

THE INFLUENCES OF LIVE STREAMING AND FLASH SALE IN TIKTOK SHOP TOWARD PURCHASE DECISION OF ECONOMICS AND BUSINESS FACULTY, SAM RATULANGI UNIVERSITY STUDENTS

*PENGARUH LIVE STREAMING DAN FLASH SALE DI TIKTOK SHOP TERHADAP KEPUTUSAN
PEMBELIAN MAHASISWA FAKULTAS EKONOMI DAN BISNIS, UNIVERSITAS SAM RATULANGI*

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Abstract: Purchase decision is an important thing for a company, it plays a big role in sales. The aim of this study is to find out the influences of live streaming and flash sale in Tiktok shop toward purchase decision of students in Faculty of Economics and Business, Sam Ratulangi University. The sample of this research is using 100 respondents and using purposive sampling for the sampling technique. The respondents are active students of Economics and Business Faculty, Sam Ratulangi University and students who use TikTok. The result shows that Live Streaming and Flash Sale positively influence purchase decision of students of Economics and Business Faculty, Sam Ratulangi University. In this study, the existence of live streaming and flash sale that offer opportunity for customer to get products information easier and the lesser price that have been provided by live streaming and flash sale in TikTok shop can lead to purchase decision of Economics and Business Faculty, Sam Ratulangi University students due to the lack of income that they have.

Keywords: Live Streaming, Flash Sale, Purchase Decision

Abstrak: Keputusan pembelian merupakan suatu hal yang penting bagi suatu perusahaan, keputusan pembelian memegang peranan yang besar dalam penjualan. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh live streaming dan flash sale di Tiktok Shop terhadap keputusan pembelian mahasiswa Fakultas Ekonomi dan Bisnis Universitas Sam Ratulangi. Sampel penelitian ini menggunakan 100 responden dan menggunakan purposive sampling untuk teknik pengambilan sampelnya. Respondennya adalah mahasiswa aktif Fakultas Ekonomi dan Bisnis Universitas Sam Ratulangi dan mahasiswa pengguna TikTok. Hasil penelitian menunjukkan bahwa Live Streaming dan Flash Sale berpengaruh positif terhadap keputusan pembelian mahasiswa Fakultas Ekonomi dan Bisnis Universitas Sam Ratulangi. Dalam penelitian ini, adanya live streaming dan flash sale yang memberikan kesempatan kepada pelanggan untuk mendapatkan informasi produk dengan lebih mudah dan harga yang lebih murah yang diberikan melalui live streaming dan flash sale di TikTok Shop dapat mengarahkan pada keputusan pembelian dari mahasiswa Fakultas Ekonomi dan Bisnis, Mahasiswa Universitas Sam Ratulangi dikarenakan kurangnya pendapatan yang mereka miliki.

Kata Kunci: Live Streaming, Flash Sale, Keputusan Pembelian

INTRODUCTION

Research Background

Purchase decision can be conceptualized a process consumers go through to make actual purchase and it is formed by the consumers perceptions to the brand and company's offering, it is also shaped based on their past experience in satisfying their needs (Hanaysha, 2022). Purchase decision is really an important thing that company or business must notice. When a company and business are paying attention to the customer purchase decision then it will affect to the business development. It is really important for a company or business to pay attention to the purchase decision really well because it could help them to increase sales and gain more profit which means

it will also help them in developing and growing the company or business or even help the company to recover from tough situations.

Live streaming and flash sale are related with discount products because in live streaming and flash sale all of the products have given discounts to attract people to purchase. Live streaming is a feature that has been provided by e-commerce and other entertainment applications. Live streaming provides person interactivity through communication between customer and the streamer, and also customers are able to purchase products in the live streaming (Liu et al., 2022). Live streaming is related with price decrease because the products in live streaming will get discount while the live is running and will back to the normal price when the live ends which will trigger people to purchase decision and will lead them to purchase a product. Flash sale is a new business model that provides limited number of products and have discount over a short period, due to the short period then if the consumer like the product, then they should pay it as soon as possible (Zhang et al., 2018). When flash sale is held, it will force people to buy the product as fast as they can due to the limited time of discount and product quantity which means it could increase business sales. Flash sale can contributes very well in increasing business sales which also means flash sale can have a contribution in affecting customers in their purchase decision.

