# The Influence of Live Streaming, Flash Sales, and Online Customer Reviews on Generation Z's Purchasing Decisions on the TikTok Shop Platform in Sumbawa Regency

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***Abstract:*** *The rapid growth of social commerce platforms like TikTok Shop has transformed Generation Z's shopping habits in rural areas such as Sumbawa Regency, where digital infrastructure challenges persist. Features including live streaming, flash sales, and online customer reviews drive interactive and urgent buying experiences amid rising e-commerce adoption in Indonesia. This study aims to examine the influence of these factors on Generation Z's purchasing decisions on TikTok Shop.This quantitative research employed purposive sampling to select 100 Generation Z respondents (aged 13-27) from Sumbawa Regency who had purchased on the platform. Data were gathered via online questionnaires using Google Forms, with analysis conducted through classical assumption tests, multiple linear regression, t-tests, F-tests, and coefficient of determination via SPSS software. Results reveal that live streaming (β=0.490, t=4.285, p=0.000), flash sales (β=0.540, t=3.903, p=0.000), and online customer reviews (β=0.178, t=2.206, p=0.030) positively and significantly affect purchasing decisions partially and simultaneously (F=51.461, p=0.000), explaining 60.6% of variance (Adjusted R²=0.606). Live streaming emerged dominant.In conclusion, TikTok Shop's marketing features significantly shape rural Generation Z buying behavior, urging optimized strategies for similar contexts.*

## Introduction

The development of digital technology has had a significant impact on various aspects of human life, including the economic and business sectors. One of the most obvious impacts is the shift in consumer patterns, which now rely more heavily on digital platforms for daily activities, such as shopping. According to(Awung et al., 2024)The internet plays a crucial role in accelerating economic transactions and eliminating geographical barriers between buyers and sellers. Shopping activities no longer require face-to-face meetings in physical stores; instead, they can be easily done through digital devices, known as e-commerce.(Zami, 2023). E-commerce encompasses modern business processes ranging from purchase-sales transactions to developing long-term relationships between businesses and consumers.(Rizkya et al., 2024).

In Indonesia, the number of e-commerce users continues to grow, driven by internet penetration, which is projected to reach 229.4 million people, or 80.66% of the population, by 2025, a 1.16% increase from the previous year. This trend is creating a shift in shopping patterns from conventional to online.(Pratiwi, 2023)The emergence of social commerce, particularly TikTok Shop, has further strengthened this phenomenon, with the platform dominating 46% of social media usage for shopping. TikTok Shop integrates short video entertainment with direct transaction features, supported by content personalization algorithms (Pratiwi et al., 2023;(Syahrin et al., 2025). Its main features, live streaming, flash sales, and online customer reviews, create an interactive experience that influences purchasing decisions, especially for Generation Z (born 1997–2012), 91% of whom have shopped online and 62% have tried live shopping. In Sumbawa Regency, this phenomenon is growing despite being hampered by slow digital infrastructure.

This research is urgent because TikTok Shop has become a dominant shopping channel for Generation Z in Sumbawa, who face unique challenges such as unstable networks and internet blackouts. The live streaming feature allows real-time interaction with sellers (Syahrin et al., 2025), and flash sales create purchasing urgency through limited-time discounts.(Untari et al., 2024), as well as online customer reviews build trust through authentic reviews(Mu & Komaladewi, 2020)Understanding the influence of these three features on Generation Z purchasing decisions in areas like Sumbawa is crucial for an inclusive digital marketing strategy, given the contribution of e-commerce to national economic growth.

This study offers novelty by simultaneously analyzing the influence of live streaming, flash sales, and online customer reviews on Generation Z purchasing decisions in TikTok Shop, particularly in Sumbawa Regency, a rural context with limited digital infrastructure that has rarely been researched. Unlike previous studies that focused on large cities, this approach integrates local factors such as consumption culture and slow internet access, providing contextual insights for businesses in developing regions. Although Syahrin et al. (2025) found a significant influence of live streaming and online customer reviews, as well as(Saputra & Fadhilah, 2022)While research has focused on flash sales and live streaming in major cities like Kediri, it's limited to one or two variables and an urban context. No comprehensive study has examined all three factors simultaneously among Generation Z in areas like Sumbawa,

where weak digital infrastructure creates different dynamics. This gap needs to be filled to form the basis for adaptive marketing strategies.

