



DOI: <https://doi.org/10.38035/dijemss.v7i3>  
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## The Role of Digital Marketing and Discounts in Purchase Intention on Tiktok Live Sales

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**Abstract:** This study aims to examine the influence of digital marketing and discounts on purchase intention during TikTok live sales. The rapid development of social media has transformed how companies market their products. TikTok, as one of the most popular platforms today, functions not only as a medium of entertainment but also as a tool for promotion and direct selling through its TikTok Live Sale feature. Through this feature, sellers can interact directly with potential buyers and offer attractive promotions such as price reductions or discounts to increase purchase intention. This research employs a quantitative method with a descriptive approach. Data were collected through questionnaires distributed to 121 TikTok users in Indonesia. Data analysis was conducted using SmartPLS 3.0 with the Partial Least Squares Structural Equation Modelling (PLS-SEM) technique. The results indicate that digital marketing has a positive but insignificant effect on purchase intention, suggesting that digital promotional activities such as social media content, online advertising, or live streaming have not been able to directly increase consumers' willingness to purchase. In contrast, discounts have a positive and significant effect on purchase intention, meaning that the greater the price reduction offered, the higher consumers' intention to buy products during live sales.

**Keywords:** Digital Marketing, Discounts, Purchase Intention, TikTok Live Sale

### INTRODUCTION

The development of e-commerce has made it easier for people to conduct buying and selling activities online. Seeing this trend, many companies have begun to shift toward e-commerce-based sales (Suranto et al, 2022). One of them is TikTok, which introduced the TikTok Shop feature as part of its expansion in the business sector. Currently, the number of TikTok users in Indonesia has reached 63.1% of the total population (We Are Social Digital Report, 2022). Online shopping offers various advantages, one of which is time efficiency, as it allows consumers to remain at home. Consumers can search for, review, and purchase products at any time through their digital devices. This development has also led to a new phenomenon in the shopping world: the trend of purchasing through the Live Sale feature on TikTok. This feature not only simplifies the purchasing process but also enables potential

buyers to obtain product information directly from the seller, encouraging them to prefer online transactions (Sunuantari et al., 2023).

Initially, TikTok was known only as a short-form music video sharing platform that allowed users to express their creativity. However, the increasing public interest in online shopping encouraged TikTok to provide a space for both users and creators to sell and promote their products. Through advertisements and live-streaming features, TikTok has successfully attracted many major brands to carry out promotions, particularly targeting young people who spend more time on their mobile phones. According to research by Khoiron & Tunjungsari (2025), digital marketing approaches such as flash sales, affiliations, and live streaming have a significant influence on purchasing decisions on TikTok Shop. This means that consumers are not only attracted to the product itself but also to the way the product is marketed digitally, which is capable of creating urgency and emotional engagement.

Furthermore, discount strategies or price reductions have become one of the main attractions in stimulating consumer purchase intention, especially in the fashion product category, which is strongly influenced by price perceptions and trends (Aprillia & Mustofa, 2022). Discounts offered in various forms, such as vouchers, direct price reductions, and limited-time promotions, can create a sense of “rare opportunity” that encourages consumers to make immediate purchases. Discounts can significantly trigger impulsive buying (Pertiwi & Prasetya, 2024), particularly among young people who tend to follow fashion trends.

A previous study by Faradiba & Syarifuddin titled “Covid-19: The Influence of Live Streaming Video Promotion and Electronic Word of Mouth on Buying Purchasing” concluded that promotions through live streaming have a greater effect on purchasing decisions compared to electronic word-of-mouth (e-WOM) marketing. Shopping through live broadcasts has become a new and practical method in the digital era because buyers do not need to visit a store; they only need to watch the broadcast through their mobile phones. In practice, sellers can utilize influencers to conduct live streaming while promoting products. Potential buyers can directly watch, ask questions through the comment section, and receive real-time answers from the seller.

