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The Effect Of Flash Sales , Free Shipping, And Live Streaming Tiktok On Purchasing Decisions Generation Z Fashion

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Abstract

This study dives into the digital shopping carts of Generation Z in Teriti Village, Sumay District, to uncover what truly drives their fashion purchases on TikTok Shop. Specifically, we explore the magnetic pull of Flash Sales, Free Shipping, and TikTok Live Streaming. Driven by a quantitative approach, the research engaged 160 Gen Z respondents out of a local population of 266. To gather the data, we deployed purposive sampling through targeted questionnaires and Google Forms. The findings reveal a fascinating narrative about modern buyer behavior: the urgency of a Flash Sale and the undeniable perk of Free Shipping both significantly fuel purchasing decisions, each boasting a strong positive influence (significance value of 0.000 < 0.05). However, in an unexpected twist, the real-time buzz of TikTok Live Streaming falls flat, showing absolutely no impact on whether these consumers hit the "buy" button (significance value of 0.293 > 0.05). The ultimate takeaway, while flashy discounts and waived shipping fees are fantastic tools in a marketer's arsenal, sellers need to dig deeper. To hit the bullseye and truly maximize sales, brands must pivot their focus toward more personalized, consumer-specific factors that resonate on an individual level.

Keywords: ***Flash Sale,*** **Free Shipping,** ***TikTok Live Streaming, TikTok Shop*** **Purchase Decision**

INTRODUCTION

In our rapidly accelerating digital age, social media is no longer just a tool it is woven into the very fabric of our daily lives. The digital landscape continues to expand at a breakneck pace, breathing life into platforms that are more dynamic, immersive, and

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interactive than ever before. Leading this vibrant revolution is *TikTok*. First stepping onto the global stage in 2016 under *Zhang Yuming's* tech powerhouse, *ByteDance*, the app has experienced an explosive, unprecedented surge in popularity.

Refusing to be boxed in as just an entertainment space, TikTok took a bold leap into the *e-commerce industry* in April 2021 with the launch of *TikTok Shop*. This innovative feature completely transformed the user experience, paving the way for a massive wave of user collaborations with established marketplaces like Tokopedia (Kinanti et al., 2024) .

The true magic of *TikTok Shop* lies in its frictionless design. Rather than redirecting shoppers to external websites, it empowers consumers to discover products and finalize their purchase transactions entirely within the app's immersive ecosystem (Juliati, 2025). At the beating heart of this digital shift is Generation Z. Born between 1997 and 2012 making them 13 to 28 years old as of 2025 this demographic possesses a fiercely unique set of historical traits that redefine how media is consumed.

Their influence is undeniable. According to the 2025 APJII survey, *TikTok* reigns supreme as Indonesia's absolute favorite social platform. It captures the attention of 35.17% of all respondents and stands as the ultimate go-to app for Gen Z, drawing in massive daily engagement from both men (32.98%) and women (37.55%).

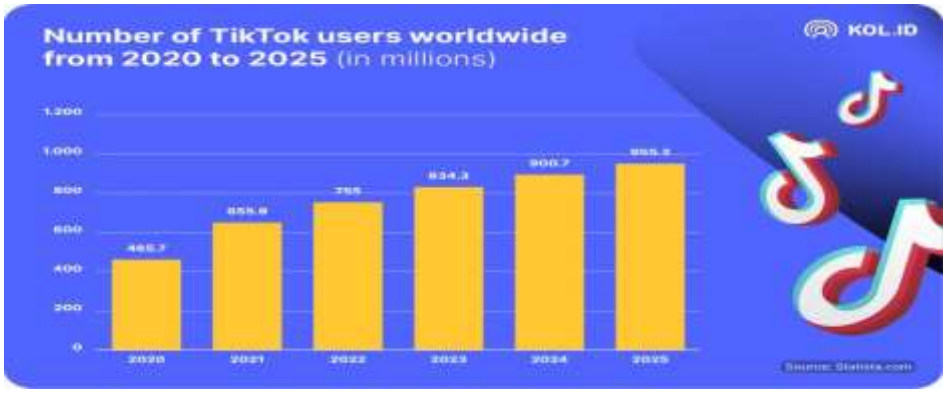


Figure 1 TikTok User Data 2020-2025

Source: *TikTok User Data, Content Amount, and TikTok Watch Time - KOL.ID*

The data paints a vivid picture of *TikTok's* relentless momentum, with its user base expanding year after year. The platform witnessed its most explosive growth between 2020 and 2021, soaring by an impressive 40.84% as its community swelled from 465.7 million to 655.9 million users. This upward trajectory shows no signs of slowing, with Statista projecting that the global *TikTok* audience will reach a staggering 955.3 million by 2025.

