The Influence Of Social Influence And Live Streaming On Product Purchasing Decisions Through Tiktok Shop

Putri [1], Wahyuningsih [2], Elimawaty Rombe [3], Wiri Wirastuti [4]
[1,2,3,4] Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Tadulako
**Email: [1] putrisee22@gmail.com ;[2] ayu_wningsih@yahoo.com ;[3] rombeelimawaty@gmail.com
[4] wirimucthar@gmail.com**

ABSTRACT

The purpose of this study is to partially determine the positive and significant effect of social influence and live streaming on purchasing decisions and to determine the effect of social influence and live streaming simultaneously on purchasing decisions. The research method applied is a quantitative approach. The population in this study were TikTok Shop users who live in Palu City. This study involved 120 respondents as a sample obtained using a non-probability sampling method with purposive sampling technique. Data collection was carried out by distributing questionnaires via google form, then analyzed using SPSS 26 with the multiple linear analysis method. The research findings show that social influence has a positive and significant effect on purchasing decisions, live streaming also has a positive and significant effect on purchasing decisions, social influence and live straming together have a positive and significant effect on purchasing decisions.

INTRODUCTION

In today's digital era, the use of the internet and social media is no longer limited to searching for information, but has become an integral part of people's daily routines. Based on data from We Are Social (2024), the number of internet users in Indonesia has reached 212.9 million people, which is equivalent to 77% of the total population. Meanwhile, the number of social media users in Indonesia is recorded at 167 million people, or around 60.4% of the total population. The development of information technology in Indonesia facilitates various activities, including in the business sector, such as conducting online buying and selling transactions. The emergence of various social media platforms has made companies or MSME players change the way they market and promote their products. If previously it was done by making attractive advertisements on TV or marketing them directly, then in the current digital era it can be done online using social media platforms. With the existence of various online shopping platforms, consumers have also changed the way they shop. Three factors that support individuals in changing their shopping habits are financial aspects, convenience, and additional benefits.

(Muzakir et al., 2021). The ease of shopping and making transactions by simply pressing the screen on a gadget is one of the reasons many individuals switch from shopping directly in physical stores to shopping online. The online shopping trend in Indonesia is driven by the high interest of young consumers who actively utilize various digital platforms to search for and purchase products or services. (Zahara et al., 2021). As a popular social networking app today, TikTok is favored by a wide range of users, both adults and children. The app, made by a Chinese company, was released in Indonesia in 2018. Based on data from We Are Social (2024), TikTok is ranked fourth as the social media platform with the highest number of users, with a percentage of users reaching 73.5% after WhatsApp, Instagram, and Facebook. TikTok is a social media platform that presents content in the form of short videos accompanied by audio. The features available on the TikTok app have managed to attract the attention of its users because they are acceptable to various groups and are relatively easy to use to create videos on the platform. The TikTok app is not only utilized as a social media platform for sharing short videos, but also offers a feature for online shopping known as TikTok shop. TikTok presented the TikTok shop feature on April 17, 2021 with the aim of enabling creators and sellers to reach many customers. This feature allows users to find, buy, and sell various products directly through the application, making it one of the innovations in integrating entertainment and e-commerce. Currently, Tokopedia has collaborated with TikTok shop to expand their market coverage in Indonesia. Based on data from databoks (2024) the number of monthly active users of Tokopedia is 18 million while TikTok shop is 125 million. TikTok shop users tend to have impulsive shopping behavior, like live streaming content, and mostly choose cash on delivery (COD) payment methods, and are noted to have a main interest in fashion and beauty care products. Social influence is the process by which social networks shape a person's perception of the value of a technology through messages and signals received from people around them, thus indirectly influencing a person's behavior. (Wang & Chou, 2014). Through social media platforms it is very easy to influence someone to make an online purchase. Customers' perceptions and their desire to purchase certain items can be influenced by recommendations from others, neighborhood, lifestyle or users who are active on TikTok. Strong social ties can influence purchasing decisions and consumer behavior. (Wahyuningsih, 2013b). When someone sees a product that often appears on their homepage or is recommended by a close friend, consumers feel more confident to make a purchase. The TikTok shop platform provides various features that can be utilized to make sales, one of which is live streaming. Live streaming is defined as a platform that combines trading features with real-time social interaction in electronic trading activities. (Anisa et al., 2022). With this feature, consumers can observe the products displayed in real time whether they match their desires or not. Sellers offer and explain the details of the products they sell so that consumers can make decisions to give products that suit their desires. The time limit on live streaming makes consumers feel the need to make decisions quickly before the offer ends. Many previous studies have conducted research on live streaming, but there are still few that conduct research on social influence. Research conducted by (Kusuma & Hermawan, 2020) suggests that social influence has a positive and significant impact on purchasing decisions. This study shows differences with research conducted by (Somantri & Larasati, 2020) which states that social influence does not have a direct and significant positive effect on purchasing decisions. Previous researchers have not combined these two variables (social influence and live streaming).

