International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Influence of Live Streaming Marketing on Consumer Purchase Decisions on Social Commerce Platforms in Surakarta City

Anggit Dyah Kusumastuti[1], Nafi'ah Alifia Anindita Susilo[2]

[1,2] Business Administration Study Program, Sahid University of Surakarta

Abstract

The growth of social commerce has driven the adoption of live streaming marketing as a digital marketing strategy capable of enhancing interaction between sellers and consumers. Through live streaming features, consumers can obtain direct product information, interact with sellers, and view product demonstrations prior to making a purchase. This study aims to analyze the impact of live streaming marketing on consumer purchasing decisions within social commerce platforms in Surakarta City. A quantitative approach was employed, utilizing a survey method with 101 respondents selected via purposive sampling. Data were collected through questionnaires and analyzed using validity tests, reliability tests, simple linear regression analysis, t-tests, F-tests, and the coefficient of determination (R^2) with the aid of IBM SPSS software. The results indicate that live streaming marketing has a positive and significant effect on consumer purchasing decisions, evidenced by a regression equation of $Y = 2.689 + 0.924X$, a calculated t-value of 21.497 (sig. 0.000), a calculated F-value of 462.134 (sig. 0.000), and an R^2 value of 0.824. These findings demonstrate that live streaming marketing accounts for 82.4% of the variation in consumer purchasing decisions, while the remaining 17.6% is influenced by factors outside the scope of the research model. The results suggest that the more effectively live streaming marketing is implemented, the greater the likelihood of consumers making purchasing decisions on social commerce platforms.

Keywords: Live Streaming Marketing, Purchasing Decision, Social Commerce, Digital Marketing.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

INTRODUCTION

The rapid advancement of information and communication technology has brought significant changes to marketing activities. The widespread use of the internet has enabled companies and business actors to implement digital marketing strategies that reach consumers more effectively. One notable development is social commerce, which integrates social media with online buying and selling activities, allowing direct interaction between sellers and consumers. Through social commerce, consumers not only obtain product information but also communicate with sellers and other users before making purchasing decisions.

Along with the growth of social commerce, live streaming has emerged as one of the fastest-growing digital marketing strategies. Through live streaming marketing, sellers can introduce products in real time, demonstrate how products are used, answer consumers' questions instantly, and offer attractive time-limited promotions. These characteristics make live streaming a marketing medium capable of providing a more interactive shopping experience than conventional digital promotional methods.

The increasing adoption of live streaming as a marketing medium has been supported by the growing popularity of social commerce platforms such as TikTok Shop and Shopee Live in Indonesia. The availability of these features has transformed consumer behavior from merely browsing product catalogs to making purchases through direct interaction with sellers. This phenomenon indicates that purchasing decisions are no longer influenced solely by product quality and price but also by the quality of communication, the effectiveness of information delivery, and the level of interaction during live streaming sessions.

From the perspective of consumer behavior, a purchase decision is the process through which an individual selects, evaluates, and ultimately decides to purchase a product. Such decisions are influenced by various factors, including product characteristics and the marketing strategies implemented by companies. In the context of live streaming marketing, a seller's ability to communicate information clearly, establish trust, and create engaging interactions is expected to enhance consumers' confidence in making purchase decisions. Therefore, live streaming marketing is considered an effective strategy for influencing consumer purchase decisions on social commerce platforms.

Previous studies have demonstrated that live streaming marketing significantly influences consumer behavior. Wongkitrungrueng and Assarut (2020) explained that interactions occurring during live streaming enhance customer engagement and

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

consumer trust. Qing and Jin (2022) also found that live streaming quality, perceived benefits, and trust have positive effects on consumers' purchase intentions in live commerce. Furthermore, Hossain et al. (2023) stated that live product demonstrations and real-time communication strengthen consumers' confidence in making purchases through digital platforms.

Based on the above discussion, this study aims to analyze the influence of live streaming marketing on consumer purchase decisions on social commerce platforms in Surakarta City. The findings are expected to contribute to the development of digital marketing literature, particularly regarding the application of live streaming marketing, while also providing practical insights for business practitioners in designing more effective marketing strategies that align with consumer behavior in the digital era.

THEORETICAL REVIEW

Live Streaming Marketing

Live streaming marketing is a digital marketing strategy that utilizes real-time video broadcasting to promote products and foster interaction between sellers and consumers. Unlike conventional digital marketing, live streaming marketing enables two-way communication in real time, allowing consumers to obtain more comprehensive product information before making a purchase (Wongkitrungrueng & Assarut, 2020).

