International Journal of Management Analytics (IJMA)
Vol. 4, No. 4 October 2026: 1195-1208

The Role of Live Streaming Commerce and Price Discounts in Consumer Impulse Buying on the Shopee Platform

Dewi Widianingsih[1*], Ine Aprianti[2], Eva Rachmawati[3], Agri Wahyudi Khadarisman[4]
Sangga Buana University
Corresponding Author: Dewi Widianingsih ; dewiwidia1105@gmail.com

A R T I C L E I N F O
Keywords: Live Streaming, Discount, Impulsive Buying.

Received : 10, August
Revised : 15, September
Accepted: 20, October

©2026 Widianingsih, Apriati, Rachmawati, Khadarisman (s): This is an open-access article distributed under the termsof the Creative Commons Atribusi 4.0 Internasional.

A B S T R A C T
This research is motivated by the phenomenon of fluctuating sales experienced by the Rproject store on the Shopee platform, even though promotional strategies through live streaming features and discount programs have been implemented. This condition indicates that the promotional strategies used have not been fully effective in encouraging consumers' impulsive buying behavior. The purpose of this study is to analyze the influence of live streaming and discounts on the impulsive buying behavior of Rproject consumers on Shopee in Bandung Regency. The research method employed is a qualitative approach that is further analyzed quantitatively through descriptive and verificative techniques. Data were collected through questionnaires distributed to 99 respondents determined using the Slovin formula. The research instruments were tested for validity and reliability, and the data were analyzed using multiple linear regression, correlation analysis, the coefficient of determination, as well as F-test and t-test to determine the influence of each variable. The results of the study show that live streaming and discounts have a positive and significant effect on impulsive buying, both partially and simultaneously. This finding emphasizes that the more attractive the live streaming presentation and the more relevant the discount offers, the higher the consumers' tendency to make impulsive purchases. This research provides recommendations for business owners to optimize live streaming strategies and discount programs to create a more engaging and interactive shopping experience that encourages increased impulsive buying behavior among consumers.

DOI: https://doi.org/10.59890/ijma.v4i3.65

URL: https://journalijma.my.id/index.php/ijma

INTRODUCTION

Digitalisation has reshaped the way products are introduced, evaluated, and purchased. In e-commerce, consumers no longer depend only on static photographs and written descriptions. They can now watch products being demonstrated, ask questions in real time, compare offers, and complete a transaction without leaving the live broadcast. This development has made live streaming one of the most visible forms of social commerce because it blends entertainment, interpersonal communication, product information, and immediate purchasing facilities in a single environment. Indonesia provides a particularly relevant setting for examining this development. The thesis reports that the number of e-commerce users reached 58.63 million in 2023 and is projected to approach 99.1 million by 2029. Shopee was also identified as the most visited marketplace in Indonesia in September 2023, with approximately 237 million visits. The rapid expansion of the platform has encouraged sellers to compete not only through product variety, but also through promotional experiences that feel personal, urgent, and easy to act upon.

Live streaming responds to this competitive pressure by creating a sense of social presence. Viewers can observe the host's facial expressions, voice, gestures, and product demonstrations while simultaneously interacting through comments. Social presence theory explains that mediated communication becomes more persuasive when users feel that another person is genuinely present and responsive (Isriyah & Indrajit, 2020; Damayanti & Handayani, 2023). In a commercial setting, this perceived presence can strengthen trust, reduce uncertainty, and stimulate emotional responses that are difficult to create through conventional product pages.