LITERATURE REVIEW

Social Influence

Social influence is an attempt by one or more people to change the attitudes, beliefs, perceptions, or behaviors of others. (Kotler & Amstrong, 2012). Social influence is defined as a change in a person's thinking, feelings, attitudes, or behavior that occurs as a result of

interactions with other people or groups. (Rashotte, 2007). Each customer has a varied perception of the value of a product, and this perception is often influenced by personal experience, information received, and the influence of those around them. A customer's positive view of an activity will create better behavior and encourage trust to repeat the activity. (Khoir & Hidayah, 2023). Sosial influence is a source of information and pressure from individuals, groups, and mass media that influence how a person behaves. (Krisnawati, 2021). In this context, social influence often occurs through interactions between individuals either directly or indirectly, which can influence other people's perspectives and decisions. A person's decisions include personal perceptions, attitudes, actions, and opinions that influence the way they interact with acquiring and responding to a product or service offered. (Gunawan et al., 2023). Social influence refers to the extent to which a person's social networks and relationships influence that person's behavior, values, and perceptions (Haryono & Brahmana, 2015). Social networks can convey thoughts and opinions from others that help shape the values and perceptions accepted by society through technological systems. According to Wang & Chou (2014) There are 4 indicators in Social Influence, namely:

1. Behavioral belief Consumers have beliefs about the consequences of behavior based on personal experience and environmental information, which then influence the formation of their attitudes.
2. Normative belief Consumers have beliefs about the consequences of behavior and the expectations of influential people, which then affect the formation of their attitudes and subjective norms.
3. Other consumer behaviors Consumers often observe and imitate the purchasing behavior or use of products by others around them, so they tend to follow the dominant trends and behaviors that exist in their environment.
4. Environmental influence External factors such as culture, sub-culture, social class, and reference groups create social pressures that influence consumer behavior to conform.

Live Streaming

Live streaming is a live video broadcast that allows viewers to watch broadcaster activities in real-time. (Rahmayanti & Dermawan, 2023). In the live stream, streamers display, explain functions, and introduce related products live, while consumers can ask questions about product prices, shipping, and other inquiries. (Lee & Chen, 2021). These activities can take place simultaneously when the seller is displaying and presenting their product. Streamers provide information to consumers by combining their personal experiences and critical reviews when discussing a product. (Xu et al., 2020). In live streaming activities that aim to sell products, it usually involves the streamer directly showcasing various aspects of the product and trying to encourage the audience or viewers to make a purchase. (Suhyar & Pratminingsih, 2023). Streamers must have expertise in attracting viewers. The skill in live streaming to sell products is the streamer's deep understanding of the product being promoted. (Suhyar & Pratminingsih, 2023). The streamer's expertise in promoting the product can influence the customer's attitude towards the product and their purchase intention. According to Netrawati et al. (2022) There are 3 indicators in measuring live streaming, namely:

1. Perceived product quality The perceived quality of products promoted in live streaming, including materials, design, function, and reliability, will affect consumer purchase intention.
2. Host credibility Consumer trust in the credibility of live streaming hosts as judged by their knowledge, experience, sincerity, and attractiveness will increase consumer trust and persuasion.
3. Discount Attractive discounts and special promo offers during live streaming, such as immediate discounts or bundling packages, will increase appeal to consumers and drive purchase decisions.

