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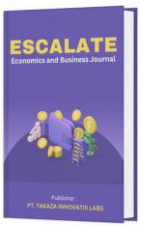

The Influence of Live Streaming Strategy and Consumer Behavior on Purchasing Decisions of Fashion Smes on Tiktok Shop

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Abstract: *TikTok Shop's live streaming drives fashion MSMEs amid Indonesia's social commerce surge. This study examines live streaming strategy and consumer behavior's impact on purchasing decisions using a quantitative survey of 104 purposive-sampled TikTok Shop users buying MSME fashion products. An online ordinal-scale questionnaire was analyzed via non-parametric tests (Spearman correlation, Kruskal-Wallis) and curve estimation. Results show moderate correlation for live streaming (rho=0.512, p=0.000), strong for consumer behavior (rho=0.668, p=0.000), with cubic models yielding R^2=0.215 (X1-Y) and R^2=0.396 (X2-Y); multicollinearity noted. Both factors synergistically influence decisions, with consumer behavior dominant; MSMEs should optimize interactions and behavioral insights..*

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Introduction

The development of digital technology is driving profound transformations in various aspects of human life, including patterns of social interaction, communication, and economic activity.(Anindasari & Tranggono, 2023)The convergence of social media, e-commerce, and live streaming is shaping an experience-based consumption ecosystem, transforming shopping behavior to become more immersive and personalized through real-time interactions.(Ye et al., 2023)In Indonesia, with 125 million active TikTok Shop users in early 2024 and an average of 4 hours of daily internet usage (DataReportal, 2024; McKinsey), fashion MSMEs are leveraging the platform for visual product demonstrations. Pre-survey data shows TikTok Shop dominates Gen Z's choice (30.09%), despite Shopee's overall lead, while Shopee Live and TikTok Live lead live shopping with 57% and 49% of users, respectively.(Muchtar & Sulistyowati, 2025).

Live streaming commerce is booming in Southeast Asia, with fashion products dominating sales (51-72%) thanks to their visual nature, ideal for real-time demonstrations. In Indonesia, TikTok Shop is becoming a major social commerce force for fashion MSMEs, driven by two-way interactions, time urgency, and reduced price sensitivity.(Zhang et al., 2026);(Ye et al., 2023)A pre-survey of 30 respondents confirmed this: 60% agreed that product demos and host interactions increased understanding and trust, while 73% were influenced by the crowd effect and host recommendations on consumer behavior. However, 15-25% of respondents disagreed, indicating the strategy's effectiveness was not optimal, particularly in terms of visual quality, schedule consistency, and impulsiveness.

This phenomenon is urgent because fashion MSMEs (60% dependent on social media) face fierce competition, dynamic algorithms, and risks such as the suspension of TikTok Shop 2023 which is detrimental to revenue.(Fachril, 2025)Without adaptation, MSMEs are missing out on opportunities in the digital market worth billions, while Gen Z and Millennial consumers demand authentic experiences. This research is urgently needed to provide optimal strategies for MSMEs, insights for platforms like TikTok Shop, and national policies to support Making Indonesia 2045, amidst the inevitable digital transformation. This research offers novelty by analyzing the interaction of live streaming strategies (frequency, host interaction, promotion) and consumer behavior (trust, impulsivity, crowd effect) as predictors of fashion MSMEs' purchasing decisions on TikTok Shop in a specific context rarely explored in Indonesia. Different from previous studies such as Ijabo Journal (2023) which focused on Bandung students (53.2% influence), this approach integrates a multi-variable pre-survey to test mediation of consumer behavior, expanding the model.(Zhang et al., 2026)to the TikTok Shop ecosystem post-2024.