In the landscape of consumer behavior, the magic ultimately culminates in the purchasing decision. To drive this, brands are transforming *TikTok's* massive audience and interactive playground into a highly engaging shopping adventure. By weaving

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together enticing *flash sales*, complimentary shipping, and immersive *live streaming features*, marketers have discovered a powerful toolkit to captivate the attention of *TikTok Shop* enthusiasts (Aprilia et al., 2025). The anatomy of a *flash sale*, as defined by Renita (2022), revolves around an exhilarating *e-commerce* strategy: offering steeply discounted prices that vanish after a strictly limited timeframe. These lightning-fast promotions are strategically unleashed during major cultural celebrations such as Eid, Chinese New Year, and Christmas or sprinkled throughout the year as a thrilling catalyst to drive up sales (Manurung et al., 2024) .

Beyond the thrill of *flash sales*, the magic words "free shipping" act as an irresistible magnet for today's shoppers. By absorbing the delivery costs, sellers lift a financial weight off the buyer's shoulders, ensuring no hidden fees appear at checkout. This clever strategy is designed to draw eager consumers toward dynamic *platforms* like *TikTok Shop*. When shipping fees vanish, products instantly become more enticing, turning the shopping journey into a budget-friendly adventure that can significantly drive up sales (Edo Indrawan Purwoko, 2025. Furthermore, the rise of *live streaming* serves as a digital bridge for consumer trust. While the internet often lacks the tactile, immersive atmosphere of traditional brick-and-mortar stores, the *live streaming feature* breathes life into the digital shopping experience. It empowers business owners to showcase intricate product details and answer potential buyers' burning questions on the spot (Ibrahim, 2024). *Ultimately, live streaming acts as a vibrant stage for public awareness, proving itself to be a highly effective, modern evolution of advertising.*

A preliminary survey conducted over two days on December 10, 2025, painted a revealing picture of Generation Z in Teriti Village, Sumay District. These digital natives have come of age alongside rapid technological leaps, fueled by the seamless and affordable internet access now available in their area. Yet, when it comes to online shopping particularly for fashion products they often face hurdles regarding product knowledge, careful planning, and financial management. To unwind after a long day of school, university, or work, this generation naturally turns to their screens for entertainment. However, what begins as an innocent session of scrolling through TikTok to kill time frequently casts a subtle spell, effortlessly sweeping these young users into spontaneous shopping sprees on TikTok Shop.Generation Z in Teriti Village is constantly chasing the thrill of flash sales, whether they are captivated by live streaming events or casually scrolling through their feeds. Yet, the exact catalysts driving them to hit the checkout button on tiktokshop remain a mystery, unveiling a compelling gap that begs for deeper scientific exploration. While fashion undeniably stands out as a magnetic lure for these young online shoppers, the mechanics of a flash sale boasting steeper discounts, ticking clocks, and scarce stock add a layer of high-stakes suspense. The burning question is whether this intense atmosphere genuinely triggers a time-pressured fear of

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missing out, pushing the youth of Teriti Village to buy instantly before prices revert to normal. Ultimately, this frantic race often results in the impulsive purchase of fashion products. Driven by urgency rather than genuine need, product quality, or careful thought, these snap decisions are quietly weaving a reckless, poorly planned long-term consumption pattern among Generation Z in Teriti Village.

The allure of free shipping is often touted as the ultimate retail bait, but for the digital-savvy Generation Z of Teriti Village, it has proven to be a surprisingly ineffective promotional strategy. While waiving delivery fees on TikTok should theoretically drive purchases by slashing extra costs, the reality is far more complicated. The perk is notoriously inconsistent, often hiding behind strict minimum purchase thresholds during both live streaming events and standard browsing. This relentless uncertainty breeds skepticism among Gen Z shoppers. Faced with unpredictable delivery policies, they frequently hesitate, rethink, or outright abandon their fashion carts. Complicating matters further is Teriti Village's remote geography. The long distances have emboldened some rogue couriers to demand off-the-books delivery surcharges, completely bypassing the TikTok Shop's official provisions. Ultimately, these hidden costs and logistical hurdles create a frustrating blockade to seamless online transactions.