TikTok Shop was presented in Indonesia since 17th April 2021 and it is from China. TikTok Shop is a feature from TikTok application that allows people to do trading or shopping easily and comfortably by providing the advantages that it has. TikTok application has been the number one most downloaded application in Indonesia. The existence of TikTok Shop threatens other E-commerce because people tend to use TikTok for daily. Due to the hype of TikTok and the decrease on the other E-commerce, the business owner starts to switched to TikTok Shop to increase their sales and to make their marketing strategy success.

University students do not have passive income each month such as salary, students only have allowance or pocket money that they got. Due to lack of income, it makes students feel more interest and tend to choose discount and affordable product that they can afford. According to the research about "Hedonism Lifestyle of Students of the Faculty of Economics and Business Sam Ratulangi University in Manado City" (Tambingon et al., 2016), it shows a result that proves the students in FEB UNSRAT have a hedonism lifestyle and really pay attention to their looks. It shows that students in FEB UNSRAT willing to keep on hedonism life style especially which makes them become more consumptive in shopping just to fulfil the high prestige so that people can still see them attractive and fashionable. Meanwhile, live streaming and flash sale are related with cheaper and lower price which will be more attractive for students because they can afford it.

Most of the previous research conducted the research with the population in a country or certain city. Which means the respondents were in general, such as people who have salary, or even people who only have allowance. Also, there is none of the previous research that discuss about about Live Streaming and Flash Sale at the same time. Most of the previous research also only discuss about those variables toward purchase intention and impulsive buying rather than purchase decision. According to these explanations, this research is aimed to reveal the influences of Live Streaming and Flash Sale in TikTok Shop toward purchase decision at student of Faculty of Economics and Business, Sam Ratulangi University will be the population of this study.

Research Objectives

The objectives of this research are:

1. To reveal the influences of Live Streaming and Flash Sale in TikTok Shop toward Purchase Decision of Economics and Business Faculty, Sam Ratulangi University students.
2. To reveal the influences of Live Streaming in TikTok Shop towards Purchase Decision of Economics and Business Faculty, Sam Ratulangi University students
3. To reveal the influences of Flash Sale in TikTok Shop towards Purchase Decision of Economics and Business Faculty, Sam Ratulangi University students

THEORETICAL REVIEW

Marketing

According to Kotler and Armstrong (2018), marketing is the way to get customer's value that the company does through engage customers, build a strong relationship with the customer, and create value of customer. that the business goal is able to be reached by using marketing that includes several processes that has a purpose for

the customer satisfaction. Marketing plays a big role in a business or company due to the importance of profit because without profit a business can't be indicated as success.

Purchase Decision

According to Kotler and Armstrong (2018), purchase decision is a part of buying process in a larger scope that will be done by identifying a necessity through postpurchase behavior. The customer purchase decision-making process is an important part of consumer behaviour (Stankevich, 2017). Purchasing decision is very important for a business because it is related with the customers emotions and feelings, when customers feel satisfy or happy with the product then it will strengthen their interest to buy so that the business sales might increase through the purchase decision (Taufik, 2023).

Live Streaming

Live streaming is a modern way that has obtained large social commerce and particular media feature in order to influence the purchase decision of the customers (Liu et al., 2021). Live Video Streaming or LVS refers to online broadcasts in real time that facilitate business-to-consumer and business-to-business communication (Zhang et al., 2019).

E-Marketing

According to Krishna (2018), e-marketing is a creative way to create advertisement and content through the technology existence which is internet in order to promote and sell products.

Flash Sale

Flash sale is a company's way to create a promotional strategy that offers products or services with significant discounts that people will only get in a limited time in hours or even minutes that will gives a layer of exclusivity and urgency for shoppers to make purchase decision as fast as they can (Pemberton, 2023). Zhang (2018) stated that flash sale is a strategy of brands in selling products that is new in a various number with a price that already got promo with a limited time before the prices back to normal. While according to Nastiti (2020), flash sale is a marketing strategy where a product or service is offered at a very attractive discount price and is only available for a limited time.