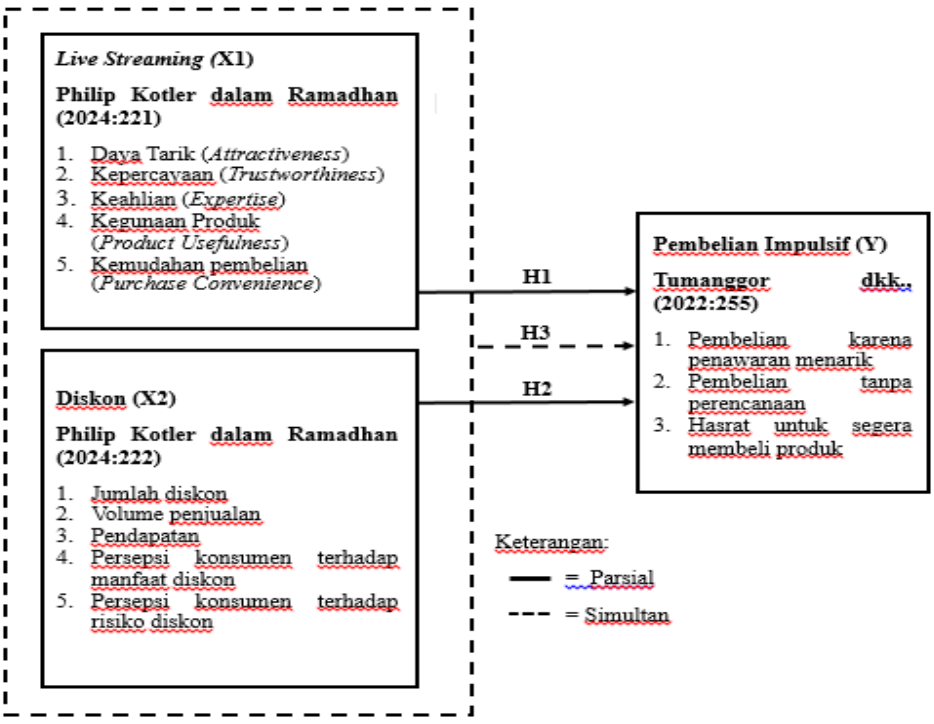
The thesis operationalises live streaming through five dimensions: attractiveness, trustworthiness, expertise, product usefulness, and purchase convenience. These dimensions capture the practical experience of a consumer who is deciding whether to remain in a broadcast and whether to act on the host's recommendation. A visually clear broadcast may attract attention, but attention alone is unlikely to produce a purchase if the host appears unreliable, cannot explain the product, or makes the transaction difficult.

Impulse buying is especially relevant in this environment. It refers to a sudden purchase made with limited prior planning and strong emotional activation (Tumanggor et al., 2022; Solihah et al., 2024). In live commerce, the decision can arise within seconds: a product is shown, the host describes a limited offer, viewers see the remaining stock, and the checkout link is immediately available. The boundary between product discovery and purchase is therefore unusually short.

Discounts intensify this process because they provide both economic value and psychological urgency. A price reduction signals that the consumer can obtain the same product for less, but it may also imply that the opportunity is temporary. Drive theory treats such an offer as an external stimulus that can generate an internal urge to act, while behavioural-economic reasoning suggests that consumers may overweight immediate savings and underweight the consequences of an unplanned purchase (Haikal, 2024). Limited-time discounts,

vouchers, bundles, and fear of missing out can therefore shorten deliberation and encourage spontaneous transactions. Previous studies generally report positive relationships between live streaming, price promotions, and impulse buying. Live interaction can stimulate affective responses and increase confidence in the product (Rahma et al., 2022), while discounts can raise perceived value and create urgency (Hidayat & Riofita, 2024). Studies on Shopee and TikTok Shop likewise show that live-selling features and promotional reductions are associated with stronger impulsive responses (Al Jonet et al., 2024; Budianto & Kusuma, 2024; Khairani et al., 2024). However, the relative strength of the two mechanisms may differ across sellers, product categories, and local consumer groups. Project is an online fashion seller in Bandung Regency that actively uses Shopee Live to market women's clothing. The store has developed a large follower base, yet its sales during live-streaming sessions fluctuated across the first half of 2025. This pattern raises a practical question: does the interactive quality of the broadcast itself explain spontaneous purchases, or do consumers respond more strongly to the financial incentive created by discounts?

This study addresses that question by examining Rproject consumers who purchased during Shopee live-streaming sessions. It contributes context-specific evidence from an Indonesian social-commerce setting and directly compares the contribution of live streaming and discounts within the same regression model.



The study is guided by the following hypotheses:

H1: Live streaming has a positive and significant effect on impulse buying.

H2: Discounts have a positive and significant effect on impulse buying.