In the context of social commerce, live streaming marketing functions not only as a promotional medium but also as a tool for building consumer trust through product demonstrations, the delivery of clear and accurate information, and direct interaction between sellers and potential buyers. Qing and Jin (2022) explained that information quality, interactivity, and perceived usefulness in live streaming significantly influence consumer purchasing behavior.

In this study, the live streaming marketing variable is measured using four indicators: interactivity, information clarity, presentation attractiveness, and trust. These four indicators were selected because they effectively represent the quality of live streaming implementation as perceived by consumers throughout the purchasing process.

Purchase Decision

A purchase decision is the decision-making process through which consumers select and purchase a product after progressing through the stages of need recognition,

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Kotler & Keller, 2019).

In the context of social commerce, purchase decisions are influenced by various factors, including information quality, shopping experience, trust, and the interactions that occur between sellers and consumers. Therefore, marketing strategies that provide clear information and foster strong relationships with consumers are more likely to increase the likelihood of purchase decisions. In this study, the purchase decision variable is measured using five indicators: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

The Influence of Live Streaming Marketing on Purchase Decisions

The development of live streaming marketing has transformed the way consumers obtain information before making a purchase. Through real-time interactions, consumers can watch product demonstrations, ask questions, and receive immediate explanations from sellers. This interactive experience enhances consumer trust, thereby strengthening their confidence in making purchase decisions. The study by Wongkitrungrueng and Assarut (2020) found that live streaming plays a significant role in increasing customer engagement and consumer trust. Similarly, Qing and Jin (2022) reported that the quality of live streaming has a positive influence on consumer purchasing behavior. Furthermore, Hossain et al. (2023) explained that the interactions occurring during live streaming improve the overall shopping experience, thereby encouraging consumers to make purchases. Based on the theoretical framework and the findings of previous studies, the better the implementation of live streaming marketing, the greater the likelihood that consumers will make purchase decisions on social commerce platforms. Therefore, the hypothesis proposed in this study is as follows:

H_1: Live streaming marketing has a positive and significant effect on consumer purchase decisions on social commerce platforms in Surakarta City.

Conceptual Framework

This study examines the effect of Live Streaming Marketing as the independent variable (X) on Purchase Decision as the dependent variable (Y). Live Streaming Marketing is measured using four indicators: interactivity, information clarity, presentation attractiveness, and trust. Meanwhile, Purchase Decision is measured using five indicators: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Based on the theoretical framework and previous

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

studies, the better the implementation of Live Streaming Marketing on social commerce platforms, the greater the likelihood that consumers will make purchase decisions. Therefore, the relationship between the variables in this study can be illustrated as follows:

Live Streaming Marketing (X) → Purchase Decision (Y)

Description:
X : Live Streaming Marketing
Y : Purchase Decision
The research hypothesis proposed in this study is as follows:
H_1: Live Streaming Marketing has a positive and significant effect on Consumer Purchase Decisions on Social Commerce Platforms in Surakarta City.

METHODOLOGY

This research employs a quantitative approach using a survey method to systematically, objectively, and quantitatively examine the relationship and effect between variables. The independent variable in this study is Live Streaming Marketing (X), while the dependent variable is Consumer Purchase Decision (Y).

Population and Sample

The population of this study consists of all consumers in Surakarta City who have made purchases through live streaming on social commerce platforms. Since the exact population size is unknown (an infinite population), the minimum sample size was determined using the Lemeshow formula with a 95% confidence level (Z = 1.96), a maximum estimated proportion of P = 0.5, and a 10% margin of error (d = 10%), resulting in a minimum sample size of 96.04, which was rounded up to 100 respondents. The sample was selected using a purposive sampling technique, targeting consumers in Surakarta City who had previously made purchases through live streaming on social commerce platforms. A total of 101 valid questionnaires were successfully collected and included in the data analysis.

Data Collection Techniques and Instruments

Primary data were collected through an online questionnaire developed based on the indicators of each research variable. The Live Streaming Marketing (X) variable was

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

measured using 10 questionnaire items representing four indicators: interactivity, information clarity, attractiveness, and trust. The Purchase Decision (Y) variable was measured using 10 questionnaire items representing five indicators: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Each item was assessed using a five-point Likert scale, ranging from 1 = Strongly Disagree to 5 = Strongly Agree.

