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The Influence of Promotion on TikTok Live Streaming Selling on Consumer Purchasing Decisions in Take on Thrift Online Businesses

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***Abstract*:** This study aims to determine the effect of promotion through TikTok live streaming selling on consumer purchase decisions in the online business Take on Thrift. The research uses a quantitative approach with an explanatory method, and data collection was conducted through online questionnaires distributed to consumers who had watched and purchased products from Take on Thrift's live streaming sessions. The total number of respondents in this study was 100, selected using purposive sampling. The analysis results showed that all questionnaire items were valid and reliable. A simple linear regression test indicated that the promotion variable has a positive and significant influence on purchase decisions, with a significance value of 0.000 < 0.05 and a coefficient of determination (R^2) of 0.906, meaning that 90.6% of the variation in purchase decisions can be explained by promotion through TikTok live streaming selling. These findings demonstrate that interactive promotions carried out through TikTok live streaming selling can significantly influence consumer purchase decisions.

Keywords: Promotion, Live Streaming, TikTok, Purchasing Decision, Take on Thrift.

INTRODUCTION

The development of digital technology today has had a major influence on marketing strategies in the business world, especially online-based businesses. Social media is one of the most widely used means for business actors to reach consumers widely. One platform that has shown significant growth in the context of digital marketing is TikTok, which initially functioned as an entertainment platform but has now developed into a tool for direct product promotion and sales through live streaming features. Based on GoodStats, the latest data on DataReportal also states that Indonesia has the largest number of TikTok users in the world, reaching 157.6 million users. This figure even surpasses the United States with a total of 120.5 million users. In addition, TikTok is a very potential portal for young people to use to promote their products (Endarwati & Ekawarti, n.d.). According to information published by Newsroom.TikTok, the TikTok platform now functions as a place where creative content and shopping activities meet, enabling a more interactive experience for its users. With advanced

features and customized algorithms, TikTok makes it easy for consumers to find products they are interested in and make purchases immediately after seeing them in the content they enjoy. This makes TikTok one of the main platforms that combines entertainment with e-commerce, speeding up the purchasing process, and increasing consumer interaction in the digital ecosystem.

Live streaming is a form of interactive media development that allows real-time interaction between sellers (streamers) and consumers in the context of e-commerce trading. (Suhyar & Pratminingsih, 2023) while selling focuses on the seller's need to convert their products into cash. (Keller et al., 2016). Live streaming selling is a form of interactive media development in digital commerce that combines real-time interaction between sellers and consumers with the aim of marketing and selling products directly. This activity not only allows direct two-way communication but also focuses on the seller's efforts to convert the products offered into financial benefits through the transaction process that takes place during the live broadcast. In addition, in the live streaming session, sellers not only make sales but can also run various forms of promotions, such as giving discounts, offering bundling packages, or limited offers, to attract consumer attention and make purchasing decisions.

One of the online businesses that utilizes this feature is Take on Thrift, a clothing sales business that was founded in May 2024, which initially had 76 followers and now has 16 thousand followers. Take on Thrift sells clothes with a price range from IDR 185,000 to IDR 400,000. Take on Thrift actively uses TikTok as the main media to sell products through live broadcasts, achieving a turnover of up to millions of rupiah. Interestingly, unlike most other sellers, Take on Thrift has not used the TikTok Shop feature such as the yellow basket, so the entire transaction process is carried out manually via direct message (DM) or other communication applications such as WhatsApp. However, Take on Thrift continues to show rapid growth, as evidenced by the increase in the number of shipments, which was originally only around 10 packages per week, now reaching up to 80 packages per week.

Month	Total Delivery per Month	Sales Results per Month (Rp)
May 2024	43 packages	Rp10.485.000
Juny 2024	47 packages	Rp10.765.000
July 2024	45 packages	Rp10.645.000
August 2024	48 packages	Rp11.180.000
September 2024	86 packages	Rp17.385.000
October 2024	124 packages	Rp 26.670.000
November 2024	148 packages	Rp 33.590.000
December 2024	179 packages	Rp 57.735.000
January 2025	238 packages	Rp 64.365.000
February 2025	277 packages	Rp 76.455.000
March 2025	324 packages	Rp 81.875.000

The table above shows Take on Thrift's sales results in 2024. There have been promotions implemented since September 2024 so it is assumed to have contributed significantly to the increase in sales that have occurred from September 2024 until now. Promotion strategies such as those implemented by Take on Thrift, which include various attractive offers such as discounts, getting coupons for the next purchase and bundling programs seem to play an important role in driving consumer purchasing decisions and increasing purchase volume. These various promotions have not only succeeded in attracting consumers' attention more effectively, but also created added value that makes the product appear more attractive and affordable. In addition, the implementation of promotions that are designed in a planned manner and launched at strategic times are able to create a sense of

urgency and exclusivity among consumers, which has the potential to accelerate the purchasing decision-making process. Therefore, there is a strong indication that promotions that have been consistently implemented since September 2024 have contributed directly to the success of higher sales increases in recent months.