Based on the background described previously, the researcher formulated the research problem as follows: First, how does live streaming influence Generation Z's purchasing decisions on the TikTok Shop platform in Sumbawa Regency? Second, how does flash sales influence Generation Z's purchasing decisions on the TikTok Shop platform in Sumbawa Regency? Third, how does online customer reviews influence Generation Z's purchasing decisions on the TikTok Shop platform in Sumbawa Regency? Fourth, how do live streaming, flash sales, and online customer reviews simultaneously influence Generation Z's purchasing decisions on the TikTok Shop platform in Sumbawa Regency?

## Research Methods

This study uses a quantitative research type where the research data is in the form of numbers and can be analyzed using statistics (Sugiyono, 2019). Data were collected from respondents through questionnaires, which provided information related to the research in the form of primary data and online documents. Secondary data is intended to support the needs of primary data. Secondary data sources in this study were obtained from previous research journals, websites, literature, and books relevant to this study. The population in this study was Generation Z who had shopped at TikTok Shop in Sumbawa Regency. There are 24 sub-districts in Sumbawa Regency. The sampling technique used a non-probability sampling method with a purposive sampling technique. This technique was chosen because the population of TikTok Shop users in Sumbawa Regency is not known for certain, so the researcher determined the sample based on certain criteria. The sample criteria in this study are:

1. Aged 13 – 27 years
2. Domiciled in Sumbawa Regency
3. Have you ever made a purchase on TikTok Shop?

The number of samples obtained from a population of 100 respondents. Data was collected from respondents through questionnaires, which provided research-related information in the form of primary data and online documents.The data collection technique in this study used the questionnaire method.Data analysis using classical assumption tests, multiple linear regression analysis and hypothesis testingand measured using the SPSS statistical test tool to produce conclusions.

## Results and Discussion

### Classical Assumption Test

1. Normality Test

The following are the results of the normality test presented in the table below:

**Table 1. Normality Test Results**

| One-Sample Kolmogorov-Smirnov Test | | Information |
|---|---|---|
| Unstandardized Residual | | |
| Exact Sig. (2-tailed) | 0.243 | Normal |

Based on the results of the normality test in the table above, it shows that the sign value is $0.243 > 0.05$ for all variables, so it can be concluded that the data in this study is normally distributed, so that the normality assumption in this regression model has been met.

2. Heteroscedasticity Test

The following are the results of the heteroscedasticity test presented in the table below:

**Table 2. Heteroscedasticity Test Results**

| Variables | Significance | Information |
|---|---|---|
| *Live streaming* | 0.465 | No Heteroscedasticity |
| *Flash sale* | 0.336 | No Heteroscedasticity |
| *Online customer review* | 0.817 | No Heteroscedasticity |

Based on the results of the heteroscedasticity test using the Galjser test method, it is known that the significance value for variable X1 is 0.465, variable X2 is 0.336, and variable X3 is 0.817. Since all significance values are greater than 0.05, it can be concluded that this regression model does not experience heteroscedasticity, so it can be stated that the residual variance is constant and the model meets the assumptions of classical regression.

3. Multicollinearity Test

The following are the results of the multicollinearity test presented in the table below:

**Table 3. Multicollinearity Test Results**

| Variables | Collinearity Statistics | | Information |
|---|---|---|---|
| | Tolerance | VIF | |
| *Live streaming* | 0.526 | 1,901 | No Multicollinearity |
| *Flash sale* | 0.499 | 2,003 | No Multicollinearity |
| *Online customer review* | 0.581 | 1,722 | No Multicollinearity |

Based on the test results table above, it shows that variable X1 has a tolerance value of 0.526 and a VIF value of 1.901, variable X2 has a tolerance value of 0.499 and a VIF of 2.003, and variable X3 has a tolerance value of 0.581 and a VIF value of 1.722. Because all tolerance values are greater than 0.10 and all VIF values are less than 10, it can be concluded that there is no multicollinearity in this regression model.

