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The Influence of Live Streaming on Purchasing Decisions for Glad2glow Products among Tiktok Shop Users in Grade Xii at SMA Daarul Muttaqien Tangerang

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Abstract: *This study examines the influence of live streaming on purchasing decisions for Glad2Glow products among Grade XII students at SMA Daarul Muttaqien Tangerang who use TikTok Shop. A quantitative associative approach was employed, involving 42 respondents selected through purposive sampling from a population of 60 students. The respondents were selected based on their experience watching Glad2Glow live streaming and purchasing its products through TikTok Shop. Data were collected using a five-point Likert-scale questionnaire and analyzed using IBM SPSS version 26 through simple linear regression. The results indicate that live streaming has a positive and significant influence on purchasing decisions, with a regression coefficient of 0.221, a t-value of 3.220, and a significance level of 0.003. The coefficient of determination (R^2) of 0.206 indicates that live streaming explains 20.6% of the variation in purchasing decisions, while the remaining 79.4% is attributable to factors outside the research model. These findings suggest that live streaming is one of the factors associated with consumers' purchasing decisions for Glad2Glow products.*

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Introduction

The development of digital technology has transformed marketing activities and consumer behavior. Social media is not only used as a means of communication but has also evolved into a medium for digital marketing and commerce. The use of social media for marketing communications and digital marketing is discussed by Prastowo, Shafhah, and Utami (2025), as well as Utami et al. (2025). One form of utilization is live streaming, a live broadcast that allows sellers to introduce products, demonstrate their use, answer questions, and deliver

promotions in real time. Anindasari and Tranggono (2023) examined the relationship between TikTok live streaming and skincare product purchasing decisions, while Anisa et al. (2022) positioned live streaming as a communication channel that can influence consumer decisions. Zahira et al. (2024) also examined TikTok advertising in relation to skincare product purchase interest.

TikTok Shop integrates content, interactions, and transactions into one platform. For Glad2Glow skincare products, live streaming can be a means of conveying information through demonstrations, reviews, testimonials, and promotional offers. However, watching a live stream doesn't always result in a purchase. Consumers can use the broadcast to research, compare products and prices, wait for promotions, or assess the product's suitability for their needs. Lu and Siegfried (2021) discuss the development of live commerce, while Erwin et al. (2025) outline marketing trends through live streaming. Prastowo (2025) discusses digital marketing strategies more broadly, providing context for the use of marketing features on social commerce platforms.

The research phenomenon stems from initial interviews with five students. Some students expressed unsatisfactory experiences because the product they received did not match the description and the host was deemed slow to respond to comments. On the other hand, some students expressed interest in purchasing because of the live streaming. These differences in responses indicate that live streaming can be perceived differently by consumers. As contextual information regarding Glad2Glow's store activity on TikTok Shop, this study also noted the store monitoring source provided by FastMoss (2025); this information was not treated as primary data or a test variable. The study focused on 12th-grade students of SMA Daarul Muttaqien Tangerang aged 17–18, taking into account the context of smartphone use in the Islamic boarding school environment, which is limited to certain times.

Previous research has shown inconsistent results. Lubis (2025) found a positive and significant influence of live streaming on purchasing decisions and impulsive buying for skincare products. Conversely, Leriyan et al. (2025) found that live streaming had no significant influence on Shopee users' purchasing decisions when tested alongside flash sales and free shipping. Anggraeni (2024) and Bakti and Sari (2024) also examined e-commerce purchasing decisions by considering live streaming and promotional elements, thus providing a comparative context for this study. Sarumpaet (2024) examined live streaming and free shipping services in relation to purchase intention for fashion products on Shopee. These studies demonstrate that the influence of live streaming needs to be interpreted alongside product characteristics, consumer preferences, and other offering factors. The difference in the results of Lubis (2025) and Leriyan et al. (2025) creates an empirical gap that prompted testing on a group of Islamic boarding school students using TikTok Shop with the product Glad2Glow as the object.

The research problem is whether live streaming influences the purchasing decisions of Glad2Glow products among TikTok Shop users in grade XII of SMA Daarul Muttaqien Tangerang. The research aims to determine the direction and significance of this influence and to measure the contribution of live streaming in explaining variations in purchasing decisions. Academically, this research is expected to add to the study of digital marketing and consumer behavior, while practically, the results can provide input for Glad2Glow sellers and marketing managers.

Research methods

This study uses a quantitative approach with an associative method to determine the effect of live streaming on purchasing decisions for Glad2Glow products. The study was

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conducted on 12th-grade students of SMA Daarul Muttaqien Tangerang in the 2026–2027 academic year. The population was 60 students. The sample was selected using a non-probability sampling technique through purposive sampling based on the following criteria: 12th-grade students, aged 17–18 years, have watched Glad2Glow live streaming on TikTok Shop, and have purchased Glad2Glow products through TikTok Shop at least once. A total of 42 students met the criteria, while 18 students who had never purchased were not included in the analysis.