H3: Live streaming and discounts simultaneously have a positive and significant effect on impulse buying.

Beyond hypothesis testing, the study seeks to translate the statistical findings into managerial guidance. For a seller such as Rproject, the issue is not

merely whether live streaming and discounts work, but how they should be combined so that promotional activity creates engagement without making consumers perceive the brand as dependent on continuous price reductions.

LITERATURE REVIEW

The phenomenon of impulse buying in e-commerce—specifically within live streaming features and price promotional strategies—can be evaluated through several established theoretical frameworks in marketing, consumer behavior, and social psychology:

Stimulus-Organism-Response (S-O-R) Framework

The Stimulus-Organism-Response (S-O-R) framework posits that environmental cues act as external stimuli that influence an individual's internal cognitive and affective states, which subsequently drive behavioral responses, such as impulsive purchases. In the context of live streaming commerce and promotional strategies, visual demonstrations, host interactive engagement, and price discounts serve as multi-sensory stimuli. These stimuli elicit emotional arousal and perceived value within consumers, prompting immediate and unplanned purchasing decisions (Mehrabian & Russell, 1974).

Social Presence Theory

Social Presence Theory explains the degree to which a communication medium allows users to perceive others as physically and emotionally present during an interaction. In live streaming commerce, real-time verbal communication, host responsiveness, facial expressions, and live demonstrations enhance perceived social presence. This heightened sense of personal interaction reduces psychological distance, mitigates online purchasing uncertainty, and fosters trust, thereby encouraging spontaneous buy decisions (Short et al., 1976).

Psychological Reactance Theory and Scarcity Effect

Psychological Reactance Theory suggests that when individuals perceive that their freedom to select an option or secure an offer is limited or threatened, they experience psychological reactance and are motivated to re-establish that freedom. When e-commerce platforms utilize limited-time discounts, countdown timers, and live flash sales, consumers perceive a threat of missing out on a valuable opportunity. This perceived scarcity creates urgency, shortening deliberation time and provoking impulsive buying behavior (Brehm, 1966).

Prospect Theory and Mental Accounting

Prospect Theory and the concept of mental accounting describe how individuals evaluate gains and losses relative to a reference point rather than in absolute financial terms. Price discounts and vouchers act as immediate perceived gains or cost reductions relative to standard reference prices. Consumers frame these discounts as positive economic value, which enhances perceived deal savings and triggers spontaneous transactions to maximize gain (Kahneman & Tversky, 1979; Thaler, 1985).

Source Credibility Theory

Source Credibility Theory states that the effectiveness of a communication message depends significantly on the perceived credibility of the communicator, which is structured around dimensions such as attractiveness, trustworthiness, and expertise. In live streaming sessions, hosts who demonstrate high domain expertise, visual appeal, and authentic communication increase consumer confidence in the product's usefulness, directly influencing viewer purchase intentions and impulse reactions (Hovland et al., 1953).

Research Method

The study used a quantitative approach with descriptive and verificative analysis. The research object comprised live streaming (X1), discounts (X2), and impulse buying (Y), while the research subjects were Rproject Shopee consumers residing in Bandung Regency. Data were collected in 2025 through field observation, a structured questionnaire, and supporting documentation from the seller. The population consisted of consumers who completed transactions during Rproject's Shopee live-streaming sessions between January and June 2025. The source document records 15,822 consumers over the six-month period. Using the Slovin formula with a 10% margin of error, the calculated sample was 99.37 and was rounded to 99 respondents. Purposive sampling was applied so that respondents had direct experience purchasing products during Rproject's live broadcasts and were located in Bandung Regency. All items were measured using a five-point Likert scale. Positive statements were scored from 1 (strongly disagree) to 5 (strongly agree), while negative statements were reverse-scored. Live streaming was measured with ten items representing attractiveness, trustworthiness, expertise, product usefulness, and purchase convenience. Discounts were measured with ten items representing discount amount, sales volume, revenue implications, perceived benefits, and perceived risk. Impulse buying was measured with eight items covering attractive offers, unplanned purchasing, and the desire to possess a product immediately. Because the questionnaire produced ordinal responses, the thesis transformed the data into interval form using the Method of Successive Interval. SPSS version 22 was then used to assess item validity, internal consistency, descriptive means, normality, multicollinearity, heteroskedasticity, Pearson correlations, multiple linear regression, coefficients of determination, and hypothesis tests. An item was considered valid when its observed correlation exceeded the reported r-table value of .197. Reliability was evaluated against the thesis threshold of .60. Statistical significance was assessed at the 5% level. The main regression equation was specified as $Y = a + b1X1 + b2X2 + e$, where Y denotes impulse buying, X1 denotes live streaming, and X2 denotes discounts. The F-test evaluated the joint effect of both predictors. The regression coefficients and t-statistics evaluated their individual effects. The original thesis also reports separate single-predictor t-test outputs.