Data Analysis Techniques

The data were analyzed using SPSS through several stages: (1) descriptive statistical analysis to describe the characteristics of the respondents; (2) instrument testing, including a validity test using Pearson's correlation and a reliability test using Cronbach's Alpha coefficient; (3) classical assumption tests, consisting of a normality test using the One-Sample Kolmogorov–Smirnov Test, a linearity test using the Deviation from Linearity test in the ANOVA table, and a heteroscedasticity test using the Glejser test; (4) simple linear regression analysis to determine the direction and magnitude of the effect of Live Streaming Marketing on Consumer Purchase Decisions; and (5) hypothesis testing using the t-test (partial test), F-test (simultaneous test/model fit test), and the coefficient of determination (R^2).

RESULT AND DISCUSSION

Respondent Characteristics

An analysis of the respondents' characteristics was conducted on 101 respondents who met the study criteria, namely consumers who had previously made purchases through live streaming on social commerce platforms in Surakarta City. The respondents' characteristics, including gender, age, occupational status, and the live streaming platform most frequently used, are presented in Table 1.

Table 1. Respondent Characteristics

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	33	32.7
	Female	68	67.3
Age	< 18 years	4	4.0
	18–25 years	63	62.4

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

	25–30 years	30	29.7
	> 30 years	4	4.0
Occupation/Status	Student	54	53.5
	Entrepreneur	25	24.8
	Employee	22	21.8
Most Frequently Used Live Streaming Platform	TikTok Shop	45	44.6
	Shopee Live	17	16.8
	Instagram Live	12	11.9
	Combination of Other Platforms	27	26.7

Table 1 shows that the majority of respondents were female (67.3%), aged 18–25 years (62.4%), and students (53.5%). These characteristics indicate that the respondents were predominantly young adults of productive age who actively use social media and are familiar with online shopping activities. In terms of platform preference, TikTok Shop was the most frequently used live streaming platform among respondents (44.6%), followed by Shopee Live (16.8%) and Instagram Live (11.9%). These findings suggest the high popularity of live shopping features on these platforms among consumers in Surakarta City.

Instrument Validity and Reliability Test

The validity test was conducted by correlating the score of each questionnaire item with the total score of its corresponding variable using Pearson's correlation. For a sample size of N = 101 and a significance level of 5%, the critical r-table value was 0.195. The results showed that all items measuring the Live Streaming Marketing variable (X1–X10) had r-calculated values ranging from 0.750 to 0.932, while all items measuring the Purchase Decision variable (Y1–Y10) had r-calculated values ranging from 0.769 to 0.947. In addition, all items on both variables had a Sig. (2-tailed) value of 0.000 (< 0.05) and r-calculated values greater than the r-table value. Therefore, all 20 questionnaire items were considered valid and appropriate for measuring the constructs examined in this study.

The reliability test was performed using Cronbach's Alpha coefficient, with a minimum acceptable reliability threshold of 0.70. The results indicated that the Cronbach's Alpha value for the Live Streaming Marketing (X) variable was 0.961, while

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

the Purchase Decision (Y) variable achieved a value of 0.970, as presented in Table 2. Both values substantially exceeded the minimum threshold, indicating that the research instruments for both variables were highly reliable and demonstrated strong internal consistency in measuring their respective constructs.

Table 2. Instrument Validity and Reliability Test

Variable	Number of Items	Cronbach's Alpha	Interpretation
Live Streaming Marketing (X)	10	0.961	Highly Reliable
Purchase Decision (Y)	10	0.970	Highly Reliable

Classical Assumption Test

Before performing the regression analysis, classical assumption tests were conducted to ensure that the regression model satisfied the assumptions of the Best Linear Unbiased Estimator (BLUE). A summary of the results of the classical assumption tests is presented in Table 3.

Table 3. Classical Assumption Test

Classical Assumption Test	Method	Result	Criterion	Interpretation
Normality	One-Sample Kolmogorov–Smirnov Test	Sig. = 0.200	Sig. > 0.05	Residuals are normally distributed
Linearity	Deviation from Linearity Test	Sig. = 0.982	Sig. > 0.05	Linear relationship between X and Y
Heteroscedasticity	Glejser Test	Sig. = 0.750	Sig. > 0.05	No heteroscedasticity detected

The results of the One-Sample Kolmogorov–Smirnov Test indicated an Asymp. Sig. (2-tailed) value of 0.200 (> 0.05), suggesting that the residuals of the regression model were normally distributed. The linearity test produced a Deviation from Linearity

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

significance value of 0.982 (> 0.05) and a Linearity significance value of 0.000 (< 0.05), indicating that the relationship between Live Streaming Marketing and Consumer Purchase Decisions was linear, with no significant deviation from linearity. Furthermore, the Glejser test for heteroscedasticity yielded a significance value of 0.750 (> 0.05) for the effect of the independent variable on the absolute residuals, indicating that the residual variance was constant (homoscedastic). Therefore, all classical regression assumptions were satisfied, and the data were considered appropriate for simple linear regression analysis.