Purchase Decision

Purchasing decisions are the result of an evaluation process carried out by consumers of various choices of products or services offered by a company with the ultimate goal of choosing the product that best suits their needs and preferences. (Bachri et al., 2023). According to Kotler & Keller (2016) The decision-making process consists of five stages starting from problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior. In the process of selecting a product or service, consumers consider the benefits or benefits that will be received at the cost that must be incurred (Wahyuningsih et al., 2022). The benefits provided by the company must be in accordance with consumer needs (Wahyuningsih, 2013a). Purchasing decisions are the final result of the process of consumer consideration and evaluation of various factors related to the product or service they will buy or use. Consumer decisions to buy a product or service are not only based on personal needs, but are also influenced by various external factors. (Asngadi, 2011). Consumers need accurate and complete information about quality, packaging, brands, prices, promotions, services, and comparisons of similar products to help them make purchasing decisions. (Zahara et al., 2023). According to Thompson & Peteraf (2016) there are 4 indicators in determining purchasing decisions, namely:

1. As needed
   Consumers are involved in purchases because the products offered really fulfill the needs they are looking for.
2. Has benefits
   Consumers buy a product because they see additional benefits that can be obtained from the product.
3. Fixity in buying products
   In choosing a product, consumers consider various rational aspects such as price comparisons between brands, the quality offered, and the features of the product.
4. Repeat purchase
   The satisfaction that consumers feel after using a product will encourage them to make repeat purchases on an ongoing basis.

METHODS

The type of research used in this study is a quantitative approach. This study uses multiple linear regression analysis. The population in this study are TikTok Shop users who live in Palu City whose numbers are unknown and unlimited. Sampling in the study using non-probability sampling method with purposive sampling technique. Purposive sampling is a sampling technique based on predetermined criteria. Therefore, there are certain criteria that are considered relevant to the topic of this research, namely: (1) use TikTok Shop, and (2) have shopped or made purchases at TikTok Shop. Determining the number of samples in this study using the Roscoe formula. The sample size must be at least 10 times the number of variables studied. (Sugiyono, 2020). There are 3 variables in this study (2 independent variables and 1 dependent variable), so the number of samples in this study was 40x3 = 120 respondents.

This study uses a questionnaire measuring tool given to respondents who have become criteria. The questionnaire was distributed to respondents via google form. The questionnaire measurement scale uses a Likert scale, namely a scale of 1-5, such as; strongly disagree (1), disagree (2), neutral (3), agree (4), to strongly agree (5). The variables to be measured are translated into variable indicators which will be used as a reference for compiling statements or questions in the questionnaire. The data obtained was processed using SPSS 26.

Table 1. **Research Variables and Indicators**

Variables	Indicator	Source
Social Influence	1. *Behavioral belief* 2. *Normative belief* 3. Other consumer behavior 4. Environmental influences	(Wang & Chou, 2014)
Live Streaming	1. Perceived product quality 2. Host credibility 3. Discount	(Netrawati et al., 2022)
Purchase Decision	1. As needed 2. Has benefits 3. Determination in buying a product 4. Repeated purchase	(Thompson & Peteraf, 2016)

Source: Data Processing (2025)

RESULTS

Descriptive Statistics and Respondent Criteria

Respondent descriptive statistics are a detailed description of the respondent's profile.

Table 2. Descriptive Statistics and Respondent Criteria

Description	Criteria	Total	Total
Age	a. 17 – 25 year b. 26 – 35 year	103 17	85,8% 14,2%
Gender	a. Male b. Female	45 75	37,5% 62,5%
Last education	a. SMA/SMK b. D3/D4/S1 c. S2/S3	81 36 3	67,5% 30% 2,5%
Occupation	a. Students b. Private worker c. Entrepreneur d. CIVIL SERVANT e. Other	60 28 4 1 27	50% 23,3% 3,3% 0,8% 22,5%

Income	a Rp 500.000 – 1.000.000	65	54,2%
		33	27,5%
	b Rp 1.100.000 – 3.000.000	15	12,5%
		7	5,8%
	c Rp 3.100.000 – 5.000.000		
	d > Rp 5.000.000		

Source: Data Processing (2025)

Based on Table 2. Above, it can be seen that the age group 17-25 years old with the majority of buyers coming from women, with the last education of SMA / SMK, status as students or students, and have an income of around Rp 500,000-1,000,000 per month are the most frequent buyers through TikTok shop.