TikTok Live enables direct communication between merchants and potential consumers through the provided comment feature, which tends to enhance the quality of information delivered and allows consumers to gain satisfaction, as they can directly learn about the strengths and weaknesses of the products offered (Mileva, 2024). All the information needed by consumers during a TikTok Live session can be asked directly to the seller through the comment section, meaning that the seller’s responses significantly determine whether the potential buyer becomes interested enough to make a purchase. Information quality has an impact on consumer purchase intention (Halim et al., 2020). Therefore, if consumers feel satisfied with the information provided during the live shopping session, the likelihood of them being interested in buying will be very high. The flash sale strategy on TikTok Live has a wider reach compared to Instagram Live due to differences in algorithm. When someone goes live on Instagram, the reach is mostly limited to their followers. However, this differs on TikTok, where users who conduct live broadcasts appear on the For You Page (FYP), allowing information to spread more quickly (Vanessa, 2022).

## **Digital Marketing**

Digital marketing is a marketing strategy that utilizes digital media to reach consumers more broadly, quickly, and interactively (Kotler & Keller, 2016). Digital promotion through social media platforms such as TikTok enables two way communication between companies and consumers, thereby helping to build trust, increase brand awareness, and stimulate purchase intention (Chaffey & Ellis Chadwick, 2019). According to Ryan & Jones (2017), the strength of digital marketing lies in its ability to provide relevant content, personalize messages, and offer easy access to product information. The use of social media applications such a TikTok is

one of the most important social media platforms for businesses in digital marketing (Saputro et al., 2023).

### Discounts

A discount is a price promotion strategy aimed at attracting consumer attention by offering price reductions within a specific period (Kotler & Armstrong, 2018). According to Tjiptono (2019), discounts can influence consumer psychology by creating the perception of financial gain, thereby accelerating purchasing decisions. Previous studies by Sari & Nugroho (2019) show that discounts have a significant effect on consumers' impulsive buying behavior.

### Purchase Intention

Purchase intention is a crucial stage in consumer behavior that emerges after consumers evaluate various product alternatives. At this stage, consumers begin to show interest in a product or service, which may eventually lead to a purchasing decision. Purchase intention arises as a response to consumers' perceptions of the benefits offered by a product (Putri & Humaira, 2024).

## METHOD

In this research method, the data collection technique used by the researcher was a questionnaire formulated using a Likert scale. The Likert scale was chosen because it provides a quantitative measure of respondents' attitudes, perceptions, and opinions. This scale is arranged in a series of response options ranging from "strongly agree," "agree," "neutral," "disagree," to "strongly disagree." Thus, the data collected can be processed into more systematic information that is relevant to the research objectives. The results of the data processing were then analyzed in depth to draw conclusions that are relevant and aligned with the research problem formulation.

## RESULTS AND DISCUSSION

Based on the findings obtained from questionnaires distributed to TikTok users in Indonesia, a total of 121 respondents participated in this study. The collected data were then processed using SmartPLS, producing the statistical values presented in the results below:

### Instrument Testing

#### Outer Loading

Indicator	Digital Marketing	Discount	Purchase Intention
DD1	—	—	—
DD2	—	—	—
DD3	—	<b>0.847</b>	—
DD4	—	<b>0.844</b>	—
DD5	—	<b>0.891</b>	—
DM1	<b>0.693</b>	—	—
DM2	<b>0.759</b>	—	—
DM3	<b>0.794</b>	—	—
DM4	—	—	—
DM5	<b>0.834</b>	—	—
MB1	—	—	<b>0.829</b>
MB2	—	—	<b>0.919</b>

Indicator	Digital Marketing	Discount	Purchase Intention
MB3	—	—	<b>0.832</b>
MB4	—	—	—
MB5	—	—	—

**Table 1. Validity and Reliability Test**

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Digital Marketing (DM)	0.814	0.868	0.570
Discount (DD)	0.826	0.872	0.585
Purchase Intention (MB)	0.790	0.860	0.563

**Reliability and Validity Testing**

Reliability and validity testing is an essential part of evaluating the feasibility of the measurement model (Outer Model) in the Partial Least Square Structural Equation Modeling (PLS-SEM) method. Convergent validity is assessed by examining the values of outer loading and Average Variance Extracted (AVE). An indicator is considered valid if it has an outer loading value above 0.7. However, indicators with values between 0.6 and 0.7 may still be accepted if the AVE of the construct meets the minimum threshold of 0.5 (Hair et al., 2017). In this study, validity testing was conducted on three variables: Digital Marketing, Discount, and Purchase Intention. Each indicator and variable was analyzed to ensure that they consistently represent the constructs being measured.