Sales Promotion

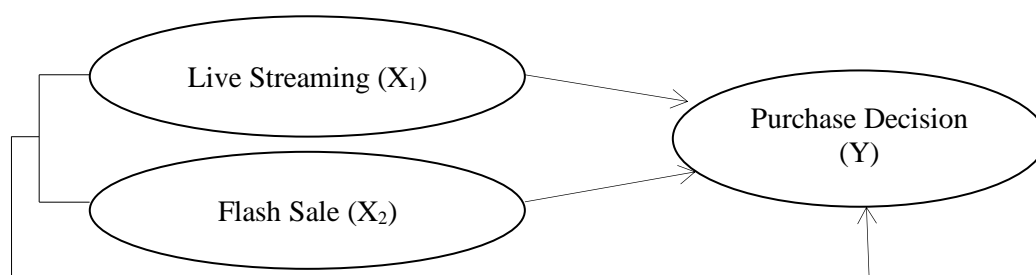
Sales promotion is one of the promotions mix tools that has a short-term incentives in order to increase the sales or purchase of a service or a product, indirectly sales promotion says "buy now" while personal selling only say "buy" (Kotler and Armstrong, 2018).

Previous Research

Hossain et al. (2023) explored the consumer livestreaming purchasing behavior and proposes a model, which composed of stimulus, organism, and response as the extension of stimuli-organism-organism model. The structural equation modeling approach applies for analyzing 434 survey responses from a convenience sample. The results suggest that the stimulus variable (source credibility, response capability, platform interactivity) significantly affects the organism variables (customer engagement, swift guanxi), which in turn significantly contribute to creating responses (purchase intentions, actual purchase behavior). Customer engagement and swift guanxi also have potent mediating effects in the model.

Yu (2022) focuses on the consumer decision process in live streaming commerce. An online survey was implemented, and 200 responses were collected. In this study using the structural equation modelling, the results indicate that the perceived benefits of watching live streaming positively correlate with willingness to buy online. In addition, there is a positive relationship between positive electronic word of mouth (eWOM) and willingness to buy online. These two parts of the discussion are appropriate to live streaming strategy and positive eWOM.

Rita and Gunardi (2023) aimed to find out whether there is an effect of the Flash Sale, Brand Image, program on Purchase Intention, and its impact on Purchase Decision users of D-Link products by targeting 97 respondents. This study uses the SPSS test and it is known that Flash Sale affects Purchase Intention and Purchase Decision while Brand Image affects Purchase Intention and does not affect Purchase Decision directly.

Conceptual Framework**Figure 1. Research Model***Source: Literature Review***Hypothesis**

H₁: Live Streaming and Flash Sale in TikTok Shop positively influence Purchase Decision of FEB UNSRAT students

H₂: Live Streaming in TikTok Shop positively influences Purchase Decision of FEB UNSRAT students

H₃: Flash Sale in TikTok Shop positively influences Purchase Decision of FEB UNSRAT students

RESEARCH METHOD**Research Approach**

Quantitative approach will be used to investigate in this research. According to Goertzen (2017), research method is about analyzing and acquiring data that has been structured that will be represented statistically.

Population, Sample Size, and Sampling Technique

Population is an area that involves subjects or objects that will be determined by the researcher for the study that have specific qualities and characteristics and then will make conclusion about it (Sugiyono, 2020). Faculty of Economics and Business students in Sam Ratulangi University is the population of this study. The population should be FEB UNSRAT students who already use TikTok, therefore the total of population is still unknown. The calculation of the sample size was using a formula from Jaya (2020), the result got 96.04 and rounded to 100 respondents. The sampling technique in this study used purposive sampling with the criterias are TikTok user and active student of Economics and Business Faculty, Sam Ratulangi University, Manado.

Type of Data and Data Source

The main source of this research is using primary data to get all of the needed data. In order to get the information, this research will use questionnaire to gather the primary data. Primary data is the first data that has been gathered by the researchers (Ajayi, 2017). The secondary data itself will be used only for supporting the statement and explanation in this research but not to be analyzed. Secondary data sources are the data sources that are already exist that has been gathered by people for different objectives (Ajayi, 2017).

Data Collection Method

This study is using quantitative approach. Questionnaire will be used for collecting the primary data. A questionnaire is a tool that contains a bunch of questions in order to get information from people with a specific purpose.