Primary data were obtained through questionnaires distributed directly to respondents. Secondary data came from scientific journals, books, articles, and previous research related to live streaming, purchasing decisions, digital marketing, and consumer behavior. The discussion of consumer behavior and the purchasing decision process refers to Prastowo (2024), while the digital marketing context refers to Utami et al. (2025). The instrument contains statements of live streaming variables (X) and purchasing decisions (Y). The live streaming variable refers to Ma et al. (2022), with aspects of interactivity, product visualization, entertainment, and broadcaster professionalism. The purchasing decision variable refers to Prilano et al. in Prastowo (2024), including suitability to needs, benefits, product accuracy, and good experience.

Each statement was measured using a five-point Likert scale, namely strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5). The analysis was conducted using IBM SPSS version 26. The analysis stages included Pearson validity test, Cronbach's Alpha reliability test with a limit of 0.60, descriptive statistics, Kolmogorov–Smirnov normality test, linearity test, simple linear regression, t-test, and coefficient of determination using R Square (R^2). The regression model is expressed as $Y = a + bX + e$, with Y as the purchasing decision, X as live streaming, a as a constant, b as the regression coefficient, and e as the error. The test used a significance level of 0.05.

The study used a purposive sample of 42 respondents from one class and one school. Therefore, the results are interpreted based on the respondents' characteristics and are not statistically generalizable to all TikTok Shop users or Glad2Glow consumers. The model also includes only one independent variable.

Results and Discussion

Respondent Characteristics

The study involved 42 12th-grade students at Daarul Muttaqien Senior High School, Tangerang, who had watched live streaming and purchased Glad2Glow products through TikTok Shop. In terms of age, 30 respondents (71.43%) were 17 years old, and 12 respondents (28.57%) were 18 years old. All respondents had relevant experience to assess the research variables.

Table 1. Respondent Characteristics Based on Age

Characteristics	Amount	Percentage
17 years old	30	71.43%
Age 18 years	12	28.57%
Total	42	100%

Source: Research data (processed).

Instrument Test and Descriptive Statistics

The validity test used a table r of 0.304. All statement items were declared valid because the calculated r value for the live streaming variable was in the range of 0.529–0.819, while the purchasing decision variable was in the range of 0.332–0.556. The reliability test produced a Cronbach's Alpha of 0.766 for live streaming and 0.617 for purchasing decisions. Both values were greater than 0.60, so the instrument was declared reliable based on the research criteria.

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Table 2. Descriptive Statistics of Research Variables

Variables	N	Minimum	Maximum	Total Score	Average	Standard Deviation
Live streaming(X)	42	11	24	925	22.02	2,454
Purchase decision (Y)	42	19	25	944	22.48	1,194

Source: Research data (processed).

Descriptive statistics show that live streaming scores ranged from 11 to 24, with a total score of 925, a mean of 22.02, and a standard deviation of 2.454. Purchase decisions ranged from 19 to 25, with a total score of 944, a mean of 22.48, and a standard deviation of 1.194. The means of both variables come from different constructs and score ranges, so they cannot be compared directly.

The normality test for unstandardized residuals using the One-Sample Kolmogorov–Smirnov test yielded an Asymp. Sig. (2-tailed) of 0.110. This value is greater than 0.05, so no significant deviation from normality was found. The linearity test yielded a Deviation from Linearity value of 0.487, greater than 0.05, so the relationship between the two variables can be treated as linear.

Regression Results and Hypothesis Testing

Table 3. Simple Linear Regression Results

Model	B	Standard Error	Beta	t count	Significance
Constant	17,614	1,519	–	11,595	0,000
Live streaming(X)	0.221	0.069	0.454	3,220	0.003

Source: IBM SPSS version 26 release.

The regression equation obtained is Y = 17.614 + 0.221X. The constant of 17.614 means the predicted value of the purchase decision is 17.614 when the live streaming score (X) is mathematically zero. The positive regression coefficient of 0.221 indicates that every one unit increase in the live streaming score is associated with an increase in the predicted purchase decision score of 0.221 units. The calculated t value of 3.220 is greater than the t table of 2.021 and the significance value of 0.003 is smaller than 0.05. Thus, H_0 is rejected and H_a is accepted: live streaming has a positive and significant effect on purchasing decisions.

Table 4. Summary of Test Results

Testing	Results	Interpretation
Validity of X	r count 0.529–0.819 > 0.304	All X items are valid
Validity of Y	r count 0.332–0.556 > 0.304	All Y items are valid
Reliability X	*Cronbach's Alpha*0.766 > 0.60	Reliable
Reliability Y	*Cronbach's Alpha*0.617 > 0.60	Reliable
Normality	Significance 0.110 > 0.05	Meets the normality criteria
Linearity	Significance of deviation from linearity 0.487 > 0.05	There is no significant deviation from linearity
t-test	t 3.220; significance 0.003	Significant positive effect
R Squared	0.206	The model explains 20.6% of the variation in Y

Source: IBM SPSS version 26 release.