Based on the data above, items DM2 (0.759) and DM1 (0.693) are still considered valid because they approach the 0.7 threshold and the AVE values of their respective variables meet the required criteria. The AVE value indicates the extent to which the variance of the indicators can be explained by their construct. All AVE values in this study exceed 0.5, indicating that each construct possesses good convergent validity. Furthermore, reliability was tested using Cronbach’s Alpha and Composite Reliability, both of which must exceed 0.7 to demonstrate internal consistency among indicators. In this study, all variables met this requirement. Based on the data in the previous table, all variables in this study have AVE values above 0.5. This means that each variable has fulfilled the requirements for convergent validity. Thus, the research instrument is considered capable of adequately representing the constructs. These results also indicate that all variables are suitable for use in the subsequent analysis stage.

**Coefficient of Determination Test (R<sup>2</sup> Test)**

**Table 2. Coefficient of Determination Test (R<sup>2</sup>)**

Variable	R Square	R Square Adjusted
Purchase Intention	0.528	0.520

The Coefficient of Determination (R<sup>2</sup>) indicates the extent to which the variance of the endogenous variable (Purchase Intention) can be explained by the exogenous variables (digital marketing and discounts). The R<sup>2</sup> value for Purchase Intention is 0.528, meaning that 52.8% of the variation in purchase intention can be explained by these variables. According to Chin (2023), an R<sup>2</sup> value between 0.26 and 0.50 falls within the moderate category.

**Effect Size Test (F<sup>2</sup> Test)**

**Table 3. Effect Size Test (F<sup>2</sup>)**

Variable	Digital Marketing	Discount	Purchase Intention
Digital Marketing	—	—	0.021
Discount	—	—	0.494
Purchase Intention	—	—	—

**Hypothesis Testing**

The Effect Size Test (F<sup>2</sup>) is used to assess the extent to which each independent variable influences the dependent variable within the Partial Least Square Structural Equation Modeling (PLS-SEM) framework. The F<sup>2</sup> value reflects the relative contribution of each construct in explaining the endogenous variable by measuring how much the R<sup>2</sup> value decreases when a construct is removed from the model. The results of the effect size (F<sup>2</sup>) analysis in this study show that digital marketing has an F<sup>2</sup> value of 0.021 and discount has a value of 0.494, both of which fall into the category of small effects on purchase intention. These findings indicate that among the two independent variables, discount has the most dominant influence on purchase intention. Thus, providing price reductions proves to be an effective strategy for increasing consumer interest in making purchases.

**Table 4. Hypothesis Testing Results**

Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Digital Marketing → Purchase Intention	0.130	0.116	0.099	1.305	0.193
Discount → Purchase Intention	0.636	0.678	0.125	5.095	0.000

Based on this study, the results show that the hypotheses tested using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method provide information regarding the relationship between the independent variables (Digital Marketing and Discount) and the dependent variable (Purchase Intention). Based on the analysis results, it is known that of the two independent variables tested, only Discount has a significant influence on Purchase Intention, with a T-value of 5.095 and a P-value of 0.000 (less than 0.05). The influence coefficient value of 0.636 indicates that the greater the discount or promotion offered, the higher the consumers' purchase intention. Therefore, the second hypothesis (H<sup>2</sup>) is accepted, and it can be stated that Discount has a positive and significant effect on Purchase Intention. This result confirms that discount programs play an important role as an effective promotional strategy to increase consumer purchase intention.

Meanwhile, the Digital Marketing variable has a T-value of 1.305 and a P-value of 0.193, with an influence coefficient of 0.130. Since the P-value is greater than 0.05, it can be concluded that Digital Marketing does not have a significant effect on Purchase Intention. Although the relationship direction is positive, the influence is not strong enough to increase consumers' purchase intention. This indicates that the digital marketing strategies implemented, such as promotions through social media or digital marketing content, have not been able to create a significant purchasing drive. Thus, the first hypothesis (H<sup>1</sup>) is not accepted.

Among the two independent variables tested, Discount is proven to be the variable with the greatest and most significant influence on Purchase Intention, while Digital Marketing has a positive but insignificant effect. These results show that promotional strategies based on price reductions and discounts are more effective than digital marketing activities in increasing consumers' purchase intention. In other words, consumers' purchase intention is more strongly driven by economic factors (price and discounts) than by the intensity of digital promotion. Therefore, companies are advised to maximize their promotional strategies by combining engaging digital marketing with competitive discount programs to create a synergistic effect in increasing purchase intention.