To preserve the source faithfully, those outputs are reproduced in the Results and Discussion section; interpretation of relative effects, however, prioritises the full multiple-regression model because it controls both predictors simultaneously.

RESULTS AND DISCUSSION

The sample reflects the principal market for Rproject's women's fashion products. Women represented 72.7% of respondents, while men represented 27.3%. The largest age group was 21-30 years (53.5%), followed by 31-40 years (24.2%). Students accounted for 32.3% of respondents and homemakers for 29.3%. This profile suggests that the observed impulse-buying behaviour is concentrated among digitally active consumers who are familiar with marketplace promotions and live-shopping features.

Tabel 1. Characteristics Based on Gender

Gender	**Amount**	**Percent**
Male	27	27.3%
Female	72	72.7%
Total	**99**	**100%**

Tabel 2. Characteristics Based on Age

Age	**Amount**	**Percent**
<20	16	16.2%
21-30	53	53.5%
31-40	24	24.2%
41-50	6	6.1%
Total	**99**	**100%**

The dominance of female respondents is consistent with Rproject's product focus. The concentration of participants in the 21-30 age group is also meaningful because younger adult consumers tend to explore platform features intensively and are more accustomed to purchasing through mobile interfaces. Nevertheless, the inclusion of homemakers, private employees, civil servants, and entrepreneurs indicates that the purchasing response is not limited to students alone. All live-streaming items, discount items, and impulse-buying items exceeded the reported r-table value of .197. The observed item correlations ranged from .324 to .658 for live streaming, .295 to .560 for discounts, and .455 to .658 for impulse buying. The results therefore support the use of all questionnaire items in subsequent analysis. The validity pattern is substantively useful. Live streaming is not represented by a single feature: viewers respond to the host, the information, the product, and the transaction process. Likewise, discount perception includes both perceived financial benefit and concern about missing an opportunity. Retaining all items allows the constructs to capture the broader shopping experience rather than only the most visible promotional element. Cronbach's alpha values were .614 for live streaming, .611 for discounts, and .685 for impulse buying. Each value exceeded the .60 threshold specified in the thesis. The three variables also obtained an overall descriptive mean of 4.42 and were

classified as 'very good'. These high means indicate that respondents viewed Rproject's broadcasts and discount programmes positively and reported a strong tendency toward spontaneous purchases.

Tabel 3 Live Streaming Reliability Test Results

Variabel	**Variable Cronbach's**	**Threshold**	**Noted**
Live Streaming (X1)	0,614	0,60	Reliabel

The live-streaming mean reflects strong evaluations of the host's ability to attract attention, present information, demonstrate products, and facilitate transactions. The highest item score was attached to the negatively worded statement that the transaction process was difficult. Because the item was reverse-scored, the result means respondents generally perceived the transaction process as easy. The lowest live-streaming item concerned the fit between the offered products and consumer needs, suggesting that relevance of product selection remains an area for improvement. The discount construct also achieved a mean of 4.42. Respondents strongly rejected the ideas that discounts harmed consumers or slowed decision making, which implies that discounts were interpreted as beneficial and decision-accelerating. At the same time, the slightly lower ratings for discount size and fear of stock depletion suggest that urgency was present but not uniform across all consumers. Impulse buying also recorded a mean of 4.42 in the original summary table. The strongest response was the willingness to buy despite having no prior intention to do so. This is a direct behavioural expression of impulse buying: the promotional environment changes the consumer's intention during the shopping encounter. The pattern is consistent with the view that an engaging broadcast and an attractive offer can compress the time between exposure and purchase.