Promotion is a combination of various marketing communication tools—such as advertising, sales promotion, personal selling, direct marketing, and public relations—that companies use to reach consumers, persuasively communicate product value, and build long-term relationships with customers (Kotler & Armstrong, 2018). The promotion used in Take on Thrift leads to sales promotion, so the indicator used is the sales promotion indicator. The indicator for measuring the promotion variable in Take on Thrift refers to (Kotler & Armstrong, 2018) the sales promotion indicator is detailed as follows: discounts, coupons, displays, demonstrations, and events.

A purchase decision is a consumer's decision about which brand to buy. (Kotler et al., 2022) A purchase decision is the final stage in the consumer decision-making process, where consumers determine exactly which product or service to buy. At this stage, consumers have compared the various options available and made their choice based on certain considerations. Factors such as brand decisions, location and time of purchase, and involvement with the brand are important elements that influence this decision.

Based on this phenomenon, researchers feel the need to further examine how promotions through live streaming selling on TikTok can influence consumer purchasing decisions, especially in the case of the Take on Thrift online business. This study is expected to provide a deeper understanding of the effectiveness of digital promotions and be a reference for business actors in developing marketing strategies through the live streaming selling platform.

Research Question

1. Is there a partial influence of promotions on TikTok live streaming selling on consumerpurchasing decisions in the Take on Thrift online business?

METHODS

This study uses a quantitative approach with an explanatory method. The purpose of this study is to determine the effect of promotions on TikTok live streaming selling on consumer purchasing decisions in the Take on Thrift online business. The population in this study were consumers who had watched the live streaming selling session from the Take on Thrift TikTok account. The sample in this study was determined using a purposive sampling technique, namely consumers who had purchased products from Take on Thrift. The respondent criteria determined were those who had received promotions and made purchases during the Take on Thrift live streaming selling session on TikTok. The minimum number of respondents determined in this study was 96 people, which was calculated using the Lemeshow formula.

Data collection in this study was carried out by distributing online questionnaires to respondents who had met the specified criteria. The questionnaire was designed to measure two main variables, namely the independent variable in the form of promotions on TikTok live streaming selling and the dependent variable in the form of consumer purchasing decisions. The measurement instrument in this questionnaire uses a Likert scale with a value range of 1 to 5 to assess the level of respondent agreement with each statement. Each statement in the questionnaire is designed to represent indicators of promotions in the form of discounts, coupons, displays, demonstrations, and events, and reflects indicators of purchasing decisions including brand decisions, location and time of purchase, and involvement with the brand. Before filling out this research questionnaire, respondents were asked to answer several questions to ensure compliance with the research criteria. Based on the results of a survey of

30 respondents, the majority of participants were in the age range of 21–30 years, followed by respondents aged 18–20 years, then followed by the age group 31–40 years and 41–50 years and over 50 years. Meanwhile, based on the type of work, most respondents were students, followed by private employees, entrepreneurs, and civil servants (PNS) and housewives.

The data in this study were analyzed using SPSS software through several stages of analysis. The first stage is the research instrument test consisting of validity and reliability tests. Validity tests are carried out to determine whether each item in the questionnaire is able to measure the indicators of the variables being studied. An item is declared valid if the correlation value between items with the total score is greater than the r table value. Furthermore, a reliability test is carried out to measure the consistency of respondents' answers to the instrument used. The instrument is said to be reliable if the Cronbach's Alpha value is more than 0.60. After the instrument is proven valid and reliable, a classical assumption test is carried out consisting of a normality test and a heteroscedasticity test. The normality test aims to determine whether the data is normally distributed, and is carried out using the Kolmogorov-Smirnov test. Meanwhile, a heteroscedasticity test needs to be carried out to ensure that the regression model meets the basic assumptions, namely constant error variance (homoscedasticity). If this assumption is violated (heteroscedasticity occurs), then the results of the model estimation can be inefficient, so that the conclusions of the analysis can be misleading. This test helps ensure the validity and reliability of the regression results.

The next stage is a simple regression analysis, which is used to determine how much influence promotion through TikTok live streaming selling has on consumer purchasing decisions. To test the significance of this influence partially, a hypothesis test is carried out using the t-test. The results of the t-test are said to be significant if the significance value is less than 0.05. Finally, to determine how much the promotion variable contributes to purchasing decisions, a determination coefficient analysis (R^2) is carried out. This analysis shows the proportion of variation in consumer purchasing decisions that can be explained by promotions on TikTok live streaming selling as an independent variable in this study.