**Multiple Linear Regression Analysis**

Multiple linear regression analysis is used to determine the fluctuation of the dependent variable (Y) when the number of independent variables (X) is two or more as predictor factors. The results of the regression analysis can be seen in the table below:

**Table 4. Results of Multiple Linear Regression Test**

| Variables | Regression Coefficient | t | Sig. |
|---|---|---|---|
| *Constant* | -2,001 | -0.853 | 0,000 |
| *Live streaming* | 0.409 | 4,285 | 0,000 |

| | | | |
|---|---|---|---|
| *Flash sale* | 0.540 | 3,903 | 0,000 |
| *Online customer review* | 0.178 | 2,206 | 0.030 |

Based on the table of multiple linear regression test results above, the regression equation is obtained as follows: $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$. Impulsive buying = -2.001 + 0.490 live streaming + 0.540 flash sale + 0.178 online customer review. Based on the regression equation that has been described, the following results are obtained:

1. The constant value is -2.001, which means that if the value of the independent variable, namely live streaming (X1), flash sale (X2), online customer review (X3) is equal to 0, then the purchasing decision is combined, it is assumed to be constant or there is no change, so the purchasing decision (Y) is -2.001.
2. The regression coefficient value of the live streaming variable (X1) is 0.490, which means that if the value of the live streaming variable (X1) increases by one unit, the purchasing decision result (Y) will also increase by 0.490.
3. The regression coefficient value of the flash sale variable (X2) is 0.540, which means that if the value of the flash sale variable (X2) increases by one unit, the purchasing decision result (Y) will also increase by 0.540.
4. The regression coefficient value of the online customer review variable (X3) is 0.178, which means that if the value of the online customer review variable (X3) increases by one unit, the purchasing decision result (Y) will also increase by 0.178.

**Hypothesis Testing**
1. t-test (Partial)

The following t-test results are presented in the table below:

**Table 5. t-Test Results**

| Variables | t | Sig. |
|---|---|---|
| *Live streaming* | 4,285 | 0,000 |
| *Flash sale* | 3,903 | 0,000 |
| *Online customer review* | 2,206 | 0.030 |

The t-table value in this study is determined using the formula $df = n - k - 1 = 100 - 3 - 1 = 96$, so the t-table value with degrees of freedom of 96 with a sig value of 0.05, the t-table value is 1.985.

Based on the test results table above, the following results were obtained:

a. The live streaming variable has a calculated t-value of 4.285 > t-table 1.985 and a significance value of 0.000 < 0.05. Because the significance value is less than 0.05 and the calculated t-value is greater than the t-table, H1 is accepted. Thus, live streaming has a significant influence on purchasing decisions.
b. The flash sale variable has a calculated t-value of 3.903 > t-table 1.985 and a significance value of 0.000 < 0.05. Because the significance value is less than 0.05 and the calculated t-value is greater than the t-table, H2 is accepted. Thus, flash sales have a significant influence on purchasing decisions.
c. The online customer review variable has a calculated t-value of 2.206 > t-table 1.985 and a significance value of 0.030 < 0.05. Because the calculated t-value is greater than the t-table and the significance value is less than 0.05, H3 is accepted. Thus, online customer reviews have a significant influence on purchasing decisions.

### 2. F Test (Simultaneous)

The following t-test results are presented in the table below:

**Table 6. F Test Results**

|  | F Count | Sig. | Information |
|---|---|---|---|
| Regression | 51,461 | 0,000 | H4 accepted |

The t table value in this study is determined by the formula df = n – k – 1 = 100 – 3 – 1 = 96, so that the t table value with degrees of freedom is 96 with a sig value of 0.05, the t table value is obtained = 2.699. Based on the results of the f test in table 6, the calculated F value is 51.695> F table 2.699 and a significance value of 0.000 <0.05. Thus, it can be concluded that H4 is accepted which shows that simultaneously or together there is a significant positive effect between the variables of live streaming (X1), flash sale (X2), and online customer review (X3) on purchasing decisions (Y).

**Coefficient of Determination Test (Adjusted R Square)**

The coefficient of determination test is used to determine the extent of influence of the independent variable on the dependent variable simultaneously in a regression model. The higher the Adjusted R Square value, the greater the independent variable's ability to explain changes in the dependent variable. The test results can be seen in the table below:

**Table 7. Results of the Determination Coefficient Test**

| Model | Adjusted R Square |
|---|---|
| Buying decision | 0.606 |

Based on the table of determination coefficient test results above, the Adjusted R Square value was obtained at 0.606. This shows that the independent variables consisting of live streaming (X1), flash sales (X2), and online customer reviews (X3) are able to explain the dependent variable, namely purchasing decisions (Y), by 60.6%. Meanwhile, the remaining 39.4% is explained by other factors not included in this study such as free shipping, influencers and prices that may influence purchasing decisions. Based on the results of the hypothesis test that has been carried out through multiple linear regression analysis, all independent variables are proven to have a significant influence on purchasing decisions.