Validity Test

To determine the validity of an item in a research instrument, a correlation test is carried out by comparing the calculated correlation coefficient value (rcount) with the critical value of the correlation coefficient (rtable) at the 0.05 significance level. The output obtained is as follows:

`**Table 3**. **Validity Test Results**

Variables	Statement Item	r_{hitung}	r_{tabel}	Description
Social Influence (X1)	X1.1	0,685	0,1509	Valid
	X1.2	0,815	0,1509	Valid
	X1.3	0,788	0,1509	Valid
	X1.4	0,852	0,1509	Valid
Live Streaming (X2)	X2.1	0,761	0,1509	Valid
	X2.2	0,754	0,1509	Valid
	X2.3	0,835	0,1509	Valid
Purchase Decision (Y)	Y1.1	0,781	0,1509	Valid
	Y1.2	0,626	0,1509	Valid
	Y1.3	0,713	0,1509	Valid
	Y1.4	0,710	0,1509	Valid

Source: Data Processing (2025)

Based on Table 3. above, all statements in the social influence, live streaming, and purchasing decision variables can be declared valid and can be used for research because all statement items have a rcount> rtable value of 0.1509.

Reliability Test

The reliability of a questionnaire is measured using the Cronbach Alpha coefficient. The questionnaire is considered reliable if the Cronbach Alpha value is> 0.60. Conversely, the questionnaire is considered unreliable if it has a Cronbach Alpha value <0.60.

Table 4. **Reliability Test Results**

Variables	Nilai Cronbach's Alpa	Syarat Cronbach's Alpa	Description
Social Influence (X1)	0,795	>0,60	Reliabel
Live Streaming (X2)	0,683	>0,60	Reliabel

Purchase Decision (Y)	0,665	>0,60	Reliabel

Source: Data Processing (2025)

Based on Table 4. The reliability test results prove that the Cronbach Alpha results for the social influence, live streaming, and purchase decision variables show a value greater than 0.60. This means that the three variables are declared reliable and suitable for further testing.

Normality Test
Table 5. **Kolmogrov-Smirnov Test Results**

Significance	conditions	Description
0,172	>0,05	Normal

Source: Data Processing (2025

The Kolmogorov-Smirnov normality test results listed in Table 5. Shows a significance value of 0.172 which is greater than the general significance level of 0.05. This states that the standardized residual values are normally distributed and meet the requirements for conducting a normality test.

Multicollinearity Test
**Table 6. Multicollinearity Test Results**

Variables	Tolerance	VIF
Social influence (X1)	O,420	2,378
Live streaming (X2)	0,420	2,378

Source: Data Processing (2025)

The multicollinearity test results in Table 6. Shows that the tolerance value on the social influence variable (X1) is 0.420 and live streaming (X2) is 0.420 where the value of the two variables is> 0.10. In addition, the VIF value on the social influence variable (X1) is 2.378 and live streaming (X2) is 2.378 where the value of the two variables is < 10.00. This indicates that there is no multicollinearity in the regression model.

Heteroscedasticity Test

Gambar 1. Heteroscedasticity Test
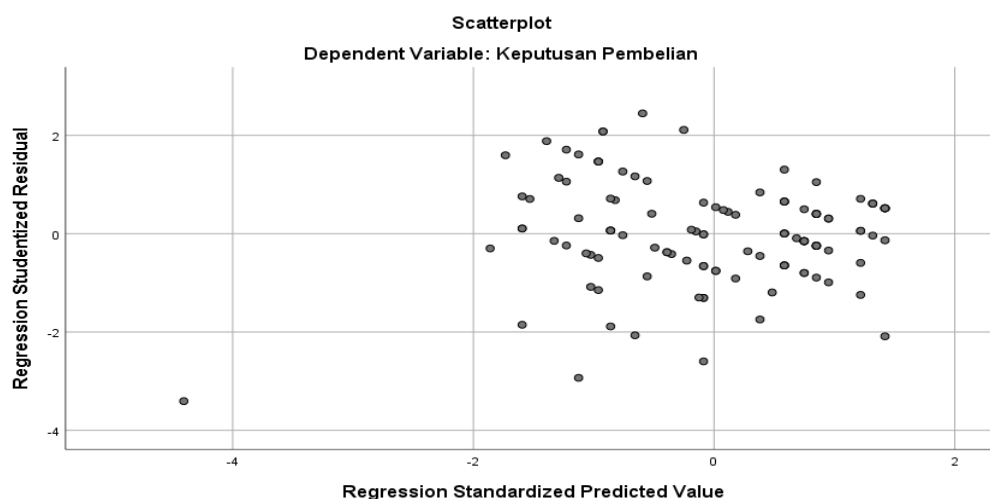
Source: Data Processing (2025)

Heteroscedasticity test results in Table 7. It can be seen that the points are evenly distributed below and above the number 0 on the Y axis, so the regression model does not show any symptoms of heteroscedasticity.