RESULTS AND DISCUSSION

Validity Test

Table 1. Validity Test Results

Variable	No. Item	r-hitung	r-tabel	Keterangan
Promosi (X)	1	0.464	0. 196	Valid
	2	0.555	0. 196	Valid
	3	0.487	0. 196	Valid
	4	0.618	0. 196	Valid
	5	0.553	0. 196	Valid
	6	0.396	0. 196	Valid
	7	0.343	0. 196	Valid
	8	0.413	0. 196	Valid
	9	0.429	0. 196	Valid
	10	0.435	0. 196	Valid
Keputusan Pembelian (Y)	11	0.532	0. 196	Valid
	12	0.632	0. 196	Valid
	13	0.649	0. 196	Valid
	14	0.599	0. 196	Valid
	15	0.681	0. 196	Valid
	16	0.508	0. 196	Valid

Source: Results of SPSS Researcher Data Processing (2025)

Based on the results of the validity test of the Promotion (X) and Purchase Decision

(Y) variables. It can be seen that all statement items are considered valid based on the results of the statistical test above, there are 16 statement items that have a calculated r value > r table = 0.196. This means that all items from these variables meet the validity standards.

Reliability Test

Table 2. Realibility Test Results

Variable	Cronhbach Alpha	Reliability Standard	Criteria
Promosi (X)	0.612	0,60	Reliable
Keputusan Pembelian (Y)	0.644	0,60	Reliable

Source: Results of SPSS Researcher Data Processing (2025)

Based on table 2 shows the conclusion of the reliability test on all variables stating that the instrument is reliable, because the Cronbach alpha value> 0.60 from the standard reliability results. Therefore, it can be concluded that all Promotion (X) and Purchase Decision (Y) variables are reliable.

Classical Assumption Test

Normality Test

The normality test aims to ensure that the sample data comes from a normally distributed population. Thus, normally distributed data is data that has a normal distribution with a profile that is said to be able to represent the population in the study. To test whether the data is normally distributed or not normally distributed in this study, the One-Sample Kolmogorov-Smirnov Test statistical test is used. With the following results:

Normality Test Results

Table 3. One-Sample Kolmogorov- Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.89393933
Most Extreme Differences	Absolute	.073
	Positive	.065
	Negative	-.073
Test Statistic		.073
Asymp. Sig. (2-tailed)		.200[d]

a. Test distribution is Normal.
b. Calculated from data.

Source: Results of SPSS Researcher Data Processing (2025)

Based on the results of the normality test, the Asymp Sig. (2-tailed) value is obtained > 0.05 (0.200 > 0.05), so the H0 provision is accepted, which means that the data tested can be said to be normally distributed. The results of the normality test can also be seen in the image below:

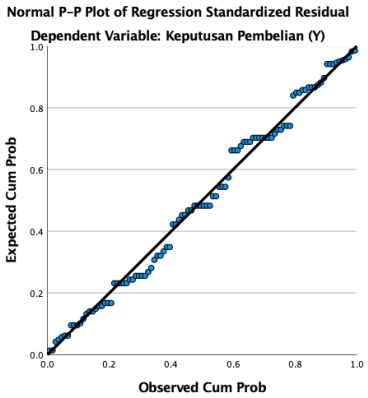


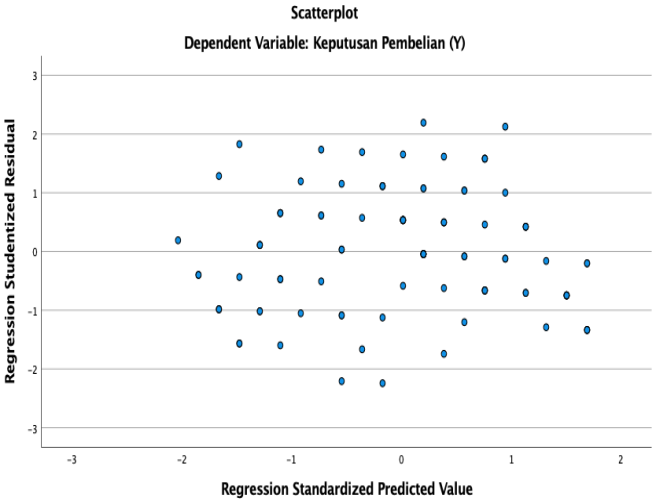
Diagram P-P Plot Normality Test Results

Source: Results of SPSS Researcher Data Processing (2025)

Based on the P-P Plot test, it can be concluded that the data points have spread along the diagonal line, so that the residuals have spread normally.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model in this study there is an inequality of variance from the residual of one observation to another. Thus, if the residual variance of one observation to another observation remains constant, then it can be said that there is a heteroscedasticity problem, with the following results:



Heteroscedasticity Test Results

Source: Author's Data Processing Results SPSS (2025)

Based on the results of the heteroscedasticity test, it can be concluded that the scatterplot display diagram is spread out and does not form a certain pattern, so there is no heteroscedasticity, so it can be concluded that the residuals have a homogeneous (constant) variety or in other words there are no symptoms of heteroscedasticity. Because all classical regression assumptions have been met, the simple linear regression model used in this study is considered feasible. Therefore, the results of the simple regression that has been carried out can be interpreted.