Simple Linear Regression Analysis

Simple linear regression analysis was conducted to determine the direction and magnitude of the effect of Live Streaming Marketing (X) on Consumer Purchase Decisions (Y). The results of the regression analysis are presented in Table 4.

Table 4. Simple Linear Regression Analysis Test

Model	B	Std. Error	Beta	t-value	Sig.
Constant	2.689	1.735	–	1.549	0.124
Live Streaming Marketing (X)	0.924	0.043	0.908	21.497	0.000

Based on Table 4, the simple linear regression equation is as follows:

$$Y = 2.689 + 0.924X$$

The constant value of 2.689 indicates that when the Live Streaming Marketing (X) variable is equal to zero, the predicted value of Consumer Purchase Decisions (Y) is 2.689. The regression coefficient for Live Streaming Marketing (X) is 0.924 and is positive, indicating that every one-unit increase in Live Streaming Marketing is expected to increase Consumer Purchase Decisions by 0.924 units, assuming that all other variables remain constant (ceteris paribus). This finding indicates a positive linear relationship between the implementation of Live Streaming Marketing and Consumer Purchase Decisions on social commerce platforms in Surakarta City.

Hypothesis Test

Partial t-test. As shown in Table 4, the Live Streaming Marketing (X) variable obtained a t-value of 21.497 with a significance level of 0.000 (< 0.05). These results

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

indicate that Live Streaming Marketing has a positive and statistically significant partial effect on Consumer Purchase Decisions on social commerce platforms in Surakarta City. Therefore, H_0 is rejected and H_1 is accepted, indicating that the better the implementation of Live Streaming Marketing, the higher the level of Consumer Purchase Decisions.

F-test (Overall Model Significance). The results of the F-test yielded an F-value of 462.134 with a significance level of 0.000 (< 0.05). These findings indicate that the regression model used in this study is statistically significant and demonstrates a good model fit (goodness of fit). Accordingly, the Live Streaming Marketing variable significantly explains Consumer Purchase Decisions on social commerce platforms in Surakarta City.

Coefficient of Determination (R^2). The coefficient of determination analysis produced an R value of 0.908 and an R^2 value of 0.824. The R value of 0.908 indicates a very strong and positive relationship between Live Streaming Marketing and Consumer Purchase Decisions. Meanwhile, the R^2 value of 0.824 indicates that Live Streaming Marketing accounts for 82.4% of the variation in Consumer Purchase Decisions, while the remaining 17.6% is explained by other factors outside the scope of this research model, such as price, product quality, online customer reviews, and seller reputation.

DISCUSSION

The findings of this study indicate that Live Streaming Marketing has a positive and significant effect on Consumer Purchase Decisions on social commerce platforms in Surakarta City, with a substantial explanatory power of 82.4%. These findings support and are consistent with the study by Wongkitrungrueng and Assarut (2020), which demonstrated that live streaming enhances consumer trust and engagement through real-time interactions between sellers and buyers. The high level of interactivity during live streaming sessions, such as live question-and-answer sessions and product demonstrations, enables consumers to obtain clearer and more convincing product information before making a purchase decision. This finding is also consistent with Chen and Lin (2018), who reported that live streaming in e-commerce significantly increases consumers' purchase intention and purchase decisions.

The high coefficient of determination obtained in this study further confirms the critical role of consumer trust in online transactions. As proposed by Gefen (2002), trust is a key factor that bridges the uncertainty inherent in online transactions and consumers' purchase decisions. Through transparent information, real-time communication, and live product demonstrations, live streaming reduces this uncertainty, thereby increasing consumers' confidence in making purchase decisions. Moreover, the dominance of

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

TikTok Shop among respondents (44.6%) indicates that its integrated live shopping and checkout features provide a more convenient and interactive shopping experience. This finding is consistent with the concept of social commerce, which emphasizes two-way interaction between sellers and consumers (Hajli, 2015).

From a practical perspective, these findings suggest that business practitioners, particularly small and medium-sized enterprises (SMEs) and digital businesses in Surakarta City, should optimize their Live Streaming Marketing strategies by enhancing interactivity, product information clarity, visual presentation, and consumer trust through transparent product demonstrations and responsive communication. This strategy has been empirically shown to encourage consumer purchase decisions on social commerce platforms.