Multiple Linear Regression Analysis Test Results

Multiple linear analysis aims to develop hypotheses regarding some significant effects of independent variables on the dependent variable, either simultaneously or partially. The model to be developed is as follows:

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

Table 7. Multiple Linear Analysis Test Results

Model	Unstandardized coefficient (B)
Constant	8,287
Social Influence (X1)	0,147
Live Streaming (X2)	0,532

Source: Data Processing (2025)

Based on the multiple linear analysis test results in Table 8. Then the following equation is obtained:

$$Y = 8,287 + 0,147\ X_1 + 0,532\ X_2 + e$$

Based on the above equation, the constant is 8.287, which means that the consistency value of the purchasing decision variable is 8.287. The X1 regression coefficient of 0.147 indicates that every 1% increase in the value of social influence will increase the value of purchasing decisions by 0.147. The X2 regression coefficient of 0.532 indicates that every 1% increase in the value of live streaming will increase the value of purchasing decisions by 0.532. Because this regression coefficient value is positive, it can be concluded that the social influence (X1) and live streaming (X2) variables on the purchasing decision variable (Y) have a positive direction of influence.

Hypothesis Test Results

Hypothesis testing aims to test the truth of temporary conjectures in research. This process is carried out by several methods, namely partial significance test (t test), simultaneous significance test (F test), and coefficient of determination analysis.

Partial Significance Test (t test)
Table 8. t-test results

Variables	Unstandardized Coefficients B	Value of t	Sig Value	Description
Social Influence (X1)	0,147	2,110	0,037	Partial
Live Streaming (X2)	0,532	4,867	0,000	Partial

Based on the t test results in Table 8 The social influence variable (X1) obtained a tcount of 2.110> t table 1.658 and a significance level of 0.037 <0.05. The data analysis proves that there is a positive and significant influence of the social influence variable (X1) on purchasing decisions (Y). Therefore, H1 which states that social influence (X1) has a significant effect on purchasing decisions (Y) is accepted. The live streaming variable (X2) obtained a tcount value of 4.867> t table 1.658 and a significance level of 0.000 <0.05. The data analysis proves that there is a positive and significant effect of the live streaming variable (X2) on purchasing decisions (Y).

Therefore, H2 which states that live streaming (X2) has a significant effect on purchasing decisions (Y) is accepted.

Simultaneous Significance Test (F Test)
Table 9. F test results

Model	Value of t	Sig Value	Description
Regression	52,061	0,000	Simultaneous

Source: Data Processing (2025)

Based on the results of the F test in Table 10. Shows that the Fcount value is 52.061 with a significance value of 0.000. Based on the results of the data analysis, it can be said that the Fcount value is 52.061> Ftable 3.07 and a significant value of 0.000 <0.05. The data analysis proves that there is a positive and significant influence of social influence (X1) and live streaming (X2) variables on purchasing decisions (Y). Therefore, H3 which states that social influence (X1) and live streaming (X2) have a significant effect on purchasing decisions (Y) is accepted.

Determination Coefficient Test (R2) or R-square
Table 10 Determination Test Results

R	R Square	Adjusted R Square
0,708	0,469	0,460

Source: Data Processing (2025)

Based on the determination test results in Table 11. Shows that the Adjusted R square value is 0.460 or 46%. These results indicate that the variables of social influence, live streaming, and purchasing decisions have a relationship of 0.460 or 46%. The results of this study indicate that about 0.460 or 46% of a person's decision to purchase a product is influenced by social influence and live streaming, while about 54% of the purchase decision is influenced by factors that are not examined in the regression model in this study.