Simple Linear Regression Analysis Test

This regression analysis is used to find out the form of the relationship between the dependent (free) variable and the dependent (independent) variable. It can be seen in the data below as follows:

Table 4. Simple Linear Regression Analysis Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.315	.694		6.219	.000
	Promosi (X)	.517	.017	.952	30.760	.000

a. Dependent Variable: Keputusan Pembelian (Y)

Source: Author's Data Processing Results SPSS (2025)

Based on the data above, the constant value (a) is = 4.315, the regression coefficient value for X1 b1 is 0.517. Thus, a simple linear regression equation can be formed as follows:

$Y = a + bX + e$

$Y = 4.315 + 0.517 X + e$

Based on the equation above, it is known that the constant of 4.315 indicates that the fixed value of the competitive advantage variable is 4.315. This means that every 1% increase in the Promotion value will increase the Purchase Decision value by 0.517. Since this regression coefficient is positive, it can be concluded that the influence of variable (X) on variable (Y) is positive.

Hypothesis Test

Partial Test (t-Test)

In this study, the t-test is used to test how much influence an independent variable individually has on the dependent variable. In addition, the t-test functions to test separate research hypotheses. If tcount > ttable and the level of significance < (0.05), then the independent variable individually has an effect on the dependent variable. With the following test results:

Table 5. Partial Test Results (t-Test)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.315	.694		6.219	.000
	Promosi (X)	.517	.017	.952	30.760	.000

a. Dependent Variable: Keputusan Pembelian (Y)

Source: Author's Data Processing Results SPSS (2025)

Based on the data above, it shows that the influence between independent variables on the dependent variable, the influence between variables is as follows:

1. The Influence of Promotion on Purchasing Decisions

Based on the results of data analysis, the t count was obtained at 30,760 with a sig value of 0.000 and the t table was obtained at 1,660 (df-100-2). If t count> t table and sig value <0.05, it means that there is a significant influence. The results of the analysis show t count 30,760> t table 1,660 with a sig value of 0.000 <0.05. This means that **H0** is rejected and **H**1 is accepted. So it can be stated that the promotion variable has a positive relationship with consumer purchasing decisions in the Take on Thrift online business.

Analysis of Determination Cofficient

Table 6. Results of Analysis R^2 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.952[a]	.906	.905	.89849

a. Predictors: (Constant), Promosi (X)

b. Dependent Variable: Keputusan Pembelian (Y)

Source: Author's Data Processing Results SPSS (2025)

Based on the results above, the Adjusted R Square value (Determination coefficient) is 0.906.This means that 90.6% of the Purchasing Decision variable will be influenced by the independent variable, namely promotion (X). While the remaining 9.4% is influenced by variables not examined in this study. Adjusted R Square value (Determination coefficient) of 0.906 This means that 90.6% of the Purchasing Decision variable will be influenced by the independent variable, namely promotion (X). While the remaining 9.4% is influenced by variables not examined in this study.

CONCLUSION AND SUGGESTIONS

Conclusion

Based on the results of the study, it can be concluded that promotions carried out through live streaming selling on TikTok have a positive and significant influence on consumer purchasing decisions in the Take on Thrift online business. The coefficient of determination value of 90.6% indicates that most consumer purchasing decisions can be explained by promotional activities carried out during live broadcasts. Thus, interactive and real-time promotional strategies such as live streaming selling are effective tools in influencing consumer behavior, especially among young users who are active on social media. This study provides a practical contribution to the development of digital marketing strategies and emphasizes the importance of utilizing social media as a marketing communication channel that is adaptive to changes in consumer behavior.

Suggestions

It is expected that the results of this study can be used as a reference in further research on promotional strategies through live streaming selling on the TikTok platform and its influence on consumer purchasing decisions in various types of online businesses. This study can also be used as additional material to enrich the limitations of research on the effectiveness of promotion in the context of digital marketing, especially through the live broadcast feature. In addition, this study is also expected to be a reference and guideline for business actors, especially online business owners who use the TikTok platform as a marketing medium. The results of the study show that promotion through live streaming selling has a significant influence on consumer purchasing decisions, so that this strategy can be applied more widely by business actors in developing digital sales.

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