Operational Definition and Measurements of Research Variables

The variable in this research divided into variables, as follows:

Table 1. Operational Definition of Research Variables

Variable	Definition	Indicators
Live Streaming (X ₁)	Live streaming is interacting with customer by straitening the distance of product and people by using a feature	1. Interactivity 2. Background Ambiance 3. Politeness

	that TikTok provides to sell products directly to the audiences in TikTok shop	4. Humor 5. Broadcast Timing Announcement 6. Product Trendlines (Chan and Asni, 2022)
Flash Sale (X ₂)	A marketing strategy that sells discount products in TikTok shop with a limited time before the price back to the normal price to encourage people to purchase a product.	1. Promotion Frequency 2. Quality of Promotion 3. Time of Promotion 4. Promotion Accuracy and Suitability (Kotler and Keller, 2018)
Purchase Decision (Y)	Part of customer buying process in TikTok shop by identifying their need through post purchase behavior.	1. Choice of Product 2. Choice of Brand 3. Dealer Choice 4. Number of Purchase 5. Purchase Time 6. Method of the Payment (Kotler and Keller, 2018)

Source: Literature Review, 2024

Testing of Research Instruments

Validity and Reliability Test

Validity is data accuracy degree that happens on the study object that the researcher can report (Sefnedi et al., 2022). Validity test is used in order to check if the given questions is valid, to see whether the questions that involve in the questionnaire are valid and related to the research itself. The questions would be valid if the r-count or pearson correlation is higher than the r-table, meanwhile if the r-count or pearson correlation is below the r-table then the instruments are invalid. Moreover, the data would be valid if the significant value is below the significance level which is 5% (0.05).

Reliability test is about measuring what has to be measured to test how consistent and stable a test is. It will be reliable if the value of Cronbach's Alpha is more than 0.6. Otherwise, it is less reliable when the Cronbach's Alpha value is less than 0.6 (Ghozali, 2019).

Data Analysis

Test of Classical Assumption

Normality Test

Normality test is meant to identify what is contained in the dependent and independent variables regression model to find out if they are distribute normally or not (Ghozali, 2019). If the significance value is greater than 0.05, the data is normally distributed; if it is less than 0.05, the data is not normally distributed.

Multicollinearity Test

The multicollinearity has been used in order to see the high intercorrelation of the independent variables (Ghozali, 2019). Knowing the multicollinearity symptom is possible through the use of the variance inflation factor (VIF) and tolerance value. There is no sign of multicollinearity when the variance inflation factor, or VIF, is less than 10 and the tolerance value is more than 0.10

Heteroscedasticity Test

The heteroscedasticity test is an assumption classical test that must be met in regression analysis to find out whether whether bias occurs or not in a regression model analysis (Widana and Muliani, 2020). Regression that does not occur heteroscedasticity can be used to forecast if heteroscedasticity will be present in a model using the Scatterplot picture pattern.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used when the researcher thinks how the state of the dependent variable will fluctuate, the value will be decrease if two or more variables that being the predictor factos increased or can be say as manipulated (Sugiyono, 2019).

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Y	: Dependent variable (Purchase Decision)
α	: Constant
β_1	: Parameter of Live Streaming
β_2	: Parameter of Flash Sale
X ₁	: Live Streaming
X ₂	: Flash Sale
e	: Error

Hypothesis Testing

T-Test and F-Test

The t-test could be called also the individual significance test, it indicates how far the independent variable will influence the dependent variable (Sinaga, 2023). It can be concluded that there is a significant influence of the independent variables on dependent variable partially if t count > t table ($\alpha = 0.05$) or value of Sig. ≤ 0.05 .

The f-test is used when the two variances' differences need to be assed significantly, it helps to determine the significance of the overall regression (Alfina, 2024). It can be determined that the independent factors significantly influence the dependent variable if the f count is greater or equal to the f table ($\alpha = 0.05$) and the Sig. < 0.05 .