Although global studies highlight live streaming(Malani et al., 2024);(Zhang et al., 2026), a gap emerged in the context of Indonesian fashion MSMEs: a pre-survey revealed a gap of 15-25% disagreement on live streaming strategies (visual quality, interaction), consumer behavior (low trust), and purchasing decisions (21% unaffected) (Table 1.4). Local research is limited in generalization, ignoring platform diversification and the risk of dependency. This study fills the gap with an empirical model: Live Streaming Strategy (X1) + Consumer Behavior (X2) → Purchase Decision (Y), based on the title "The Influence of Live Streaming Strategy and Consumer Behavior on Purchasing Decisions in Fashion MSMEs on TikTok Shop".

Based on the research background that has been described, the problem formulation in this study focuses on how the conditions of live streaming strategies, consumer behavior, and purchasing decisions in fashion MSMEs on TikTok Shop, as well as how the influence of live streaming strategies on purchasing decisions, the influence of consumer behavior on purchasing decisions, and the influence of live streaming strategies and consumer behavior simultaneously on purchasing decisions in fashion MSMEs on TikTok Shop.

Research Methods

This study adopts a quantitative approach with a survey method to investigate the

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influence of live streaming strategies and consumer behavior on purchasing decisions for fashion MSMEs on TikTok Shop, aligning with causal explanatory designs that test relationships through structured data collection as outlined by Sugiyono (2021) and Sudaryono (2021). The subjects comprise active TikTok Shop consumers in Indonesia who purchased fashion products from local MSMEs within the past six months, enabling empirical measurement of perceptions on live streaming (X1: frequency, interaction, promotion), consumer behavior (X2: trust, impulsivity, crowd effect), and purchasing decisions (Y). Secondary data were sourced from marketing theory books, national and international journals like Anindasari & Tranggono (2023), Ye et al. (2023), Zhang et al. (2026), and official reports on live streaming commerce, ensuring theoretical grounding per Creswell & Creswell (2018).

The population encompasses all active TikTok Shop consumers buying fashion MSMEs products in Indonesia, with a non-probability purposive sampling technique selecting 104 respondents based on criteria such as recent purchases and live stream exposure, consistent with Emzir (2012) recommendations for targeted sampling in quantitative surveys. The sample size of 104 supports robust nonparametric analysis despite initial mentions of 96, addressing statistical power needs (Sugiyono, 2021).

Instruments include an online questionnaire with closed-ended ordinal-scale statements assessing perceptions, validated through validity and reliability tests as per Sudaryono (2021). Data collection involved self-administered digital distribution via platforms like Google Forms, capturing primary responses efficiently while minimizing bias, supplemented by secondary sources (Ye et al., 2023).

Analysis techniques feature classical assumption tests (normality via Kolmogorov-Smirnov, multicollinearity via VIF/tolerance, heteroscedasticity via Glejser), followed by nonparametric methods including Spearman correlation, Kruskal-Wallis H test for group differences, and curve estimation (quadratic, cubic, exponential models) due to non-normal residuals, as advised by Emzir (2012) and Sugiyono (2021) for ordinal data. Procedures sequentially encompassed questionnaire design, pilot testing, online dissemination (April-May 2025), data cleaning, and SPSS-based analysis, with hypothesis testing via partial/simultaneous effects to confirm significances (Zhang et al., 2026). This systematic flow ensures logical progression from data gathering to inference, enhancing reliability (Creswell & Creswell, 2018).

Results and Discussion

Classical Assumption Test

1. Normality Test

Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		104
Normal Parametersa,b	Mean	0.0000000
	Standard Deviation	9.36406400

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Most Extreme Differences	Absolute	0.163
	Positive	0.146
	Negative	-0.163
Test Statistics		0.163
Asymp. Sig. (2-tailed)		.000c

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Based on the results of the One-Sample Kolmogorov-Smirnov Test, the Asymp. Sig. (2-tailed) value = 0.000 was obtained, which is smaller than α = 0.05. This indicates that the residual data is not normally distributed. In other words, the assumption of normality in the regression model or other statistical analysis is not met. However, this violation of normality can be considered in the context of the number of samples (N = 104), because the K–S test is sensitive to large samples. If necessary, data transformation or non-parametric statistical methods can be used to overcome this problem.