DISCUSSION

The Influence of Social Influence on Purchasing Decisions
Based on the results of the research analysis, social influence is proven to positively and significantly influence purchasing decisions through TikTok shop. The results of this analysis explain that the greater the influence of the social environment, such as family, friends, and social media around them, will have an impact on changing one's behavior to make purchasing decisions. When someone feels influenced by the opinions or suggestions of the people around them, they tend to find it easier to make a decision to buy a product or service. This influence can come in the form of information, recommendations, or encouragement to follow something that is trending in their social group.

Indicator variables with high impact based on the questionnaire results show that positive comments and video reviews on TikTok have an important role. The review videos visually display the quality of the product in detail, which allows potential buyers to see the product firsthand. A short review video can provide clear information to consumers, so they can better understand the product. The more engaging and informative a video review is, the more likely consumers are to engage in a purchase.

This study provides results consistent with research conducted by (Krisnawati, 2021) which indicates that social influence has a positive and significant impact on purchasing decisions. In addition, this research is also in line with research conducted by (Khoir & Hidayah, 2023) which states that social influence has a positive and significant effect on purchasing decisions.

The Effect of Live Streaming on Purchasing Decisions

Based on the results of the research analysis, live streaming is proven to positively and significantly influence purchasing decisions through TikTok shop. If products are shown live streaming through TikTok shop at the right time, such as when there are many active users, then the likelihood of people purchasing the product will increase. Thus, live streaming is one of the main aspects that every consumer considers in the purchasing decision-making process, so attractive live streaming can serve as a driver in shaping purchasing decisions.

The results of descriptive analysis of indicator variables that have a major impact based on the distribution of questionnaires show that the quality of the products displayed and the discounts given during live streaming play an important role. The delivery of clear and detailed information about the product, including materials, designs, colors, and other features during live streaming can attract more consumers and encourage consumers to make purchases. Live streaming makes it easier for consumers to get a detailed product overview, because consumers can directly ask questions by writing comments in the column provided, and the seller can provide answers directly.

This research is in line with previous research (Rahmayanti & Dermawan, 2023) which states that live streaming has a positive and significant impact on purchasing decisions. Likewise, research conducted by (Nurivananda & Fitriyah, 2023) which shows similar results, confirming that live streaming has a positive and significant impact in determining purchasing decisions, because it can create a more interactive, informative, and convincing shopping experience for potential consumers before they finally decide to make a purchase.

The Influence of Social Influence and Live Streaming on Purchasing Decisions

The results showed that social influence and live streaming have a positive and significant effect on purchasing decisions through TikTok shop. The results of this analysis indicate that the greater the influence of the surrounding social environment, the higher the tendency of a person to make purchasing decisions. In addition, live streaming that displays products with clear and detailed visuals will be more effective in attracting consumer interest. Through live streaming, consumers can see products from various angles, get direct explanations from sellers, and ask questions in real-time. This interaction provides a more interactive and transparent shopping experience, which in turn can increase consumer interest and trust to make purchases.

Social influence, which includes influence from friends, family, or social media, can encourage individuals to buy products that are recommended or promoted. (Sopian et al., 2024). Meanwhile, live streaming allows buyers to see products live, get real-time reviews, and interact with sellers, thus increasing consumer trust and desire to make a purchase. (Diarya & Raida, 2023). These two factors together strengthen consumer decisions in making purchases through the TikTok shop.

The results of this study also strengthen and provide support for previous studies conducted by (Kusuma & Hermawan, 2020) which suggests that social influence has a close relationship and has a positive and significant impact on the decision-making process in purchasing a product. This study also strengthens previous research conducted by (Amin & Fikriyah, 2023) which shows that the use of live streaming has a positive and significant influence, both directly and indirectly in driving consumer purchasing decisions.

CONCLUSION

From the research conducted, it results in social influence having a positive and significant effect on purchasing decisions through the TikTok shop. This is due to the increasing influence of the social environment, such as family, friends, and social media around them, which will have an impact on changing one's behavior to make purchasing decisions. Live streaming has a

positive and significant effect on purchasing decisions through TikTok shop. This is due to the provision of discounts and the delivery of clear and detailed information about products, including materials, designs, colors, and other features during live streaming that can attract more consumers and encourage them to make purchases. Social influence and live streaming have a positive and significant effect on purchasing decisions through TikTok shop. This is because social influence, which includes influence from friends, family, or social media, can encourage individuals to buy products that are recommended or promoted. Meanwhile, live streaming allows buyers to see products live, get real-time reviews, and interact with sellers, thus increasing consumer trust and desire to make purchases. These two factors work together to strengthen consumer decisions to make purchases through TikTok shops.

