for the Coach brand on the TikTok Shop platform, but the results of the linear regression analysis on the live streaming variable have a regression coefficient value of 0.119, indicating a positive influence on purchasing decisions. The results of the descriptive analysis on the live streaming variable show that the average value of each item is in the high category. However, there is one indicator that has the lowest average value, namely 4.173. This indicates that although live streaming is generally considered good by respondents, there are certain aspects that are still relatively lower than other indicators. Research by Prasmana et al. (2026) also found that live streaming does not have a direct influence on purchasing decisions, but only plays a role in increasing consumer trust as an intermediary variable. In addition, Sitepu and Gunawan (2025) stated that live streaming has a greater influence on purchasing interest than direct purchasing decisions. Verina et al. (2024) also showed that not all elements in live streaming have a significant influence on purchasing decisions, especially for products with a high level of involvement.

Research by Windarko, Pratama, and Robani (2024) found that live streaming had a positive and significant effect on purchasing decisions on TikTok Shop. Similar results were also found by Amin and Taufiqurahman (2024), Dahniar et al. (2023), Rimbasari and Thahira (2024), and Mada and Prabayanti (2024), who stated that the better the live streaming activity, the higher the consumer's tendency to make a purchase. Live streaming in this study did not have a significant effect because respondents considered the content presented to be insufficiently engaging to encourage purchasing decisions. Uninteresting content can cause consumers to simply become spectators without being motivated to make a purchase. This condition is suspected to be one of the factors causing the live streaming variable to have no significant effect on Brand Coach purchasing decisions.

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The Influence of Brand Image on Brand Coach Purchasing Decisions

The results of the study indicate that the brand image variable has a positive and significant influence on purchasing decisions for the Coach brand on the TikTok Shop platform. These results indicate that brand image plays a significant role in influencing consumer behavior. Based on the results of the linear regression analysis, the brand image variable has a regression coefficient value of 0.602, indicating a positive influence on purchasing decisions. This means that the better the brand image, the higher the consumer's purchasing decision. Based on the results of the descriptive analysis of the brand image variable, it was found that in general the average value of each item was in the high category. However, there was one indicator that had the lowest average value, namely 3.748. This indicates that although the overall brand image was perceived well by respondents, there were still certain aspects that were relatively weaker than the other indicators. Keller (2020) explains that brand image is a comprehensive perception formed in the minds of consumers that includes not only the functional aspects of the product, but also the emotional, symbolic, and value aspects perceived by consumers. A strong brand image will form positive associations in the minds of consumers, thereby increasing the tendency to purchase a product.

The results of this study align with those of Pratiwi and Ekawati (2020), who stated that brand image has a positive and significant influence on purchasing decisions because it can increase consumer trust in a product. Furthermore, Narayana and Rahanatha (2020) also found that brand image has a significant influence on purchasing decisions, especially for products with strong market positioning. Priscilla (2020) also demonstrated that a positive brand image can increase perceived quality, thus encouraging consumers to make purchases. Thus, brand image has a positive and significant influence on purchasing decisions for the Coach brand on the TikTok Shop platform. This indicates that the better the brand image formed in the minds of consumers, the higher the purchasing decisions made.

The Influence of Live Streaming and Brand Image on Brand Coach Purchasing Decisions

The results of the simultaneous test showed that the calculated F value was 136.096 with a significance level of 0.000, which is smaller than 0.05. This indicates that the live streaming and brand image variables together have a significant influence on purchasing decisions for the Coach brand on the TikTok Shop platform. Thus, the third hypothesis in this study is accepted. These results indicate that consumer purchasing

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decisions are not formed by a single factor, but rather are the result of a combination of several mutually supporting variables. In this study, live streaming acts as a medium for interaction and direct delivery of product information, while brand image plays a role in shaping perceptions, trust, and emotional value towards the product.

The results of this study are supported by the Stimulus–Organism–Response (SOR) theory developed by Albert James (1974). This theory explains that individual behavior is formed through three stages: stimulus, organism (the individual's internal processes), and response (behavior). In this study, live streaming and brand image act as stimuli that influence consumers' evaluation processes before making purchasing decisions.

The results of this study align with those of Pratiwi and Ekawati (2020), Narayana and Rahanatha (2020), and Salem (2023), which showed that brand image positively influences purchasing decisions. Furthermore, research by Windarko et al. (2024), Amin and Taufiqurahman (2024), and Rimbasari and Thahira (2024) also demonstrated that live streaming positively influences purchasing decisions. Thus, simultaneously, live streaming and brand image significantly influence purchasing decisions for the Coach brand on TikTok Shop. These findings reinforce the belief that the combination of effective live streaming activities and a strong brand image can drive consumers to make purchasing decisions for the Coach brand on TikTok Shop. This suggests that purchasing decisions are influenced by the marketing stimuli consumers receive through live streaming and positive perceptions of brand image.

CONCLUSION

Based on the results of the study on the influence of Live Streaming and Brand Image on Brand Coach Purchasing Decisions, it is known that Live Streaming does not have a significant effect on purchasing decisions so that the first hypothesis is rejected. Meanwhile, Brand Image has a positive and significant effect on purchasing decisions so that the second hypothesis is accepted. In addition, Live Streaming and Brand Image simultaneously have a significant effect on purchasing decisions, so that the third hypothesis is accepted. These results indicate that consumer purchasing decisions are more influenced by a strong brand image, although together both variables still have an influence on purchasing decisions.

Based on the research results, companies are advised to continue strengthening their brand image as a primary focus of their marketing strategy and to optimize the quality of their live streaming to make it more engaging and interactive. Consumers are expected

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to be more selective in considering information before making a purchase. Future researchers are advised to add other variables that could potentially influence purchasing decisions, such as price, product quality, promotions, consumer trust, and service quality, to obtain more comprehensive research results.

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