Beyond shipping woes, the vibrant world of TikTok live streaming has fundamentally rewired the lifestyles, social habits, and behavioral patterns of Teriti Village's youth. Countless Gen Zers lose themselves in the endless scroll of live broadcasts, a habit that occasionally spirals into psychological fatigue. Interestingly, these streams often cast a spell of consumer confusion: while viewership numbers skyrocket, actual conversion rates remain surprisingly low. Yet, the magnetic pull of the live experience is undeniable. Gen Z is captivated by the dynamic, highly visual nature of real-time shopping. They thrive on the instant gratification of asking questions, receiving immediate answers, and seeing products showcased live (visualization). This interactive energy frequently sparks impulsive, unplanned purchases, fueled by the charismatic push of the streamer. Conversely, a more calculated segment of this generation uses these very same live broadcasts as a strategic tool, deeply analyzing product quality before finally pulling the trigger on a purchase.

LIBRARY REVIEW

Buying decision

According to (Philip Kolter, 2024) purchasing decisions often emerge as unexpected situational factors, where consumers shape their buying intentions around their anticipated income, expected price tags, and the envisioned perks of a product. Ultimately, this decision marks the pivotal moment in the buyer's journey when a consumer locks in their desire to acquire a chosen item. When these purchasing

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decisions surge, companies reap the rewards of amplified profits. Yet, this journey isn't made in a vacuum; a vibrant mix of individual traits, environmental surroundings, and clever marketing strategies all play a part in swaying the consumer's final choice (Nawangsari & Putri, 2025) .

Flash Sale

As described by (Keller, 2016) , *a flash sale is an exhilarating promotional incentive a steep, direct price drop designed for a fleeting window of time to ignite an immediate urge to buy. It is a high-energy sales strategy that dangles massive discounts on select, limited-quantity items for just a brief moment* (Rahmawati et al., 2026)

Functioning as a high-stakes, limited-time offer, it is typically restricted to one per customer and vanishes the moment stock runs dry. Characterized by its incredibly short lifespan, a *flash sale* serves up a scarce number of goods at irresistible prices. These lightning-fast promotions are famously brief, often evaporating in a matter of hours or even mere minutes (Dewi et al., 2024)

Free Shipping

According to (Tjiptono, 2019) Free Shipping acts as a powerful tool of direct persuasion. By weaving this attractive incentive into the shopping experience, brands can effortlessly tempt customers into making on-the-spot purchases or even coax them into adding more items to their carts.Free shipping has evolved into a cornerstone of the online shopping experience. In the competitive world of digital sales, waiving delivery fees stands out as a highly effective and widely embraced marketing strategy to captivate buyers (Prastyo Nova Hadiyasin, 2022) .

TikTok Live Streaming

Live streaming on *TikTok* has rapidly emerged as an essential stage for showcasing *fashion products* and various brands, driven by its incredibly vibrant and interactive nature. During these dynamic live sessions, brands can engage face-to-face with *the audience*, answering questions on the fly and sharing product details in real-time. This authentic connection bridges the gap between brands and consumers, ultimately boosting brand trust and visibility. Beyond just shopping, *TikTok live streaming* delivers a highly entertaining and joyful experience to its viewers.

The true power of *live streaming* lies in its ability to captivate a massive, widespread audience, broadcasting the magic of the moment through a seamless Wi-Fi connection. At its core, *live streaming* is an unfiltered video broadcast where audiences watch the host's actions unfold in real-time (Valentina et al., 2024) Aligning with this interactive energy, *TikTok* elevates the experience by featuring live product reviews,

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exclusive flash sales available only during the broadcast, and seamless instant purchases via on-screen links. Ultimately, the *Live TikTok Shop* stands as a remarkably powerful marketing ecosystem.