REFERENCES

Amin, D. E. R., & Fikriyah, K. (2023). Pengaruh Live Streaming dan Online Customer Review terhadap Keputusan Pembelian Produk Fashion Muslim. *Jurnal Edunomika*, *07*(01), 1–11. https://jurnal.stie-aas.ac.id/index.php/jie/article/view/8056

Anisa, Risnawati, R., & Chamidah, N. (2022). Pengaruh Word of Mouth Mengenai Live Streaming Tiktok Shop Terhadap Keputusan Pembelian Konsumen. *Jurnal Komunikasi Pemberdayaan*, *1*(2), 131–143. https://doi.org/10.47431/jkp.v1i2.230

Asngadi. (2011). Study Exploratory Atas Faktor Penentu Konsumen Berkunjung di Mall Tatura Palu Sulawesi tengah. *JURNAL APLIKASI MANAJEMEN*, *9*(2), 641–649.

Bachri, S., Putra, S. M., Farid, E. S., Darman, D., & Mayapada, A. G. (2023). the Digital Marketing To Influence Customer Satisfaction Mediated By Purchase Decision. *Jurnal Aplikasi Manajemen*, *21*(3), 578–592. https://doi.org/10.21776/ub.jam.2023.021.03.03

Diarya, A. F. G., & Raida, V. (2023). Pengaruh Live Streaming Tiktok Terhadap Kepercayaan Konsumen Produk Jims Honey Di Surabaya Dan Dampaknya Pada Keputusan Pembelian. *Jurnal Pendidikan Tata Niaga (JPTN)*, *11*(2), 125–133.

Gunawan, C. M., Rahmania, L., & Kenang, I. H. (2023). the Influence of Social Influence and Peer Influence on Intention To Purchase in E-Commerce. *Review of Management and Entrepreneurship*, *7*(1), 61–84. https://doi.org/10.37715/rme.v7i1.3683

Haryono, S., & Brahmana, R. K. M. R. (2015). *Pengaruh Shopping Orientation , Social Influence , Dan System Terhadap Costumer Attidute Melalui Perceived Ease of Use (Studi pada Apple Store)*. *3*(1), 1–10.

Khoir, S. A., & Hidayah, N. (2023). *Pengaruh Harga, Kualitas Pelayanan dan Social Influence Terhadap Keputusan Pembelian Menggunakan Food Delivery Service*. 509–524.

Kotler, P., & Amstrong, G. (2012). *Prinsip-Prinsip Pemasaran. Edisi 13 jilid 1* (13 jilid 1). Erlangga.

Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran* (13th ed.). Erlangga.

Krisnawati, W. (2021). Pengaruh Online Procrastination, Product Feature, Dan Social Influence Pada Purchase Intention Di Marketplace Shoppee. *Jurnal Manajemen Dan Bisnis Indonesia*, *6*(2), 210–215. https://doi.org/10.32528/jmbi.v6i2.4087

Kusuma, T. ., & Hermawan, D. (2020). Pengaruh Kualitas Pelayanan dan Social Influence Terhadap Keputusan Pembelian Menggunakan Online Food Delivery Service. *Jurnal Ekonomi & Manajemen Universitas Bina Sarana Informatika*, *18*(2), 176–180. https://doi.org/https://doi.org/10.31294/jp.v17i2

Lee, C.-H., & Chen, C.-W. (2021). Impulse Buying Behaviors in Live Streaming Commerce Based on the Stimulus-Organism-Response Framework. *Information*, *12*(6), 241.