RESULT AND DISCUSSION

Result

Validity and Reliability Test

Table 2. Validity Test Result

Variable	Indicator	Pearson Correlation	Description
Live Streaming (X ₁)	X1.1	0.722	Valid
	X1.2	0.602	Valid
	X1.3	0.623	Valid
	X1.4	0.591	Valid
	X1.5	0.677	Valid
	X1.6	0.673	Valid
Flash Sale (X ₂)	X2.1	0.777	Valid
	X2.2	0.753	Valid
	X2.3	0.683	Valid
	X2.4	0.741	Valid
Purchase Decision (Y)	Y.1	0.669	Valid
	Y.2	0.764	Valid
	Y.3	0.662	Valid
	Y.4	0.668	Valid
	Y.5	0.753	Valid
	Y.6	0.685	Valid
	Y.7	0.705	Valid

Source: Data Processed, (2024)

Based on this table, it shows that all indicator statement items from the Live Streaming (X₁), Flash Sale (X₂), and Purchase Decision (Y) variables have a Pearson correlation value greater than the r table (0.195) and also the significant value is below 0.05 which can be concluded that all of the statements are valid.

Table 3. Reliability Test Result

Cronbach's Alpha	N of Items	Description
0.883	17	Reliable

Source: Data Processed, (2024)

According to table 3, the value of Cronbach's Alpha with 17 items is 0.883 which according to the theory when the Cronbach's Alpha value is more than 0.6 the data is reliable. Therefore, it can be concluded that this data is reliable based on the result.

Results of Classical Assumption Testing

Normality Test

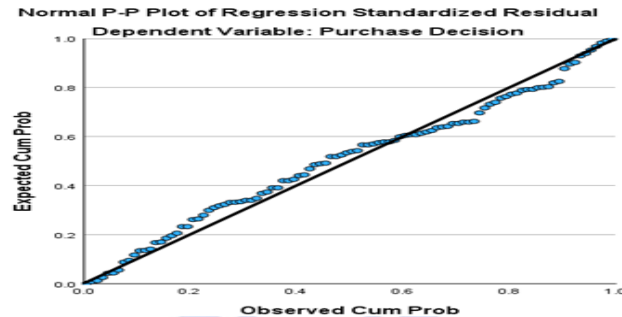


Figure 2. Normality Test

Source: Data Processed, SPSS 26 (2024)

The results shows that it is following the diagonal line's direction, which means the data distribution is normal.

Multicollinearity Test

Table 4. Multicollinearity Test Result

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Live Streaming	0.684	1.462
Flash Sale	0.684	1.462

Source: Data Processed, (2024)

Based on the results, the VIF value of Live Streaming and Flash Sale is 1.462 which is below 10. Also, the tolerance value of Live Streaming and Flash Sale is 0.684 which is more than 0.1. It proved that there is no multicollinearity happens in this research.

Heteroscedasticity Test

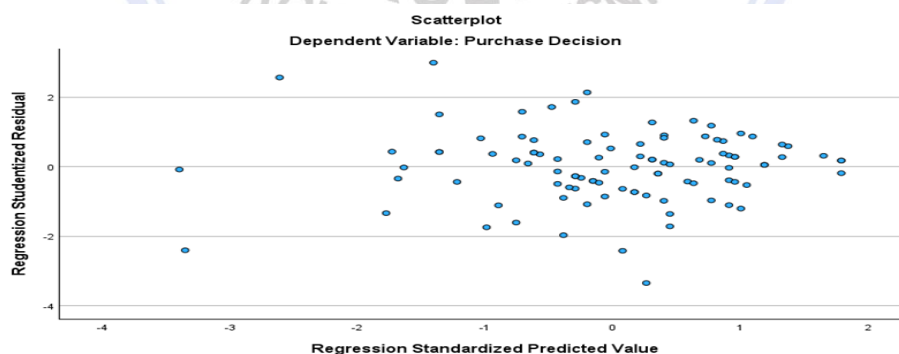


Figure 3. Heteroscedasticity Test

Source: Data Processed, (2024)

This figure shows that the dots are spreading above and below zero in the Y axis which means there is no heteroscedasticity in this regression model

Multiple Linear Regression Analysis**Table 5. Multiple Linear Regression Analysis Result**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1. (Constant)	7.701	2.267		3.398	0.000
Live Streaming	0.639	0.105	0.531	6.080	0.000
Flash Sale	0.383	0.133	0.251	2.870	0.005

Source: Data Processed, (2024)

The result above can be written with the following regression equation:

$$Y = 7.701 + 0.639 X_1 + 0.383 X_2 + e$$

The interpretation of the multiple linear regression result can be explained as follows:

- The constant value (α) of multiple linear regression is 7.701 and positive, which means if Live Streaming (X_1) and Flash Sale (X_2) are 0 or there is no variable with effect on Purchase Decision then the purchase decision is 7.701.
- The Live Streaming (X_1) got 0.639 and positive for the value of regression coefficient, which shows that if Live Streaming (X_1) increases one unit or one scale, it will influence the Purchase Decision to increase 0.639.
- The Flash Sale (X_2) got 0.383 and positive for the value of regression coefficient, which shows that if Flash Sale (X_2) increases one unit or one scale, it will influence the Purchase Decision to increase 0.383.

Coefficient of Determination (R^2)**Table 6. Coefficient of Determination (R^2) Test Result**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.703 ^a	0.494	0.484	2.819

Source: Data Processed, (2024)

According to table 6 it can be seen that the coefficient correlation (R) value is 0.703 which means the independent variables (Live Streaming and Flash Sale) have a significant relationship with the dependent variables (Purchase Decision) and also a strong correlation. The R Square shows that there is 49.4% Purchase Decision (Y) will get influenced by Live Streaming (X_1) and Flash Sale (X_2). Meanwhile, the rest of 50.6% will be influenced by other factors.

Hypothesis Test Results**f-test****Table 7. f-test Result**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1. Regression	753.202	2	376.601	47.381	0.000 ^b
Residual	770.988	97	7.948		
Total	1.524.190	99			

a. Dependent Variable: Purchase Decision

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

Source: SPSS Output, 2024

$$f \text{ table} = \text{FINV} (0.05; 2; 97) \\ = 3.90$$

Based on the table, it shows that the f count is 47.381 with the level of significance is 0.000. Meanwhile, the value of f table is 3.90 which is the f count is more than f table value, and the significance value is below 0.05. It means that Live Streaming (X_1) and Flash Sale (X_2) have influence on Purchase Decision (Y). The first hypothesis (H_1) is accepted.

Hypothesis Test Results**t-test****Table 8. t-test Result**

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1.	(Constant)	7.701	2.267		3.398	0.000
	Live Streaming	0.639	0.105	0.531	6.080	0.000
	Flash Sale	0.383	0.133	0.251	2.870	0.005

a. Dependent Variable: Purchase Decision

Source: Data Processed, 2024

$$t_{\text{table}} = \text{TINV}(0,05;97) \\ = 1.98$$

According to the Table 8, it can be explained as follows:

1. Live Streaming (X1) and Purchase Decision (Y) shows the result is 6.080. Meanwhile, the t table is 1.98 which is the t count of Live Streaming is more than the t table or the result of significance value is below 0.05. Then it can be concluded that the second hypothesis (H2) is accepted.
2. Flash Sale (X2) and Purchase Decision (Y) shows the result is 2.870. Meanwhile, the t table is 1.98 which is the t count of Flash Sale is more than the t table or the result of the significance value is 0.005 which is below 0.05. Then it can be concluded that the third hypothesis (H3) is accepted.

Discussion**The Influence of Live Streaming and Flash Sale toward Purchase Decision**

Based on the result of the f-test calculation, it shows that live streaming and flash sale have positive influences on purchase decision of FEB UNSRAT students. It can be seen by the result that indicates the f-count is bigger than t-count, which means live streaming and flash sale positively influence purchase decision. Live streaming has a relationship with people's willingness to buy a product, it is caused by the opportunity that seller and customers got to share and earn information about products which makes them feel comfort in shopping and leads them to purchase decision (Wang et al., 2021; Yu, 2022). Furthermore, flash sale gives businesses a high opportunity in customers purchasing decision because flash sale was created in order to increase people's courage to purchase products through the lower price and short time of promotions that seller provides to the customers which will lead customers to purchase their products (Rita and Guinardi, 2023). The result of this research proves that the factors of live streaming and flash sale have positive influence toward purchase decision of FEB UNSRAT students through TikTok shop. Apart from buying fashion products because of the lesser price that they get in live streaming, students of FEB UNSRAT will purchase fashion products based on what they want, products with a good quality, the best products based on seller or people's choice, and also an easy payment will encourage students of FEB UNSRAT to purchase fashion products in live streaming. Meanwhile, flash sale will influence purchase decision of FEB UNSRAT students by the lower price and limited time of discounts from flash sale. Products that suit with their wants and products that from brands that they recognize will help to boost FEB UNSRAT students purchase decision in flash sale events. The result shows that it is align with the theory of reasoned action (TRA) that stated someone's action will be influenced by an intention or motivation and their norms subjective that has been affected by their friends which is FEB UNSRAT students that have lack of income as a student but live streaming and flash sale are able to influence them for purchasing fashion products in TikTok shop that is supported by the hedonism lifestyle that they have according to the research from Tambingon et al (2016).