2. Multicollinearity Test

Table 4.1Multicollinearity Test Results

Coefficientsa

Model				Standardized Coefficients	t	Sig.	Collinearity Statistics	
				Beta			Tolerance	VIF
1	(Constant)	28,919	4,675		6,185	0.000		
	Live Streaming Strategy (X_1)	-0.676	0.248	-0.739	-2,732	0.007	0.091	11,041
	Consumer Behavior (X2)	1,043	0.229	1,235	4,566	0.000	0.091	11,041

a. Dependent Variable: Purchase decision (Y)

Based on the results of the multicollinearity test in the regression coefficient table, the tolerance value for the Live Streaming Strategy (X_1) and Consumer Behavior (X_2) variables was 0.091, respectively, while the Variance Inflation Factor (VIF) value for both was 11.041. Since the tolerance value was <0.10 and the VIF>10, this indicates a fairly high level of multicollinearity between the independent variables in the regression model. This means that the two independent variables are excessively linearly correlated, which can affect the accuracy of the regression coefficient estimate.

3. Heteroscedasticity Test

Table 3. Results of Heteroscedasticity Test

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

https://doi.org/10.61536/escalate.v4i1.426

1	(Constant)	27,183	2,835		9,589	0.000
	Live Streaming Strategy (X_1)	0.271	0.150	0.471	1,804	0.074
	Consumer Behavior (X2)	-0.555	0.139	-1,046	-4.008	0.000

a. Dependent Variable: Abs_RES

Based on the heteroscedasticity test using the absolute value of the residual, the Live Streaming Strategy variable does not show symptoms of heteroscedasticity (Sig. = 0.074 > 0.05), but the Consumer Behavior variable shows symptoms of heteroscedasticity (Sig. = 0.000 < 0.05). Thus, this regression model is not completely free from heteroscedasticity.

4. Non-Parametric Test

Table 4. Spearman Test Results X1 and Y

Correlations

			Live Streaming Strategy (X_1)	Purchase decision (Y)
Spearman's rho	Live Streaming Strategy (X_1)	Correlation Coefficient	1,000	0.512
		Sig. (2-tailed)		0.000
		N	104	104
	Purchase decision (Y)	Correlation Coefficient	0.512	1,000
		Sig. (2-tailed)	0.000	
		N	104	104

Based on the results of the Spearman correlation test between Live Streaming Strategy (X_1) and Purchase Decision (Y) in fashion MSMEs on TikTok Shop, a correlation coefficient value of 0.512 was obtained with a significance value (p-value) of 0.000. This indicates that there is a moderate positive relationship between the live streaming strategy and consumer purchasing decisions. This means that the more effective the live streaming strategy implemented by MSMEs, the more likely consumers are to make a decision to purchase the product. A significance value smaller than 0.05 confirms that this relationship is statistically significant at the 95% confidence level.

Table 5. Spearman X2 and Y Test Results

Correlations

			Consumer Behavior (X2)	Purchase decision (Y)
Spearman's rho	Consumer Behavior (X2)	Correlation Coefficient	1,000	0.668
		Sig. (2-tailed)		0.000
		N	104	104
	Purchase decision (Y)	Correlation Coefficient	0.668	1,000
		Sig. (2-tailed)	0.000	
		N	104	104

Based on the results of the Spearman correlation test between Consumer Behavior (X_2) and Purchasing Decisions (Y), a correlation coefficient of 0.668 was obtained with a

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significance value of 0.000. This indicates a strong positive relationship between consumer behavior and purchasing decisions. This means that the more positive or supportive consumers' behavior is towards a product or service, the more likely they are to make a purchase. A significance value less than 0.05 confirms that this relationship is statistically significant at the 95% confidence level.

