

The Influence of Discount Promotions, Live Selling Engagement, and Consumer Reviews on Impulsive Buying among TikTok Shop Users: An Empirical Study of University Students in Lamongan

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ABSTRACT

The development of digital technology and the internet has driven the growth of e-commerce and social commerce in Indonesia. TikTok Shop has become one of the most popular social commerce platforms offering interactive marketing features, such as discount promotion, live selling, and consumer reviews that can influence consumer purchasing behavior. Easy access to information and attractive digital marketing strategies have contributed to impulsive buying behavior, especially among students as a digital generation. This research aims to analyze the influence of discount promotion, live selling engagement, and consumer reviews on impulsive buying among TikTok Shop users. The research was conducted on final-year students at four higher education institutions in Lamongan Regency, namely Lamongan Islamic University (UNISLA), Muhammadiyah University of Lamongan (UMLA), Darul 'Ulum Islamic University of Lamongan (UNISDA), and Ahmad Dahlan Institute of Technology and Business Lamongan (ITBAD). This research employs a quantitative approach with a survey method using purposive sampling. Data collection was carried out through questionnaires distributed to active TikTok Shop users. Data analysis includes validity, reliability, classical assumption, multiple linear regression, and dominant variable tests using SPSS version 20. The results show that discount promotion, live selling engagement, and consumer reviews have a positive and significant effect on impulsive buying. Live selling engagement is the most dominant variable influencing impulsive buying. This research is expected to contribute to digital marketing management science and consumer behavior on social commerce platforms, as well as provide insights for business actors in designing more effective digital marketing strategies.

Keywords: *discount promotion, live selling engagement, consumer reviews, impulsive buying, TikTok Shop.*

1. INTRODUCTION

The rapid development of digital technology and the internet has accelerated the growth of e-commerce and social commerce in Indonesia. One of the platforms experiencing significant growth is TikTok Shop, which integrates social media with online shopping activities through various features, such as discount promotions, live selling, and consumer reviews. These features provide a more interactive shopping experience and have the potential to influence consumers' purchasing behavior and decision-making processes (Kotler et al., 2021).

Impulsive buying behavior has become increasingly common among digital platform users, particularly university students who actively engage with social media. Impulsive buying refers to spontaneous purchasing behavior that occurs without prior planning and is generally driven more by emotional factors than rational considerations. According to Prospect Theory, consumers tend to respond strongly to perceived benefits, such as price discounts and easy access to information, which can encourage impulsive purchasing behavior (Susanti & Sari, 2024). Furthermore, the Stimulus–Organism–Response (SOR) model explains that marketing stimuli received by consumers can affect their psychological state and generate specific behavioral responses, including purchasing behavior (Andriani, 2022).

Discount promotions, live selling engagement, and consumer reviews are among the factors believed to influence impulsive buying behavior. Pratiwi et al. (2024) found that discount promotions have a positive effect on impulsive buying. Similarly, Dewi and Kurniawan (2024) and Alifia and Setyarko (2025) reported that interactions occurring during live selling activities can increase consumers' tendency to make spontaneous purchases. In addition, Tyas, Titin, and Mauladi (2022) demonstrated that online customer reviews positively affect consumers' purchase decisions. These findings are supported by the studies of Aprilia, Rusmawati DJ, and Azizah (2024) as well as Fitri and Badriyah

(2024), which highlighted the important role of digital marketing and promotional activities in shaping consumer responses.

Although numerous studies have examined factors influencing consumer purchasing behavior, research investigating the effects of discount promotions, live selling engagement, and consumer reviews on impulsive buying among TikTok Shop users, particularly university students in Lamongan Regency, remains limited. Therefore, this study aims to analyze the influence of discount promotions, live selling engagement, and consumer reviews on impulsive buying among TikTok Shop users in Lamongan Regency.