The residuals met the normality requirement. The one-sample Kolmogorov-Smirnov test produced an asymptotic significance value of .200, which is above .05. Multicollinearity was not indicated: both predictors had tolerance values of .547 and VIF values of 1.829. The heteroskedasticity test also produced non-significant values for live streaming (.287) and discounts (.715). Together, these results support the use of the linear-regression model.

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		99
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.77466405
Most Extreme Differences	Absolute	.070
	Positive	.036
	Negative	-.070
Test Statistic		.070
Asymp. Sig. (2-tailed)		.200[c,d]

Tabel 5 Multicollinearity Test Results

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.656	3.230		1.441	.153		
	Live streaming	.180	.089	.197	2.033	.045	.547	1.829
	Diskon	.522	.089	.565	5.842	.000	.547	1.829

The absence of multicollinearity is important because live streaming and discounts often occur at the same time. Their conceptual association could have made it difficult to distinguish their independent effects. The reported VIF value indicates that the two predictors still provided sufficiently distinct information in this sample. The heteroskedasticity results indicate that the residual variance was not systematically related to either predictor. In practical terms, the model did not become consistently more or less accurate at higher levels of live-streaming quality or discount perception. The diagnostic results therefore provide a reasonable basis for interpreting the regression coefficients and hypothesis tests. The full regression model produced the equation Y = 4.656 + .180X1 + .522X2. Holding discounts constant, a one-unit increase in the live-streaming score was associated with a .180-unit increase in impulse buying. Holding live streaming constant, a one-unit increase in the discount score was associated with a .522-unit increase in impulse buying. Both coefficients were positive, but the discount coefficient was substantially larger. In the full multiple-regression output, live streaming remained significant at p = .045 and discounts at p < .001. Thus, the interactive shopping experience contributed beyond the discount itself, but economic incentive was the more powerful predictor. The standardised beta coefficients (.197 for live streaming and .565 for discounts) reinforce the same conclusion. The coefficient difference is strategically important. A broadcast can attract viewers, reduce uncertainty, and create trust, yet a meaningful price reduction often provides the final reason to act immediately. The result does not imply that broadcast quality can be neglected. Rather, it suggests that live streaming performs an enabling role while the discount more directly converts interest into purchase. For Rproject, the regression equation means that promotional design should integrate the two predictors. Hosts need to communicate product value clearly enough that a discount is interpreted as a genuine opportunity, not merely as a low price. When the product demonstration is credible and the offer is relevant, the two mechanisms can reinforce each other. The Pearson correlations show that live streaming was moderately related to impulse buying (r = .577), whereas discounts had a stronger relationship (r = .698). Live streaming and discounts were themselves correlated (r = .673), which is understandable because discounts are frequently announced and framed during the broadcast. Even so, the multicollinearity test indicates that both variables could remain in the same model.

Table 6 Model Summery

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.713[a]	.508	.498	2.803418
a. Predictors: (Constant), Diskon, *Live streaming*				

The model summary reports R = .713, R^2 = .508, and adjusted R^2 = .498. Accordingly, live streaming and discounts jointly explained 50.8% of the variance in impulse buying. The thesis calculated partial contributions by multiplying the standardised beta coefficient by the zero-order correlation, producing 11.4% for live streaming and 39.4% for discounts. These results suggest different but complementary roles. Live streaming is primarily an experience-building mechanism: it attracts viewers, communicates product information, humanises the seller, and lowers transaction friction. Discounts are primarily an action-triggering mechanism: they alter perceived exchange value and create urgency. Their combined use is therefore more valuable than treating either as a stand-alone tactic.

The simultaneous F-test was significant (F = 49.595; p < .001), supporting H3. The result confirms that the combined use of live streaming and discounts predicts impulse buying among Rproject consumers. The full multiple-regression coefficients also support H1 and H2: live streaming was significant at p = .045 and discounts at p < .001.