Framework of thinking

As described by (Sugiyono, 2019) , a conceptual framework serves as a visionary model that maps out the intricate relationships between various theoretical aspects. Drawing from the specific variables being tested in this study, we have crafted a dynamic structural framework, envisioned as follows:

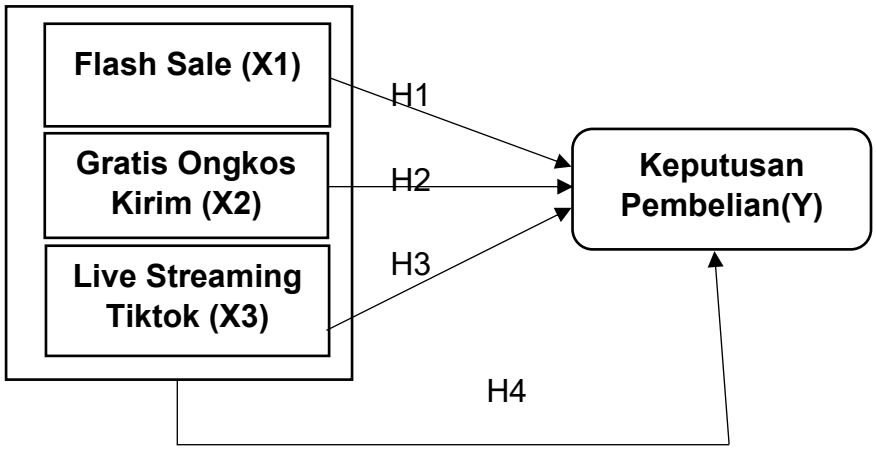


Figure 2.1 Framework of Thinking

RESEARCH METHODS

Research Approach

Rooted in the philosophy of positivism, this study harnesses the power of quantitative research. As (Sugiyono, 2023) elegantly outlines, this method allows us to explore defined populations and samples through precise instruments and rigorous statistical analysis, ultimately putting our core hypotheses to the ultimate test.

We bring these numbers to life using an associative quantitative design. While the quantitative foundation transforms raw numerical data into objective, undeniable truths (Moudyla et al., 2025) . the associative method acts as our conceptual compass. It illuminates the hidden dances and dynamic relationships between variables, empowering us to explain complex phenomena, forecast emerging trends, and master the deeper mechanics of our subject matter.

Research Data Sources

Our pursuit of knowledge relies entirely on primary data fresh, unadulterated insights harvested straight from the source. Following the wisdom of (Sugiyono, 2023) ,

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we bypass the middlemen to engage directly with our subjects. Through carefully crafted questionnaires, intimate structured interviews, vibrant focus group discussions (FGDs), and immersive observational surveys, we capture the authentic heartbeat of our research object directly from the field.

Sampling Determination Techniques

Every great study begins by mapping its universe. (Sugiyono, 2023) envisions a population not merely as a statistical headcount, but as a rich, generalized landscape of subjects and objects. By carefully defining a population brimming with the specific qualities and characteristics required for our exploration, we lay the groundwork for gathering profound insights, weaving together meaningful interpretations, and ultimately drawing powerful, definitive conclusions.

Drawing on the insights of (Sugiyono, 2023) a sample serves as a distinct microcosm that reflects the broader characteristics and volume of a wider population. To curate the ideal participants for this study, we embraced a non-probability, purposive sampling approach. As (Sugiyono, 2023) outlines, non-probability sampling intentionally shifts away from random selection, meaning not every member of the population has an equal chance of being chosen. Instead, the purposive technique empowers researchers to handpick participants based on a highly specific, tailored set of criteria. For this research, our participants were selected based on the following defining traits:

1. Falling within the age range of 13 to 28 years.
2. Residing locally in Teriti Village, Sumay District.
3. Active users of the TikTok Shop application.
4. Viewers who have previously tuned into a TikTok Shop Live Stream.
5. Shoppers who have successfully completed a purchase through the TikTok Shop platform.

To pinpoint the exact number of voices needed from our total population of 266 individuals, we utilized the renowned Slovin's formula, factoring in a precise 5% margin of error. The mathematical blueprint guiding our sample size calculation is structured as follows:

Slovin's formula:

$$\pi = \frac{N}{1 + N.e^2}$$

Information:
N: Population Size

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n: Number of Samples
e : Error Rate (5%)

Data collection technique

To capture the insights of our carefully selected respondents, we deployed a structured questionnaire. As defined by (Sugiyono, 2023) , a questionnaire is a dynamic data-gathering mechanism that presents participants with a curated series of written questions to thoughtfully complete. To add depth and nuance to their answers, we integrated a Likert scale. This measurement tool is perfectly suited to vividly map out and quantify the attitudes, opinions, and underlying perceptions of individuals or groups as they relate to specific social phenomena.

Data Analysis Techniques

Quantitative data gathered fresh from the field starts as a blank canvas of raw information. To transform this raw material into a solid empirical foundation one capable of answering core research questions and putting hypotheses to the test it must undergo a rigorous journey of processing and analytical refinement.