Muzakir, Bachri, S., Adam, R. P., & Wahyuningsih. (2021). The analysis of forming dimensions of e-service quality for online travel services. *International Journal of Data and Network Science*, *5*(3), 239–244. https://doi.org/10.5267/j.ijdns.2021.6.010

Netrawati, I. G. A. O., Nuada, I. wayan, & Syakbani, B. (2022). The Influence of Live Streaming Video on Consumer Decisions. *SENTRALISASI*, *11*(2), 159–168.

https://doi.org/https://doi.org/10.33506/sl.v11i2.1623

Nurivananda, S. M., & Fitriyah, Z. (2023). The Effect Of Content Marketing And Live Streaming On Purchase Decisions On The Social Media Application Tiktok (Study On Generation Z Consumers @Scarlett_Whitening In Surabaya) Pengaruh Content Marketing Dan Live Streaming Terhadap Keputusan Pembelian Pa. *Management Studies and Entrepreneurship Journal*, *4*(4), 3664–3671. http://journal.yrpipku.com/index.php/msej

Rahmayanti, S., & Dermawan, R. (2023). Pengaruh Live Streaming, Content Marketing, dan Online Customer Review Terhadap Keputusan Pembelian pada TikTok Shop di Surabaya. *SEIKO : Journal of Management & Business*, *6*(1), 337–344. https://doi.org/10.37531/sejaman.v6i1.2451

Rashotte, L. (2007). Social Influence. In *The Blackwell Encyclopedia of Sociology*. Wiley. https://doi.org/10.1002/9781405165518.wbeoss154

Somantri, B., & Larasati, G. C. (2020). Pengaruh Faktor Budaya, Sosial, Pribadi, Dan Psikologis Terhadap Consumer Behavior Dan Dampaknya Pada Purchasing Decision Produk Kosmetik Korea Mahasiswi Kota Sukabumi. *Syntax Literate ; Jurnal Ilmiah Indonesia*, *5*(8), 497. https://doi.org/10.36418/syntax-literate.v5i8.1544

Sopian, V., Siega, S., Edsu, S., Fansyuri, R. G. T., & Taneddy, R. R. (2024). Pengaruh Sosial Dan Nilai Budaya Terhadap Minat Menggunakan Media Sosial Melalui Sikap Generasi Z Di Kota Palembang. *Journal of Economic, Business and Engineering (JEBE …*, *1*(12),581–587. https://ojs.unsiq.ac.id/index.php/jebe/article/view/6236%0Ahttps://ojs.unsiq.ac.id/index.php/jebe/article/download/6236/3070

Sugiyono. (2020). *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D* (Sutopo (ed.); kesatu). ALFABETA.

Suhyar, S. V., & Pratminingsih, S. A. (2023). Pengaruh Live Streaming dan Trust terhadap Impulsive Buying dalam Pembelian Produk Skincare Skintific. *Management Studies and Entrepreneurship Journal*, *4*(2), 1427–1438.

Thompson, A., & Peteraf, M. (2016). *Crafting and executing strategy: the quest for competitive advantage, concepts and readings*.

Wahyuningsih, W. (2013a). Customer Value, Satisfaction and Behavioral Intentions: the Effects of Consumer Search Behavior. *ASEAN Marketing Journal*, *3*(1). https://doi.org/10.21002/amj.v3i1.2011

Wahyuningsih, W. (2013b). Effects of Consumer Search Behavior Typology on the Relationship Between Customer Satisfaction and Behavioral Intentions. *The South East Asian Journal of Management*, *1*(1). https://doi.org/10.21002/seam.v1i1.1782

Wahyuningsih, W., Nasution, H., Yeni, Y. H., & Roostika, R. (2022). The Drivers of Repurchase Intention During The Corona Pandemic: An Examination of Gender Difference. *Asean Marketing Journal*, *14*(1). https://doi.org/10.21002/amj.v14i1.1149

Wang, E. S. T., & Chou, N. P. Y. (2014). Consumer characteristics, social influence, and system factors on online group-buying repurchasing intention. *Journal of Electronic Commerce Research*, *15*(2), 119–132.

Xu, X., Wu, J. H., & Li, Q. (2020). What drives consumer shopping behavior in live streaming commerce? *Journal of Electronic Commerce Research*, *21*(3), 144–167.

Zahara, Z., Ikhsan, Santi, I. N., & Farid. (2023). Entrepreneurial marketing and marketing performance through digital marketing capabilities of SMEs in post-pandemic recovery. *Cogent Business and Management*, *10*(2). https://doi.org/10.1080/23311975.2023.2204592

Zahara, Z., Rombe, E., Ngatimun, N., & Suharsono, J. (2021). The effect of e-service quality, consumer trust and social media marketing on intention to use online transportation services. *International Journal of Data and Network Science*, *5*(3), 471–478. https://doi.org/10.5267/j.ijdns.2021.4.001