## Discussion

### The Role of Digital Marketing on Purchase Intention (H1)

Based on the final results of the study, it was found that the Digital Marketing variable has a coefficient value of 0.130, a T-statistic of 1.305, and a P-value of 0.193, which indicates that it is not significant at the  $\alpha = 0.05$  level. This means that digital marketing activities such as social media promotion, interactive content, and online advertising have not yet effectively stimulated consumers' purchase intention. These findings show that although digital marketing can expand the reach of product information, it is unable to generate purchase intention if it is not supported by engaging content strategies or strong brand credibility.

Rahmawati (2025) states that the effectiveness of digital marketing is highly dependent on the level of interaction and closeness between the brand and consumers. If promotional content is merely informative without building an emotional connection, its influence on purchase intention will be low. In addition, the use of digital marketing strategies that focus too heavily on exposure (such as visual display or advertisement frequency) without considering the quality of the message and the credibility of the source may result in information overload for consumers. As a result, consumers become less responsive to the advertisements even though they are frequently exposed to the promotional content. Nevertheless, these results do not mean that digital marketing is unimportant.

Nur'ayani et al. (2025) explain that the success of digital marketing is strongly influenced by content personalization strategies and the engagement rate. The more personalized and interactive the content presented, the higher the likelihood of generating purchase intention. This study is in line with Ayu (2019), who states that the effectiveness of digital marketing is strongly influenced by message relevance and consumers' trust in the media used.

### The Role of Discount on Purchase Intention (H2)

Based on the analysis results, it is shown that the Discount variable has a coefficient value of 0.636, a T-statistic of 5.095, and a P-value of 0.000, which indicates a significant influence on Purchase Intention. This means that the greater the discount offered, the higher the consumer's willingness to purchase the product. This can be explained by the fact that discounts provide a perception of higher economic value and create a sense of urgency for consumers to make immediate purchases. These findings support the study of Asyifa et al. (2024), which found that discount programs can generate the psychological effect of "fear of missing out" (FOMO), encouraging impulsive buying behavior.

These results also support Consumer Behavior theory by Kotler & Keller (2016), which states that purchasing decisions are influenced not only by rational needs but also by external stimuli such as price reductions, seasonal promotions, or special offer programs. Discounts are able to influence consumers' perceived value of a product, thereby triggering the purchasing process. This result also strengthens the view of Asakdiyah et al. (2023), who argue that discounts increase customer loyalty when implemented consistently and transparently. Consumers who are satisfied with promotional prices tend to make repeat purchases in the future because they form a positive perception of the brand. Thus, it can be concluded that

Discount has a positive and significant influence on Purchase Intention. These findings emphasize that pricing strategies remain a key element in attracting consumer attention, especially on the TikTok platform. Strategic use of discounts whether in the form of flash sales, vouchers, or direct price reductions can enhance brand competitiveness and significantly expand market reach.

## CONCLUSION

Based on the results of the study on the Role of Digital Marketing and Discounts in Purchase Intention during TikTok Live Sales, it can be concluded that overall, the promotional strategies implemented through digital platforms influence consumer behavior, although with varying levels of effectiveness for each variable. The findings show that Digital Marketing has a positive but insignificant effect on purchase intention. This indicates that digital marketing activities carried out on TikTok, such as influencer promotions, have not fully succeeded in encouraging consumers' willingness to purchase products. Nevertheless, Digital Marketing still plays an important role in building brand awareness and expanding promotional reach, which in the long term can strengthen the relationship between the brand and consumers.

Meanwhile, Discounts are proven to have a positive and significant influence on Purchase Intention. Offering price reductions, limited-time promotions, or shopping vouchers can create a higher perception of economic value in the eyes of consumers. Discounts also generate emotional impulses and a sense of urgency to make immediate purchases, especially among active users on the TikTok platform. Thus, discounts become the dominant factor that plays a very important role in increasing consumer purchase intention compared to Digital Marketing activities themselves.

Overall, this study shows that economic factors in the form of price reductions remain the main attraction for consumers in determining purchase intention, while digital promotions function as supporting tools that strengthen brand exposure and communication. Therefore, the most effective strategy for businesses is to combine attractive price promotions through discounts with the implementation of creative, interactive, and well-targeted digital marketing to create a stronger and more sustainable promotional impact.

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