Table 7 Simultaneous Test Results (F-test)

ANOVA[a]						
Model		Sum of *Squares*	df	Mean *Square*	F	Sig.
1	Regression	779.555	2	389.777	49.595	.000[b]
	Residual	754.479	96	7.859		
	Total	1534.033	98			
a. *Dependen*t Variable: Pembelian Impulsif						
b. Predictors: (Constant), Diskon, *Live streaming*						

The ANOVA result indicates that the explained variance produced by the two predictors is substantially larger than the unexplained variance expected from random error. In practical terms, consumers' evaluations of live streaming and discounts jointly provide meaningful information about their tendency to purchase without prior planning.

Table 8 Partial Test Results (t-test) for the Live Streaming Variable

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.262	3.423		3.582	.001
	Live streaming	.529	.076	.577	6.964	.000
a. *Dependen*t Variable: Pembelian Impulsif						

The source thesis additionally reports a separate single-predictor regression for live streaming, with B = .529, t = 6.964, and p < .001. This output also indicates a positive and significant relationship, but it estimates live streaming without simultaneously controlling for discounts. The coefficient is therefore larger than the corresponding coefficient in the full model. Interpretation of the net effect should prioritise the multiple-regression coefficient, while the separate model serves as supplementary evidence of the bivariate relationship.

Table 9 Partial Test Results (t-test) for the Discount Variable

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.296	3.004		2.429	.017
	Diskon	.644	.067	.698	9.596	.000
a. *Dependen*t Variable: Pembelian Impulsif						

The separate single-predictor output for discounts reports B = .644, t = 9.596, and p < .001. As with the live-streaming output, this coefficient is larger than the coefficient in the full model because it does not control for the overlap between discounts and live-streaming activity. Nevertheless, every reported specification points in the same direction: discounts are positively and significantly associated with impulse buying.

The stronger discount effect can be understood through perceived value and urgency. A consumer may enjoy a live broadcast without purchasing, but a visible price reduction changes the economic calculation. When the offer is framed as temporary, the possibility of future regret can become more salient than the need for extended evaluation. This helps explain why discounts contributed 39.4% of the explained variance, compared with 11.4% for live streaming. The hypothesis results can therefore be summarised as follows: H1 is supported, H2 is supported, and H3 is supported. However, the results also reveal an important managerial hierarchy. Live streaming should be treated as the channel that establishes attention, trust, and product understanding. Discounts should be treated as the conversion instrument that prompts

immediate action. Using discounts without credible presentation may generate short-term traffic but weaken brand value; using live streaming without a compelling offer may create engagement without sufficient conversion. The study supports a stimulus-response interpretation of social-commerce behaviour. Live streaming provides social and informational stimuli, while discounts provide an economic stimulus. These cues influence the consumer's internal state by increasing excitement, perceived trust, perceived value, and urgency. The final response is an unplanned transaction. The findings therefore connect social-presence explanations with price-promotion mechanisms rather than treating them as competing theories. The moderate net effect of live streaming suggests that social presence alone is not sufficient. A host may be attractive and persuasive, yet the viewer can still postpone purchasing when the product is not relevant or when the offer is not financially compelling. This interpretation is consistent with the lowest live-streaming item, which concerned the suitability of products for consumer needs. Rproject should therefore improve product curation and segment broadcasts by style, size, use occasion, or customer profile.

The strong discount effect provides a clear opportunity but also a warning. Repeated deep discounts can train customers to delay purchases until the next promotion and may weaken perceptions of the normal price. Discount programmes should therefore be designed around specific objectives, such as introducing a new product, clearing selected inventory, rewarding repeat customers, or creating urgency during a short live session. The seller should avoid making every broadcast feel interchangeable or permanently discounted. Four practical actions follow from the findings. First, hosts should combine persuasive communication with accurate product information, including size, fabric, fit, and realistic demonstrations. Second, product selection should be aligned with the audience expected in each session. Third, discount messages should be transparent and time-bounded, with clear conditions and genuine reference prices. Fourth, the checkout process must remain simple because transaction convenience received very strong evaluations and likely helps convert emotion into action. For international readers, the findings also illustrate how platform-based commerce operates in an emerging-market context. The consumer response is not driven only by technology. It emerges from the interaction between platform convenience, local seller practices, host credibility, product relevance, and price sensitivity. Social-commerce strategy should therefore be understood as an integrated experience rather than a single promotional tool.