**Discussion**

**Influence of Live Streaming (X1) on purchasing decisions (Y)**

Based on the results of the t-test that was conducted previously, It can be seen that live streaming has been proven to have a positive and significant influence on purchasing decisions. This shows that the better and more engaging the live streaming implementation, the greater the consumer's tendency to make a purchase. Live streaming is able to present product information more clearly, interactively, and in real time so that consumers feel more confident in the products offered. Thus, it can be concluded that live streaming is an effective marketing strategy in influencing purchasing decisions, so H1 is accepted, namely live streaming has a significant positive effect on purchasing decisions. The results of this study are in line with previous research conducted by(Maulana et al., 2025)The study, titled "The Influence of Live Streaming and Online Customer Reviews on Purchasing Decisions for Skintific Products on the TikTok Platform," showed that live streaming had a positive and significant effect on purchasing decisions for Skintific products on the TikTok platform.

The similarity of these results reinforces the finding that live streaming is a crucial factor influencing consumer purchasing decisions on social commerce platforms. Through live streaming, consumers can obtain more comprehensive product information, see live product demonstrations, and interact with sellers, thereby increasing trust and purchasing interest. Therefore, the results of this study support and confirm the findings of previous studies that live streaming is effectively used as a digital marketing strategy to drive purchasing decisions. These findings are also reinforced by the Theory of Planned Behavior, which states that consumer behavior can be influenced by intentions formed from three components: attitude toward behavior, subjective norms, and perceived behavioral control. In this study, the live streaming variable relates to the attitude toward behavior component. Attitude refers to how Generation Z assesses the shopping experience on TikTok Shop. The live streaming feature provides direct information and real-time interaction, thereby increasing trust and forming a positive attitude toward the product. Attitude toward behavior refers to the extent to which an individual has a positive or negative assessment of an action, in this case, a purchasing decision.

Through the live streaming feature, consumers can watch products being offered in real time, interact with sellers, and obtain more detailed product information. Consumers can ask sellers directly about product specifications, prices, and availability, creating a closer relationship between sellers and buyers, forming positive assessments, and increasing consumer trust in the products offered.

**Influence of Flash Sale (X2) on purchasing decisions (Y)**

Based on the results of the t-test that was conducted previously, The results showed that flash sales had a positive and significant impact on purchasing decisions. This indicates that the implementation of flash sales can attract consumers' attention and encourage them to make purchases. Offers with discounts and certain time limits make consumers feel they have a limited opportunity, thus increasing the urge to immediately purchase the product being offered. This situation can influence consumer emotions and behavior, resulting in faster purchasing decisions without much consideration. Thus, it can be concluded that flash sales are an effective promotional strategy in influencing purchasing decisions, so H2, which states that flash sales have a significant positive effect on purchasing decisions, is accepted.

The results of this study are in line with previous research conducted by(Putri et al., 2025)The results show that flash sales have a positive and significant effect on skincare product purchasing decisions on TikTok Shop. This similarity in results reinforces the finding that flash sales are an effective promotional strategy in driving consumer purchasing decisions on digital platforms. Limited offers, both in terms of time and quantity, can create a sense of urgency and a fear of missing out, prompting consumers to make a purchase immediately. Therefore, the results of this study support and confirm previous research that flash sales play a significant role in influencing consumer purchasing decisions on TikTok Shop.

These findings are also supported by the Theory of Planned Behavior, which states that consumer behavior can be influenced by intentions formed from three components: attitudes toward behavior, subjective norms, and perceived behavioral control. In this study, the flash sale variable relates to the behavioral control component. Behavioral control describes the extent to which Generation Z feels capable of performing an action. Flash sales offer lower prices for a limited time, making Generation Z feel more capable of purchasing

because the prices are cheaper than normal.

## The influence of online customer reviews (X3) on purchasing decisions (Y)

Based on the results of the t-test that was conducted previously, it was obtainedthe result is*online customer reviews*has been shown to have a positive and significant influence on purchasing decisions. This indicates that reviews and ratings provided by previous consumers play a significant role in shaping consumer perceptions and beliefs about a product. Information obtained through other users' experiences can help potential buyers assess the quality, benefits, and reliability of a product before making a purchase. Furthermore, positive reviews can increase trust and reduce perceived risk, thus encouraging them to make a purchasing decision. Therefore, it can be concluded that online customer reviews are an important factor influencing purchasing decisions. Therefore, H3, which states that online customer reviews have a significant influence on purchasing decisions, is accepted.