2. RESEARCH METHODS

This study employed a quantitative approach using a survey method. The population consisted of 3,373 final-year students from four higher education institutions in Lamongan Regency, namely Lamongan Islamic University (UNISLA), Muhammadiyah University of Lamongan (UMLA), Darul 'Ulum Islamic University of Lamongan (UNISDA), and Ahmad Dahlan Institute of Technology and Business Lamongan (ITBAD). The sample size was determined using the Slovin formula, resulting in 358 respondents selected through purposive sampling. The respondents were final-year students who had experience purchasing products through TikTok Shop.

Data were collected through a structured questionnaire using a five-point Likert scale. The independent variables were discount promotions (X_1), live selling engagement (X_2), and consumer reviews (X_3), while impulsive buying (Y) was the dependent variable. The data were analyzed using multiple linear regression analysis with the assistance of SPSS version 20. Prior to hypothesis testing, validity, reliability, and classical assumption tests were conducted to ensure the quality and reliability of the research data.

3. RESULTS AND DISCUSSION

3.1. Instrument Quality Assessment

Table 1. Validity and Reliability Test Results

Variable	Indicator	R-value	R-table	Cronbach's Alpha	Description
Discount Promotion (X_1)	$X_{1.1}$	0.900	0.104	0.862	Valid and Reliable
	$X_{1.2}$	0.871	0.104		Valid
	$X_{1.3}$	0.885	0.104		Valid
Live Selling Engagement (X_2)	$X_{2.1}$	0.914	0.104	0.812	Valid and Reliable
	$X_{2.2}$	0.888	0.104		Valid
	$X_{2.3}$	0.767	0.104		Valid
Consumer Reviews (X_3)	$X_{3.1}$	0.927	0.104	0.899	Valid and Reliable
	$X_{3.2}$	0.917	0.104		Valid
	$X_{3.3}$	0.892	0.104		Valid
Impulsive Buying (Y)	$Y_{1.1}$	0.832	0.104	0.846	Valid and Reliable
	$Y_{1.2}$	0.830	0.104		Valid
	$Y_{1.3}$	0.817	0.104		Valid
	$Y_{1.4}$	0.829	0.104		Valid

Source: Primary data processed using SPSS Version 20 (2026).

The results presented in Table 1 indicate that all questionnaire items have correlation coefficients exceeding the required r-table value (0.104). Therefore, all indicators are considered valid. Furthermore, each variable obtained a Cronbach's Alpha value above 0.60, confirming that the research instrument possesses satisfactory reliability and is appropriate for further analysis.

3.2. Classical Assumption Tests

Table 2. Normality Test Results

No	Method	Asymp. Sig. (2-tailed)	Standard	Keterangan
1	Kolmogorov-Smirnov	0,132	> 0,05	Normally Distributed

Source: Primary data processed using SPSS version 20 (2026).

Based on Table 2, the Asymp. Sig. (2-tailed) value is 0.132, which is greater than the significance threshold of 0.05. Therefore, the data are normally distributed and meet the normality assumption required for multiple linear regression analysis.

Table 3. Multicollinearity and Heteroscedasticity Test Results

Variable	Tolerance	VIF	Heteroscedasticity Sig.	Description
Discount Promotion (X_1)	0.947	1.056	0.792	No Violation Detected
Live Selling Engagement (X_2)	0.942	1.062	0.081	No Violation Detected
Consumer Reviews (X_3)	0.968	1.033	0.330	No Violation Detected

Source: Primary data processed using SPSS version 20 (2026).

As shown in Table 3, all variables have tolerance values greater than 0.10 and VIF values below 10. These findings indicate the absence of multicollinearity among the independent variables. In addition, the significance values of the heteroscedasticity test are above 0.05, suggesting that the regression model is free from heteroscedasticity problems.

3.3. Multiple Linear Regression Analysis

Table 4. Multiple Linear Regression Results

Variable	Regression Coefficient (B)
Constant	1.964
Discount Promotion (X_1)	0.393
Live Selling Engagement (X_2)	0.577
Consumer Reviews (X_3)	0.267

Source: Primary data processed using SPSS version 20 (2026).