Research result

For this study, we harnessed the analytical power of SPSS 20. This approach allowed us to meticulously evaluate the criteria and indicators for every variable, ultimately unlocking the true validity and reliability of our data.

Table 1 Respondent Demographics

Identity	Information	Frequency	Percentage
Age	13-17	31	19.38%
	18-22	63	39.38%
	23-28	66	41.25%
Last education	JUNIOR HIGH SCHOOL	33	20.63%
	SENIOR HIGH SCHOOL	85	53.13%
	D3	4	2.50%
	S1	38	23.75%
Gender	Man	46	28.75%
	Woman	114	71.25%
Status	Not married yet	41	25.63%
	Marry	119	74.38%
Duration of watching *TikTok live streaming*	0-15 Minutes	114	71.25%
	16-30 Minutes	34	21.25%
	31-45 Minutes	6	3.75%
	46-60 Minutes	2	1.25%
	± 1 Hour	4	2.50%

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Table 1 paints a vivid picture of our audience's unique characteristics. Looking at the 160 individuals who brought our questionnaire to life, a fascinating demographic story unfolds. The majority of our participants fall into the 23-28 age bracket, making up a commanding 41.25% of the group with 66 respondents. Conversely, the youngest crowd, aged 13-17, represents the smallest slice of our respondent pie, contributing 31 voices, or 19.38% of the total.Unveiling the demographic landscape of the 160 Generation Z participants from Teriti Village, Sumay District, Tebo Regency, a fascinating picture of this cohort emerges. When looking at educational backgrounds, high school graduates take the sweeping majority, representing 53.13% of the group (85 respondents). On the other end of the educational spectrum, those holding a D3 Diploma make up the smallest fraction at just 2.50% (4 respondents).

The gender dynamic of the study leans heavily toward women, with 114 female respondents compared to 46 male respondents. Furthermore, love and commitment are surprisingly prominent among this Gen Z group: a significant 74.38% (119 individuals) are already married, while the remaining 25.63% (41 individuals) are unmarried.

Table 2 Validity test

Test the validity of the Flash sale variable (X1)

Variables	Question items	Rhitung N= 160	Rtable DF=N-2 = 158	Information
***Flash Sale* (X1)**	X1.1	0.491	0.1552	**Valid**
	X2.1	0.472	0.1552	**Valid**
	X3.1	0.693	0.1552	**Valid**
	X4.1	0.743	0.1552	**Valid**
	X5.1	0.541	0.1552	**Valid**
	X6.1	0.583	0.1552	**Valid**
	X7.1	0.390	0.1552	**Valid**
	X8.1	0.670	0.1552	**Valid**
	X9.1	0.670	0.1552	**Valid**
	X10.1	0.653	0.1552	**Valid**

A quick glance at the data above confirms a statistical green light! Every single statement item measuring the Flash Sale variable (X1) successfully surpassed the R-table threshold (R-count > R-table of 0.1552). Consequently, this research instrument is officially certified as entirely valid.

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Validity Test of Free Shipping Variable (X2)

Variables	Question items	Rhitung N= 160	Rtable DF=N-2= 158	Information
Free Shipping (X2)	X2.1	0.722	0.1552	**Valid**
	X2.2	0.727	0.1552	**Valid**
	X2.3	0.705	0.1552	**Valid**
	X2.4	0.572	0.1552	**Valid**
	X2.5	0.610	0.1552	**Valid**
	X2.6	0.638	0.1552	**Valid**
	X2.7	0.628	0.1552	**Valid**
	X2.8	0.697	0.1552	**Valid**
	X2.9	0.648	0.1552	**Valid**
	X2.10	0.692	0.1552	**Valid**

Data source: *SPSS 20.0 2026*

A sweeping glance at the metrics above paints a clear picture of reliability for the Free Shipping statement (Variable X2). Every single item successfully eclipses the baseline threshold, with the calculated R-values (rhitung) consistently outperforming the critical R-table value of 0.1552. Consequently, we can confidently declare this research instrument completely valid.