The results of this study are in line with previous research conducted by(Febriyanti & Ratnasari, 2024)The results show that online customer reviews have a positive and significant influence on purchasing decisions. This similarity in results suggests that consumer reviews play a significant role in influencing purchasing decisions on digital platforms. Online customer reviews can provide a realistic picture of a product's quality and user experience, thereby helping consumers reduce uncertainty before making a purchase. Positive reviews increase consumer trust in a product, ultimately driving purchasing decisions. Therefore, the results of this study support and strengthen previous research findings that online customer reviews are a significant factor influencing purchasing decisions on TikTok Shop.

These findings are also supported by the Theory of Planned Behavior, which states that consumer behavior can be influenced by intentions formed from three components: attitudes toward behavior, subjective norms, and perceived behavioral control. In this study, the online customer review variable is related to the subjective norm component. Subjective norms are social pressures caused by environmental influences. Reviews from other customers about a product can create social incentives for Generation Z to purchase. The more positive reviews from other customers, the more Generation Z will be encouraged to make purchases.

## The influence of live streaming (X1), flash sales (X2) and online customer reviews (X3) on purchasing decisions (Y)

Based on the previously conducted f-test, the results obtained showed that live streaming, flash sales, and online customer reviews simultaneously had a positive and significant effect on purchasing decisions. This indicates that these three variables support each other and play a role together in influencing consumer purchasing decisions. When a live streaming strategy is well implemented, supported by an attractive flash sale program and positive consumer reviews, consumers' tendency to make purchasing decisions will increase. Furthermore, the test results also show that live streaming, flash sales, and online customer reviews have a significant contribution in explaining purchasing decisions. This means that most changes or variations in consumer purchasing decisions can be explained by these three variables. Thus, H4, which states that live streaming, flash sales, and online customer reviews have a significant positive effect on purchasing decisions, is accepted.

The results of this study are supported by previous research conducted by(Safitri & Fandiyanto, 2011)The results show that live streaming and flash sales have a positive and significant influence on fashion product purchasing decisions on TikTok Shop. This finding reinforces the research findings that direct interaction-based marketing strategies and time-limited promotions can encourage consumers to make purchases. Furthermore, the results of this study are also in line with research conducted by Syahrin et al. (2025) entitled The Influence of Live Streaming and Online Customer Reviews on Purchase Intention of Generation Z Users on TikTok Shop. The study showed that online customer reviews have a positive and significant influence on Generation Z users' purchasing decisions on TikTok Shop. This confirms that consumer reviews are an important source of information in shaping consumer trust and confidence before making a purchase.

These findings are in line with the Theory of Planned Behavior (Ajzen, 1991), which states that the intention that drives someone to perform a behavior, including purchasing decisions, is influenced by three main components: attitude toward the behavior, subjective norms, and perceived behavioral control. In this context, live streaming, flash sales, and online consumer reviews contribute to forming positive consumer attitudes toward products, providing social encouragement through subjective norms, and increasing consumer confidence in making purchasing decisions.

## Conclusion and Recommendation

Based on the results of the study on the influence of live streaming, flash sales, and online customer reviews on Generation Z purchasing decisions on the TikTok Shop platform in Sumbawa Regency, it can be concluded that all variables studied have been proven to have a positive and significant influence. Partially, live streaming, flash sales, and online customer reviews each have a positive and significant influence on Generation Z purchasing decisions, while simultaneously the three variables also show a positive and significant influence. Thus, all hypotheses proposed in this study are declared accepted. These results indicate that the research model used is appropriate and able to explain the phenomenon of Generation Z purchasing decisions on the TikTok Shop platform in Sumbawa Regency. In addition, the findings of this study strengthen the theory and results of previous studies that state that digital marketing strategies through live streaming, flash sales promotions, and the use of online customer reviews have a very important role in influencing consumer behavior in the digital era.

This research is expected to provide theoretical and practical contributions to the development of digital marketing science, particularly regarding Generation Z consumer behavior on social commerce platforms. Theoretically, the research results can serve as a reference for further studies with the development of other variables and more diverse methods to further comprehensively understand the factors influencing purchasing decisions. Practically, this research is useful for researchers and academics as a reference material and learning support in the field of digital marketing, as well as for business actors as a basis for developing marketing strategies on TikTok Shop through optimizing live streaming, promotional programs, and improving product and service quality to encourage consumer purchasing decisions, especially Generation Z.

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