The regression equation is expressed as follows:

$$Y = 1.964 + 0.393X_1 + 0.577X_2 + 0.267X_3$$

The regression analysis demonstrates that all independent variables have positive coefficients. This implies that improvements in discount promotions, live selling engagement, and consumer reviews are associated with higher levels of impulsive buying among TikTok Shop users.

3.4. Hypothesis Testing

Table 5. t-Test Results and Dominant Variable Analysis

Variable	t-value	Sig.	Standardized Beta	Decision
Discount Promotion (X_1)	7.351	0.000	0.309	H_1 Accepted
Live Selling Engagement (X_2)	9.518	0.000	0.402	H_2 Accepted
Consumer Reviews (X_3)	5.512	0.000	0.229	H_3 Accepted

Source: Primary data processed using SPSS version 20 (2026).

The t-test results reveal that all independent variables significantly influence impulsive buying, as evidenced by significance values below 0.05. Among the examined variables, live selling engagement recorded the highest standardized beta coefficient (0.402), indicating that it exerts the strongest influence on impulsive buying behavior.

Table 6. Coefficient of Determination Results

R	R Square	Adjusted R Square
0.638	0.407	0.401

Source: Primary data processed using SPSS version 20 (2026).

The coefficient of determination (R^2) is 0.407, meaning that 40.7% of the variation in impulsive buying can be explained by discount promotion, live selling engagement, and consumer reviews. The remaining 59.3% is attributable to other factors not included in the research model.

3.5. Discussion

3.5.1 Effect of Discount Promotion on Impulsive Buying

The findings indicate that discount promotion has a positive and significant effect on impulsive buying among TikTok Shop users. This result suggests that attractive discounts encourage consumers to make spontaneous purchases without extensive prior planning. In line with Prospect Theory, consumers tend to respond positively to perceived gains, such as price reductions, which increase the likelihood of impulsive buying behavior (Susanti & Sari, 2024). This finding is also consistent with the study of Pratiwi et al. (2024), which reported that discount promotions positively influence impulsive buying behavior in e-commerce settings.

3.5.2 Effect of Live Selling Engagement on Impulsive Buying

The results reveal that live selling engagement positively and significantly affects impulsive buying. Interactive communication between sellers and consumers during live selling sessions can create a sense of urgency, enjoyment, and trust, encouraging consumers to make immediate purchasing decisions. Furthermore, live selling engagement was identified as the most dominant factor influencing impulsive buying. This finding supports previous studies by Dewi and Kurniawan (2024) and Alifia and Setyarko (2025), which found that real-time interaction through live commerce significantly increases impulsive buying tendencies.

3.5.3 Effect of Consumer Reviews on Impulsive Buying

Consumer reviews were also found to have a positive and significant effect on impulsive buying. Positive reviews provide information and social proof that reduce consumer uncertainty regarding products, thereby increasing purchase intentions. This result is consistent with the findings of Tyas, Titin, and Mauladi (2022), who concluded that online customer reviews positively influence consumer purchasing decisions. Similarly, Lestari and Rahman (2021) reported that online reviews play an important role in shaping consumer behavior in digital shopping environments.

3.5.4 Overall Findings

Overall, the study demonstrates that discount promotion, live selling engagement, and consumer reviews significantly influence impulsive buying among TikTok Shop users in Lamongan Regency. Among these variables, live selling engagement exerts the strongest effect, highlighting the importance of interactive marketing strategies in stimulating spontaneous purchasing behavior on social commerce platforms.

4. CONCLUSION

This study aimed to identify the effects of discount promotion, live selling engagement, and consumer reviews on impulsive buying among TikTok Shop users in Lamongan Regency. The findings revealed that all independent variables have a positive and significant effect on impulsive buying, both individually and simultaneously. Among the variables examined, live selling engagement was found to be the most dominant factor influencing impulsive buying behavior. Therefore, the implementation of interactive marketing strategies through live selling features can be considered an effective approach to increasing consumers' tendency to make spontaneous purchases.

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