CONCLUSION

This study examined the effects of live streaming and discounts on impulse buying among 99 Rproject Shopee consumers in Bandung Regency. Respondents evaluated live streaming, discounts, and impulse-buying tendencies very highly, with mean scores of 4.42. The regression model was statistically significant and explained 50.8% of the variance in impulse buying. Live streaming had a positive and significant effect, while discounts had a

stronger positive and significant effect. The partial contribution estimates were 11.4% for live streaming and 39.4% for discounts. The central conclusion is that interactive presentation and price incentives perform different but complementary functions. Live streaming builds attention, confidence, and product understanding. Discounts create economic value and urgency. Rproject can improve conversion by combining trustworthy hosts, relevant product demonstrations, simple transactions, and carefully timed price promotions rather than relying on either mechanism alone. The study is limited to one seller, one marketplace, one geographic area, and a cross-sectional sample. The use of purposive sampling and a 10% margin of error also limits generalisation. Future research could compare different product categories, test mediating variables such as perceived value, trust, enjoyment, or fear of missing out, and use longitudinal or experimental designs to determine how repeated exposure to live streaming and discounts changes purchasing behaviour over time.

REFERENCES

Adawiyah, R. A., & Haris, H. (2024). Pengaruh live streaming, shopping lifestyle, dan hedonic shopping value terhadap impulsive buying melalui TikTok Shop dengan mediasi price discount pada Generasi Z. Jurnal Manajemen Bisnis dan Keuangan, 5(2), 372-385. https://doi.org/10.51805/jmbk.v5i2.252

Al Jonet, A. S. H., Purwanto, S., & Ariescy, R. R. (2024). Pengaruh flash sale dan live streaming terhadap pembelian impulsif pada marketplace Shopee di Kota Surabaya. J-MAS (Jurnal Manajemen dan Sains), 9(1), 285. https://doi.org/10.33087/jmas.v9i1.1598

Alfatih, A. (2021). Cara mudah kerjakan penelitian metode kuantitatif eksplanatif (confirmatory) 2 variable: X dan Y. UPT Penerbit dan Percetakan Universitas Sriwijaya.

Brehm, J. W. (1966). A theory of psychological reactance. Academic Press.

Hovland, C. I., Janis, I. L., & Kelley, H. H. (1953). Communication and persuasion: Psychological studies of opinion change. Yale University Press.

Kahneman, D., & Tversky, A. (1979). Prospect theory: An analysis of decision under risk. Econometrica, 47(2), 263–291. https://doi.org/10.2307/1914185

Mehrabian, A., & Russell, J. A. (1974). An approach to environmental psychology. MIT Press.

Short, J., Williams, E., & Christie, B. (1976). The social psychology of telecommunications. John Wiley & Sons.

Thaler, R. (1985). Mental accounting and consumer choice. Marketing Science, 4(3), 199–214. https://doi.org/10.1287/mksc.4.3.199

Budianto, A. Z., & Kusuma, Y. B. (2024). Pengaruh live streaming selling, discount, dan kualitas produk terhadap impulsive buying pada pengguna e-commerce Shopee di Kota Surabaya. Journal of Economic, Business and Accounting (COSTING), 7(4), 7768-7780. https://doi.org/10.31539/costing.v7i4.10091

Damayanti, R. W., & Handayani, M. (2023). Pengaruh live streaming terhadap customer churn pada TikTok Shop: A stimulus-organism-response framework. Strata Business Review, 1(2). https://doi.org/10.59631/sbr.v1i2.115

Fakhrudin, A., Roellyanti, M. V., & Awan. (2022). Bauran pemasaran. Deepublish.

Ghozali, I. (2021). Aplikasi analisis multivariate dengan program IBM SPSS 26 (10th ed.). Badan Penerbit Universitas Diponegoro.