CONCLUSION

Based on the results of the analysis and discussion, it can be concluded that Live Streaming Marketing has a positive and significant effect on Consumer Purchase Decisions on social commerce platforms in Surakarta City. This is evidenced by the regression equation Y = 2.689 + 0.924X, a t-value of 21.497 with a significance level of 0.000, and an F-value of 462.134 with a significance level of 0.000. The Live Streaming Marketing variable explains 82.4% of the variance in Consumer Purchase Decisions (R^2 = 0.824), while the remaining 17.6% is explained by other factors outside the scope of this research model. In addition, all research instruments were found to be valid and highly reliable, and the regression model satisfied the assumptions of normality, linearity, and homoscedasticity. Based on these findings, it is recommended that businesses operating on social commerce platforms continue to enhance the interactivity, information clarity, presentation attractiveness, and trustworthiness of their live streaming sessions in order to encourage consumer purchase decisions. Future researchers are encouraged to incorporate additional variables that may influence purchase decisions, such as product quality, price, or online customer reviews, as well as to expand the study area and increase the sample size to improve the generalizability of the findings.

REFERENCES

Ajzen, I. (1991). The theory of planned behavior. Organizational Behavior and Human Decision Processes, 50(2), 179–211.

Chen, Z., & Lin, Y. (2018). The impact of live streaming on consumer purchase intention in e-commerce. Journal of Electronic Commerce Research, 19 (4), 234–251.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Gefen, D. (2002). Customer trust in e-commerce: The role of familiarity and trust. Omega, 30 (6), 725–737.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). Multivariate data analysis (8th ed.). Cengage Learning.

Hajli, N. (2015). Social commerce constructs and consumer's intention to buy. International Journal of Information Management, 35(2), 183–191.

Hossain, M. A., Kalam, A., Nuruzzaman, M., & Kim, M. (2023). The power of live-streaming in consumers' purchasing decision. SAGE Open, 13 (4).

Kotler, P., & Armstrong, G. (2021). Principles of marketing (18th Global ed.). Pearson.

Kotler, P., & Keller, K. L. (2019). Marketing management (15th Global ed.). Pearson.

Liu, Y., & Edu, T. (2025). The nexus between live-streaming commerce, engagement and purchase intention. Transformations in Business & Economics, 24 (2), 21–42.

Muh Syulhasbiullah, H., Hidayat, M. R., & Daud, A. (2024). Pengaruh penggunaan live streaming, online brand trust, dan promosi dalam social commerce terhadap keputusan pembelian. Jurnal Manajemen Bisnis Eka Prasetya, 10 (2), 331–344.

Nugroho, A., & Prasetyo, B. (2023). Pengaruh live streaming marketing terhadap keputusan pembelian pada platform TikTok Shop. Jurnal Manajemen Pemasaran, 17 (2), 95–108.

Pratiwi, D., & Kurniawan, R. (2022). Pengaruh social commerce terhadap keputusan pembelian konsumen di era digital. Jurnal Ekonomi dan Bisnis Digital, 4(1), 55–68.

Qing, C., & Jin, S. (2022). What drives consumer purchasing intention in live streaming e-commerce? Frontiers in Psychology, 13, 938726.

Sari, N. P., & Rahmawati, D. (2023). Pengaruh customer engagement terhadap keputusan pembelian melalui live streaming commerce. Jurnal Riset Manajemen dan Bisnis, 8 (2), 145–158.

Sugiyono. (2022). Metode penelitian kuantitatif, kualitatif, dan R&D (Edisi ke-2). Alfabeta.

Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K. (2022). How live streaming influences purchase intention in social commerce: The role of customer engagement. Journal of Retailing and Consumer Services, 68, 103015.

Tao, M., Alam, F., Lahuerta-Otero, E., & Mengyuan, C. (2024). Get ready to buy with me: The effect of social presence interaction and social commerce intention on live-streaming shopping. SAGE Open, 14 (1).

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Wongkitrungrueng, A., & Assarut, N. (2020). The role of live streaming in building consumer trust and engagement with social commerce sellers. Journal of Business Research, 117, 543–556.

Yin, J., Cheng, Y., Bi, N., & Ni, Y. (2023). Consumers' purchase intention in live-streaming commerce: The role of social presence and trust. Frontiers in Psychology, 14, 1123456.

Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2021). Services marketing: Integrating customer focus across the firm (8th ed.). McGraw-Hill.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.