***TikTok Live Streaming* Variable (X3)**

Variables	Question items	Rhitung N= 160	Rtable DF=N-2 = 158	Information
***TikTok Live Streaming* (X3)**	X3.1	0.721	0.1552	**Valid**
	X3.2	0.713	0.1552	**Valid**
	X3.3	0.737	0.1552	**Valid**
	X3.4	0.751	0.1552	**Valid**
	X3.5	0.817	0.1552	**Valid**
	X3.6	0.743	0.1552	**Valid**
	X3.7	0.814	0.1552	**Valid**
	X3.8	0.752	0.1552	**Valid**
	X3.9	0.755	0.1552	**Valid**
	X3.10	0.725	0.1552	**Valid**

Data source: *SPSS 20.0 2026*

Drawing insights from the preceding data, it becomes wonderfully clear that every statement linked to the *TikTok Live Streaming* variable (X3) features a calculated *r* (*r*-

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count) that successfully outshines the *r-table* benchmark of 0.1552. As a result, we can confidently declare this measurement instrument entirely valid.

Validity Test of Purchase Decision Variable (Y)

Variables	Question items	Rhitung N= 160	Rtable DF=N-2 = 158	Information
Purchase Decision (Y)	Y1	0.658	0.1552	**Valid**
	Y2	0.749	0.1552	**Valid**
	Y3	0.702	0.1552	**Valid**
	Y4	0.634	0.1552	**Valid**
	Y5	0.683	0.1552	**Valid**
	Y6	0.796	0.1552	**Valid**
	Y7	0.790	0.1552	**Valid**
	Y8	0.829	0.1552	**Valid**
	Y9	0.763	0.1552	**Valid**
	Y10	0.740	0.1552	**Valid**
	Y11	0.759	0.1552	**Valid**
	Y12	0.689	0.1552	**Valid**
	Y13	0.686	0.1552	**Valid**

Sumber data: *SPSS 20.0 Tahun 2026*

A quick glance at the table above reveals an undeniable trend: every single question item housed under the Purchase Decision variable (Y) achieved a calculated *r*-value that effortlessly surpasses the *r-table* baseline of 0.1552. The verdict is crystal clear this instrument is unequivocally valid.

Table 2 Reliability Test
Flash Sale (X1) Free Shipping(X2) Tiktok Live Streaming (X3) Purchase Decision(Y).

Variables	N=160		Rule of thumb	Decision
	Number of Questions per item	Cronbach's alpha		
***Flash Sale* (X1)**	10	0.795	0.60	**Reliable**
Free Shipping (X2)	10	0.856	0.60	**Reliable**

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***TikTok Live Streaming* (X3)**	10	0.914	0.60	**Reliable**
Purchase Decision (Y)	13	0.926	0.60	**Reliable**

Data source: *SPSS 20.0 2026*

Diving into the consistency of our research, the Cronbach's alpha coefficients for all three variables triumphantly surpassed the 0.60 benchmark. Whether examining the allure of the *Flash Sale*, the appeal of Free Shipping, or the interactive draw of *TikTok Live Streaming*, every variable scored impressively higher than the 0.60 threshold. Likewise, the metric for making a purchasing decision comfortably exceeded the 0.60 mark. This resounding success proves that all variables anchoring this study are highly reliable.

Table 3 Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		160
Normal Parameters [a, b]	Mean	0E-7
	Std. Deviation	3.47342194
Most Extreme Differences	Absolute	.102
	Positive	.073
	Negative	-.102
Kolmogorov-Smirnov Z		1.285
Asymp. Sig. (2-tailed)		.074

a. Test distribution is Normal.
b. Calculated from data.
Sumber: *SPSS 20.0 Tahun 2026*

Because our data collection gathered insights from a robust pool of 160 individuals, we deployed the Kolmogorov-Smirnov test to evaluate its distribution. Our benchmark for success was a significance level greater than 0.05. Peering into the results, we uncovered a significance value of **0.074** (0.074 > 0.05). The verdict is clear: the residual values are beautifully and normally distributed, confirming the natural, healthy flow of our research data.

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Table 4
Results of the Partial T-Test for Flash Sale (X1), Free Shipping (X2), and TikTok Live Streaming (X3) Variables, Purchasing Decision (Y)

Coefficients [a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.033	2.778		.372	.710
Flash Sale	.594	.099	.387	6.015	.000
Gratis Ongkos Kirim	.606	.111	.449	5.479	.000
Live Streaming Tiktok	.106	.101	.084	1.056	.293

a. Dependent Variable: Purchasing Decision
Data source: *SPSS 20.0 2026*
From the table above, it can be interpreted as follows:

The Influence of Flash Sale Variable (X1) on Purchasing Decisions (Y)

The data paints a highly compelling picture: our calculated t-value stands tall at 6.015, effortlessly eclipsing the t-table baseline of 1.655 (6.015 > 1.655). What does this tell us? Flash Sales do more than just attract attention they exert a powerfully positive and undeniable impact on a customer's choice to buy. Furthermore, with a significance level plummeting well below our alpha threshold (0.000 < 0.05), we can confidently cast aside the null hypothesis (Ho) and embrace H1. The verdict is crystal clear: Flash Sales (X1) act as a significant, driving force behind purchasing decisions (Y).