Haikal, F. (2024). Pengaruh diskon dan hedonic shopping terhadap keputusan pembelian impulsif dengan mediasi perceived value.

Hidayat, F., & Riofita, H. (2024). Pengaruh diskon dan promosi terhadap perilaku pembelian impulsif di era digital pada platform e-commerce.

Iba, Z., & Wardhana, A. (2024). Operasionalisasi variabel, skala pengukuran & instrumen penelitian kuantitatif. Eureka Media Aksara.

Isriyah, M., & Indrajit, R. E. (2020). Implementasi social presence dalam bimbingan online: Dalam konteks perspektif komunikasi personal, interpersonal dan impersonal. Andi.

Khairani, A., Surbakti, F. J., & Siagian, M. F. R. (2024). Pengaruh live streaming selling dan diskon pada aplikasi TikTok Shop terhadap perilaku impulse buying, 2.

Nashrullah, M., Maharani, O., Rohman, A., Fahyuni, E. F., Nurdyansyah, N., & Untari, R. S. (2023). Metodologi penelitian pendidikan: Prosedur penelitian, subyek penelitian, dan pengembangan teknik pengumpulan data. UMSIDA Press.

Rahma, N. A., Dirgantara, I. M. B., & Almadana, A. V. (2022). Analisis pengaruh pesan kelangkaan dan live commerce terhadap perilaku pembelian impulsif: Studi empiris pada mahasiswa pelanggan marketplace Shopee di Kota Semarang.

Ramadhan, I. (2024). Pengaruh live streaming dan diskon terhadap minat beli konsumen Shopee pada mahasiswa Universitas Jambi. Inisiatif: Jurnal Ekonomi, Akuntansi dan Manajemen, 3(2), 215-235. https://doi.org/10.30640/inisiatif.v3i2.2291

Ramadhani, L. N., & Nugroho, D. A. (2024). Pengaruh live streaming, flash sale, dan hedonic shopping motivation terhadap impulsive buying. Jurnal Manajemen Pemasaran dan Perilaku Konsumen, 3(1), 207-215. https://doi.org/10.21776/jmppk.2024.03.1.21

Sahir, S. H. (2021). Metodologi penelitian. KBM Indonesia.

Sanjaya, B. F., Purnamasari, P., Damanik, R. P. A., & Sambudi, Y. D. (2025). Pengaruh diskon terhadap keputusan pembelian dengan pembelian impulsif sebagai variabel intervening. Revenue: Lentera Bisnis Manajemen, 2(04), 154-164. https://doi.org/10.59422/lbm.v2i04.644

Sembiring, T. B., Irmawati, I., Sabir, M., & Tjahyadi, I. (2024). Buku ajar metodologi penelitian: Teori dan praktik. Saba Jaya Publisher.

Solihah, U. I., Pauzy, D. M., & Oktaviani, N. F. (2024). Pengaruh display product dan discount terhadap impulsive buying pada produk Rabbani. Jurnal Pakar Manajemen, 1(1). https://doi.org/10.70963/jpm.v1i1.8

Sugiyono. (2023). Metode penelitian kuantitatif, kualitatif dan R&D. Alfabeta.

Tawe, A., & Bado, B. (2022). Analisis statistik parametrik. Yayasan Khalifah Cendekia Mandiri.

Tumanggor, S., Hadi, P., & Sembiring, R. (2022). Pembelian impulsif pada e-commerce Shopee: Studi pada konsumen Shopee di Jakarta Selatan. Journal of Business and Banking, 11(2), 251. https://doi.org/10.14414/jbb.v11i2.2733

Valentina, F., Sutianingsih, S., Nurbaiti, A. D., & Octaviyani, P. P. (2024). Strategi live streaming, content marketing, dan online customer reviews untuk mengoptimalkan keputusan pembelian konsumen. Prosiding Seminar Nasional Ilmu Manajemen Kewirausahaan dan Bisnis, 1(1), 101-109. https://doi.org/10.61132/prosemnasimkb.v1i1.8

Widianingsih, D. (2025). Pengaruh live streaming dan diskon terhadap pembelian impulsif konsumen Rproject Shopee di Kabupaten Bandung