The Influence of Live Streaming towards Purchase Decision

The result shows that live streaming has a positive influence in students of FEB UNSRAT purchase decision. It can be proved by the result of the t-test which shows that live streaming has influence towards purchase decision. It is also in accordance with the result from Purba and Mandasari (2024), in this result shows that live streaming gives positive influence on purchase decision. The host ability in communicate, friendly, and polite while explaining the products in their live streaming and answering customers questions in comments section will give the audiences courage to purchase a product due to a clear information that they got. Based on the obtained

result, live streaming positively influences purchase decision of FEB UNSRAT students in TikTok shop. The result shows that interactivity of host in live streaming plays important thing in boosting the live streaming. Students of FEB UNSRAT that have a clear information about the product that they want to know will encourage them more to purchase the product. Based on the questionnaires, the background ambience has the highest score according to FEB UNSRAT students' opinions. An attractive background of fashion products live streaming may influence students of FEB UNSRAT in buying from live streaming. Through this result, it shows that live streaming is an effective way for selling products by using the internet as already mentioned in chapter II in E-marketing theory

Flash Sale towards Purchase Decision

The result shows that flash sale has a positive influence in students of FEB UNSRAT purchase decision. It can be proved by the result of the t-test which shows that flash sale has influence towards purchase decision. It is also supported by the result the other research which stated that flash sale promotion has a significant and positive influence toward purchasing decisions (Andriyana et al., 2024). It proves that flash sale promotion is able to encourage customer make a purchase due to the price decrease that attracts customers. Moreover, flash sale can improve or increase the sales performance. Based on the obtained results, it shows that flash sale has a positive influence toward FEB UNSRAT students purchase decision in TikTok shop. Based on the questionnaires, students of FEB UNSRAT answered that fashion products in TikTok shop are often have flash sale promo for customers which will encourage them to buy as often as possible. Also, flash sale can influence FEB UNSRAT students to purchase products due to the price discounts and limited time that seller offers for customers. However, there are quite a lot of respondents that give low scores for flash sale time limit in TikTok shop that is not align with the name as flash sale due to the longer time of promo that still available rather than back to normal price. The result of this research shows that even students that have a lack of income can be influenced to buy products in flash sale due to the lower price that they got and a short time of promotion that influence their purchase decision. Through this result and explanation, it shows that flash sale works really well in increasing students' interest in buying due to the price discounts in a limited time which is align with sales promotion theory that has been used in chapter II that stated flash sale is one of the sales promotion strategies to help company increase their sales performance by providing promotions with some kind of statement that will encourage people to buy the product now rather than buy it later.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

1. Perceived Live Streaming and Flash Sale have a positive influence simultaneously toward purchase decision of FEB UNSRAT students in TikTok Shop
2. Live Streaming has a positive influence partially towards purchase decision of FEB UNSRAT students in TikTok Shop
3. Flash Sale has a positive influence partially towards purchase decision of FEB UNSRAT students in TikTok Shop

Recommendation

Based on the discussion and conclusion from all of the results of this research, the researcher makes some recommendations for businesses, TikTok shop, and other researcher in the future:

1. TikTok shop needs to keep improving their system in flash sale events, especially in the time of promotion must be in accordance with the promotion name "flash sale". Also, the product accuracy of TikTok shop flash sale promotion should adjust with the market demand
2. TikTok shop should improve live streaming host seller ability in explaining their products to the viewers, specifically in the politeness
3. The results of this research are expected to be important and beneficial for other researchers in the future and also for businesses in deciding their marketing strategy. The next researcher can add more variables to explore more about the other factors that will influence purchase decision

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