The R value of 0.454 indicates a positive relationship between live streaming and purchasing decisions. The R Square (R^2) value of 0.206 means that live streaming explains 20.6% of the variation in purchasing decisions in the sample. The remaining 79.4% is variation not explained by the model and may be related to other factors outside the study, such as price, actual needs, promotions, trust, perceived risk, and product quality. These factors were not tested separately in this study.

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Discussion

The results of the study indicate that live streaming has a positive and significant effect on the purchasing decisions of Glad2Glow products among 12th-grade students at Daarul Muttaqien Senior High School, Tangerang. This finding is demonstrated by a regression coefficient of 0.221, a t-value of 3.220, and a significance level of 0.003. This means that the more favorable respondents' assessments of live streaming, the higher their purchasing decision scores in the research model.

Live streaming helps consumers obtain information through host explanations, visual demonstrations, Q&A interactions, and on-air offers. For skincare products, visualizations and explanations can help potential buyers understand the shape, texture, usage instructions, and product information. Interactivity provides an opportunity for viewers to ask questions, while the host's professionalism relates to the clarity and accuracy of the information. Zahira et al.'s (2024) study on TikTok advertising and skincare purchase intention also demonstrates the relevance of TikTok promotional channels in the context of skincare products, although their focus was on advertising and purchase intention, not live streaming and purchasing decisions.

These findings align with Lubis (2025), who found a significant influence of live streaming on purchasing decisions and impulsive buying for skincare products. Conversely, these findings differ from Leriyan et al. (2025), who found that live streaming had no significant influence on Shopee users' purchasing decision models when tested alongside flash sales and free shipping. These differences may be related to differences in platforms, respondent characteristics, product objects, analyzed variables, and research context. Sarumpaet (2024) also demonstrated the relevance of studying live streaming alongside free shipping services on purchasing intentions for fashion products. Thus, the influence of live streaming cannot be separated from the product context and other marketing factors.

The characteristics of the respondents, all of whom were 12th-grade students at one school, provide a unique context. Based on the research context, smartphone use in the Islamic boarding school environment is permitted only once a week, so respondents' exposure to live streaming is relatively limited. This limited exposure can make live streaming merely one source of information, rather than a dominant factor in purchasing decisions. Furthermore, skincare purchasing decisions can still consider actual needs, suitability to skin condition, price, and affordability. This explanation represents a reasonable interpretation of the respondents' context, not the result of testing additional variables in the study. Initial interviews regarding inconsistencies in product descriptions and slow host responses also highlight the importance of quality communication and information accuracy.

Practically, Glad2Glow hosts and sellers on TikTok Shop need to answer questions quickly, clearly, and relevantly; display products adequately; use entertainment elements without compromising information accuracy; and possess good product knowledge. Live streaming should also be supported by transparent product information, authentic consumer reviews, clear pricing, and after-sales service. The R-square value, which indicates a 20.6% contribution, reminds us that live streaming strategies need to be integrated with pricing management, promotions, product quality, and consumer trust. However, these factors have not been tested as separate variables in this study.

The study has limitations in the form of a sample size of 42 respondents from a single school, the use of a single platform, and a model that only includes live streaming as an independent variable. The results cannot be generalized to all TikTok Shop users. Furthermore, the research document mentions four conceptual aspects of live streaming and four indicators of purchasing decisions, while the test table displays five statement items for each variable. The test results are maintained as reported in the source document; future research should explain the mapping of indicators and questionnaire items in more detail.

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Conclusion and Recommendations

Based on a study of 42 12th-grade students at Daarul Muttaqien Senior High School, Tangerang, who had watched live streaming and purchased Glad2Glow products through TikTok Shop, it can be concluded that live streaming has a positive and significant effect on purchasing decisions. This is indicated by a regression coefficient of 0.221, a t-value of 3.220, and a significance level of 0.003. The R Square value of 0.206 indicates that live streaming explains 20.6% of the variation in purchasing decisions in the sample, while the remaining 79.4% is related to other factors outside the model. Thus, live streaming is one of the factors related to purchasing decisions, but not the only factor.

For Glad2Glow and sellers on TikTok Shop, it is recommended to optimize host interactivity, product visualization, information accuracy, appropriate entertainment elements, and broadcaster professionalism. Hosts should respond to audience questions appropriately and avoid unverified product claims. For future researchers, it is recommended to expand the number and characteristics of respondents, involve consumer groups from different regions and institutions, compare TikTok Shop with other platforms, and add variables such as trust, risk perception, price, promotion, product quality, and purchase intention. Measurement indicators and questionnaire items need to be presented consistently. For educational settings, smartphone access regulations can be aligned with institutional policies while supporting digital literacy and students' ability to critically assess product information.

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