The Influence of Free Shipping Variable (X2) on Purchasing Decisions (Y)

Not to be outdone, Free Shipping weaves its own statistical charm. Boasting a calculated t-value of 5.479 that easily shatters the 1.655 t-table mark (5.479 > 1.655), this variable proves its immense value, exerting a highly positive and meaningful influence on buyer behavior. Because our significance level hits a flawless absolute zero against the alpha (0.000 < 0.05), Ho is firmly rejected in favor of H2. The ultimate takeaway? Offering Free Shipping (X2) is a surefire, scientifically proven catalyst for boosting purchasing decisions (Y).

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The Influence of TikTok Live Streaming Variable (X3) on Purchasing Decisions (Y)

Let's dive into the numbers. The analysis reveals a calculated t-value of 1.056, which falls short of the t-table threshold of 1.655 (1.056 < 1.655). What does this tell us? Ultimately, the TikTok Live Streaming variable fails to make a meaningful splash, demonstrating an insignificant effect on the purchasing decision variable (Y). With the significance level trailing behind the t-table benchmark, we safely accept Ho and reject H3. In short: on its own, the TikTok Live Streaming variable (X3) simply lacks the statistical muscle to independently sway purchasing decisions (Y).

Table 5 F Test Results

ANOVA [a]

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	5008.663	3	1669,554	135,773	.000 [b]
Residual	1918.281	156	12,297		
Total	6926.944	159			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), TikTok Live Streaming, Flash Sale, Free Shipping

Data source: *SPSS 20.0 2026*

Peeling back the layers of the table above, the narrative becomes clear when comparing our calculated F-value against the standard F-table. Our calculated F-value boldly outshines the table value (135.773 > 3.05), paired with a highly persuasive significance level (0.000 < 0.05). The verdict? Ho is officially rejected, making way for the acceptance of H4. This translates to a powerful conclusion: when Flash Sales, Free Shipping, and TikTok Live Streaming join forces, they orchestrate a highly positive and statistically significant combined impact on consumer purchasing decisions.

Table 6 Results of Determination Test

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.850 [a]	.723	.718	3,507

a. Predictors: (Constant), TikTok Live Streaming, Flash Sale, Free Shipping

Data source: *SPSS 20.0 2026*

Unpacking the data from the table above reveals a fascinating narrative about what truly drives a buyer. When we combine the urgency of a Flash Sale (X1), the irresistible perk of Free Shipping (X2), and the captivating energy of TikTok Live Streaming (X3), they form a powerhouse that heavily dictates purchasing decisions (Y).

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This dynamic trio boasts a striking correlation coefficient (R) of 0.850 an impressive 85% connection! Furthermore, the Adjusted R^2 lands at 0.718. What does this mean in the real world? It tells us that a massive 71.8% of a customer's choice to hit that "buy" button is directly fueled by these three specific variables. As for the lingering 28.2%? That remains the mystery of the market, shaped by other unseen external factors waiting to be explored.

DISCUSSION

The Influence of *Flash Sales* on Purchasing Decisions

Crunching the numbers through SPSS 20 reveals a thrilling narrative: the *Flash Sale* variable acts as a powerful catalyst, exerting a positive and statistically significant impact on consumer purchasing decisions. The partial t-test paints a clear picture our calculated t-value of 6.015 effortlessly eclipses the 1.655 t-table benchmark. Paired with a microscopic significance level of 0.000 (shattering the 0.05 alpha ceiling), we can confidently toss out Ho and embrace H1. Simply put, the *Flash Sale variable* is an undeniable driving force for buyers. The data tells a compelling story of momentum: as the value and frequency of *flash sales* amplify, the irresistible urge to score *fashion* finds on the Tiktok Shop skyrockets right alongside them. Diving deeper into the *flash sale variable (X1)* specifically the frequency and quantity indicator noting that "Tiktokshop frequently drops massive *flash sales* on prime dates like Christmas and national holidays" we witness the magic of perfect timing. These strategically placed events act as the ultimate trigger, powerfully accelerating the urge to buy. Ultimately, the more these lightning-fast deals light up the screen, the higher the sales surge among Generation Z shoppers in Teriti village.