5. Kruskal-Wallis H test

Table 6. Kruskal Wallis Test Results

Test Statistics a, b	
	Score
Kruskal-Wallis H	69,416
df	2
Asymp. Sig.	0.000
a. Kruskal Wallis Test	
b. Grouping Variable: Variable	

Based on the results of the Kruskal-Wallis test, the Kruskal-Wallis H value was obtained = 69.416 with degrees of freedom (df) = 2 and a significance value of Asymp. Sig. = 0.000. These results indicate that there is a statistically significant difference in the scores between the compared groups. In other words, at least one group differs significantly from the other groups regarding the tested variable. A significance value smaller than 0.05 confirms that this difference did not occur by chance, so the influence of the group on the score is real.

Regression Curve Estimation.

Table 7. Results of the Curve Estimation Analysis of X1 Against Y

Model Summary and Parameter Estimates									
Dependent Variable:	Purchase decision (Y)								
Equation	Model Summary					Parameter Estimates			
	R Square	F	df 1	df 2	Sig.	Constant	b1	b2	b3
Quadratic	0.193	12,109	2	101	0.000	38,760	0.234	0.002	
Cubic	0.215	9,123	3	100	0.000	-16,619	4,858	-0.107	0.001
Exponential	0.181	22,503	1	102	0.000	31,611	0.010		
The independent variable is Live Streaming Strategy (X_1).									

The results of the Curve Estimation analysis show that Live Streaming Strategy (X_1) has a significant influence on Purchasing Decisions (Y). The quadratic model produces R^2 = 0.193 with F(2,101) = 12.109, $p < 0.001$, indicating that approximately 19.3% of the variability in purchasing decisions can be explained by the Live Streaming Strategy. The quadratic equation shows that increasing X_1 tends to increase purchasing decisions gradually, although the effect is curvilinear.

The cubic model provided the best fit with R^2 = 0.215, F(3,100) = 9.123, $p < 0.001$.

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The cubic regression equation shows a more complex pattern of influence, namely that an initial increase in Live Streaming Strategy increases purchase decisions rapidly, then slows down, and finally increases again. This indicates that the effect of Live Streaming Strategy is non-linear and not always proportional to purchase decisions. Meanwhile, the exponential model is also significant ($R^2 = 0.181$; $F(1,102) = 22.503$; $p < 0.001$), indicating a pattern of growth in purchase decisions following the increase in Live Streaming Strategy. Overall, these results confirm that Live Streaming Strategy has a significant influence on consumer purchase decisions, with non-linear effects that need to be considered so that marketing strategies can be optimized.

Table 8. Results of the X2 Curve Estimation Analysis Against Y

Model Summary and Parameter Estimates

Dependent Variable: Purchase decision (Y)

Equation	Model Summary					Parameter Estimates			
	R Square	F	df 1	df 2	Sig.	Constant	b1	b2	b3
Quadratic	0.296	21,276	2	101	0.000	43,469	-0.183	0.006	
Cubic	0.396	21,888	3	100	0.000	-70,504	7,861	-0.157	0.001
Exponential	0.266	37,058	1	102	0.000	26,777	0.011		

The independent variable is Consumer Behavior (X2).

The results of the Curve Estimation analysis show that Consumer Behavior (X_2) has a significant effect on Purchasing Decisions (Y). The quadratic model produces an R^2 value of 0.296 with $F(2,101) = 21.276$ and $p < 0.001$. This indicates that approximately 29.6% of the variation in purchasing decisions can be explained by consumer behavior. The model coefficients show a non-linear relationship pattern, characterized by the presence of a quadratic component.

The cubic model yielded stronger results with an R^2 value of 0.396, $F(3,100) = 21.888$, and $p < 0.001$. This means that nearly 39.6% of the variation in purchasing decisions can be explained by consumer behavior. The cubic pattern indicates a more complex relationship, where an increase in consumer behavior initially increases purchasing decisions significantly, then slows down, and increases again at a certain level. Meanwhile, the exponential model was also significant with an R^2 of 0.266 and $F(1,102) = 37.058$ ($p < 0.001$). This model shows that purchasing decisions increase exponentially along with an increase in consumer behavior. Overall, these results confirm that Consumer Behavior has a significant and non-linear influence on purchasing decisions, so understanding consumer behavior is an important factor in increasing sales.

Discussion

The Influence of Live Streaming Strategy on Purchasing Decisions

The Spearman correlation test results showed a coefficient value of 0.512 with a

https://doi.org/10.61536/escalate.v4i1.426

significance level of 0.000. This indicates a positive relationship with moderate strength between live streaming strategies and purchasing decisions. This means that the better the live streaming strategy implemented by MSMEs, the more likely consumers are to make a purchase. The curve estimation results also support this finding, where all models (quadratic, cubic, and exponential) showed a significant influence. The cubic model provided the highest R^2 value (0.215), meaning that approximately 21.5% of the variation in purchasing decisions is explained by the live streaming strategy. The non-linear relationship pattern indicates that the influence of live streaming does not always increase proportionally, but is instead influenced by the quality of the content, interaction, and consistency of the business actors. This finding is in line with the digital marketing concept that states that live streaming can increase consumer trust because they can see the product directly, ask questions, and receive instant responses. Thus, the live streaming strategy has proven effective in influencing the purchasing decisions of MSME fashion consumers on TikTok Shop.

The Influence of Consumer Behavior on Purchasing Decisions

The Spearman test results show a correlation coefficient of 0.668 with a significance level of 0.000. This value indicates a strong positive relationship between consumer behavior and purchasing decisions. This means that the more positive consumers' attitudes, perceptions, and involvement, the higher their tendency to purchase a product. The curve estimation results show that the cubic model provides the highest R^2 value of 0.396. This indicates that almost 39.6% of the variation in purchasing decisions is explained by consumer behavior. The complex relationship pattern indicates that the purchasing process is influenced by various psychological stages, such as needs, information search, alternative evaluation, and final decisions. These findings confirm that consumer behavior is a dominant factor in determining purchasing decisions. Consumers who have positive experiences, high trust in sellers, and positive perceptions of products will be more easily encouraged to make transactions.

The Influence of Live Streaming Strategy and Consumer Behavior on Purchasing Decisions

Based on the analysis, both live streaming strategy and individual consumer behavior were shown to have a significant influence on purchasing decisions. However, the multicollinearity test results showed a high correlation between the two independent variables (VIF > 10). This indicates that live streaming strategy and consumer behavior are closely related in influencing purchasing decisions. Conceptually, a good live streaming strategy can shape positive consumer behavior, such as increased trust, interest, and emotional engagement. This formed consumer behavior then contributes directly to purchasing decisions. In other words, the live streaming strategy not only has a direct influence but also indirectly through changes in consumer behavior. These findings show that the success of fashion MSMEs on TikTok Shop is largely determined by the synergy between creative marketing strategies and a deep understanding of consumer behavior. Therefore, MSMEs need to optimize the quality of live streaming while building good relationships with consumers to continuously improve purchasing decisions.

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Conclusion and Recommendation

The Spearman correlation test results indicate that consumer behavior has a strong and significant positive relationship with purchasing decisions. The results of the curve estimation analysis indicate that the cubic model is able to explain this relationship well, which means that consumer behavior can explain some of the variations in purchasing decisions. This finding confirms that consumer behavior is the most dominant variable in influencing purchasing decisions in fashion MSMEs on TikTok Shop. In addition, live streaming strategies and consumer behavior simultaneously proved to have a significant influence on purchasing decisions. The results of the multicollinearity test showed a very close relationship between the two independent variables, indicating that live streaming strategies play a role in shaping consumer behavior and that both are interrelated and work together to influence the purchasing decisions of fashion MSME consumers on TikTok Shop. Based on the research conclusions, fashion MSMEs on TikTok Shop are advised to optimize their live streaming strategies continuously by improving the quality of interactions, credibility, and understanding of digital consumer behavior, while future researchers are expected to develop this study by adding variables, diverse methodological approaches, and expanding research objects and platforms to gain a more comprehensive understanding of purchasing decisions.

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