The Influence of Free Shipping on Purchasing Decisions

When it comes to finalizing a purchase, free shipping is far more than just a delightful perk it is a statistical powerhouse. Data crunched through SPSS 20 reveals that zero-cost delivery has an overwhelmingly positive and significant influence on buying behavior. The math paints a crystal-clear picture: a calculated t-value soaring at 5.479 easily eclipses the t-table threshold of 1.655. Paired with a flawless significance level of 0.000 (falling well below the 0.05 alpha), the verdict is undeniable. Ho is officially dismissed, and H2 takes center stage, confirming that free shipping is a major driving force behind consumer choices. In the real world, this mathematical triumph translates to a direct surge in sales. The more complimentary delivery offers that flood the feed, the higher the volume of *fashion purchasing decisions* on the TikTok Shop. This upward trajectory is perfectly echoed by the standout sentiment from the free shipping variable (X2): *"I pay more attention to fashion products that offer free shipping when shopping at*

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TikTok Shop." Ultimately, waiving shipping fees acts as a brilliant promotional strategy. It heavily sways fashion-forward decision-making, acting as a catalyst that fuels the production value and popularity of the trendy items beloved by Generation Z shoppers across the Teriti villages.

The Influence of TikTok Live Streaming on Purchasing Decisions

Curiously, a partial t-test reveals that the *TikTok Live Streaming* variable does not exert a positive and significant force on purchasing decisions. A dive into the SPSS 20 data uncovers a calculated t-value of 1.056, which falls noticeably short of the 1.655 t-table threshold (1.056 < 1.655). Coupled with a significance level that overshoots the alpha mark (0.293 > 0.05), the statistical verdict is clear: Ho takes the win while H3 is cast aside. In simpler terms, the *TikTok Live Streaming* variable isn't the primary catalyst for sealing the deal. The data paints a fascinating picture even though a flurry of transactions happens during *TikTok live streams*, the broadcast itself doesn't automatically dictate the final buying choice. Yet, there is a silver lining in the research surrounding the TikTok Live Streaming variable (X3). Respondents delivered a strong average score of 4.26, showing high resonance with the statement: "The explanation of *fashion products* during *TikTok live streaming* helps me grasp the product's true utility." By serving up crystal-clear information and vivid product details, live streaming successfully captures Generation Z's curiosity and deepens their understanding of fashion finds on TikTok.

CONCLUSION

1. Based on the hypothesis testing, flash sales step into the spotlight, wielding a positive and significant influence over Generation Z's fashion-buying decisions on the TikTok Shop within Teriti Village, Sumay District. Ultimately, flash sales act as a powerful shopping trigger. They successfully amplify the urge among the Gen Z crowd in Teriti Village to lock in their fashion purchases via the platform. By blending interactive engagement with trust-building dynamics and irresistible price tags, this high-energy tactic drives purchasing decisions far more effectively than traditional marketing avenues.
2. Based on the hypothesis test results, the allure of free shipping serves as a powerful, statistically significant catalyst for fashion purchasing decisions among Generation Z using TikTok Shop in Teriti Village, Sumay District. Essentially, waiving the delivery fee acts as a major shopping trigger. As more digital storefronts hand out free shipping vouchers, the Gen Z crowd in Teriti Village, Tebo Regency, becomes highly motivated to click "checkout" on fashion products

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via TikTok Shop. This irresistible perk makes their buying journey feel far more rewarding and effective compared to browsing through rival e-commerce stores.

3. On the flip side, the TikTok live streaming variable tells a completely different story, showing no partial positive or significant sway over purchasing decisions. While these digital showcases might draw plenty of eyeballs, tuning into a live stream doesn't automatically translate to bagging fashion products. For the Gen Z shoppers of Teriti Village, Sumay District, Tebo Regency, the on-screen hype simply isn't enough to seal the deal. The main culprit? A gap in trust. During these live streaming sessions, hesitation creeps in due to a lack of confidence in the actual fit and quality of the garments being modeled. The limited details provided during the TikTok live streaming leave viewers worrying that the fabulous item they see on screen will fall short of expectations once the package finally arrives at their door.

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