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The Influence of Live Streaming, Marketing Communication Strategies, and Price Discounts on Purchase Decisions for Glad2Glow Skincare Products on Shopee

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Abstract: *The development of e-commerce and the Shopee Live feature increases opportunities for interactive skincare product marketing, while brand competition encourages companies to use marketing communications and price discounts to influence purchasing decisions. This study aims to analyze the influence of live streaming, marketing communication strategies, and price discounts on purchasing decisions for Glad2Glow skincare products on Shopee. The study used a quantitative approach with a causal associative method. The study population was Glad2Glow consumers in Sidoarjo Regency who had watched and purchased products through Shopee Live, with a sample of 100 respondents selected using purposive sampling. Data were collected through a Likert scale questionnaire and analyzed using multiple linear regression, t-test, F-test, and coefficient of determination. The results showed that all three variables partially and simultaneously had a positive and significant effect on purchasing decisions. Price discounts were the most dominant variable. In conclusion, the integration of the three marketing strategies can strengthen consumer purchasing decisions.*

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Introduction

The development of digital technology has transformed consumer shopping behavior and intensified competition among e-commerce platforms in Indonesia. The increasing use of the internet has created opportunities for businesses to promote and sell products through digital channels. According to the Indonesian Internet Service Providers Association (APJII, 2024), Indonesia had 221.56 million internet users, representing an internet penetration rate of 79.5%. This growth provides an important context for understanding the development of online shopping and digital marketing

strategies. In e-commerce, businesses increasingly use interactive promotional features, marketing communication, and price incentives to attract consumers and encourage purchase decisions.

Live streaming has become one of the interactive marketing features used by e-commerce platforms to present products and communicate with potential buyers in real time. Through live shopping, consumers can obtain product information, observe demonstrations, and interact with sellers before deciding whether to purchase a product. A survey conducted by Jakpat in the second half of 2024, involving 2,474 respondents, found that nine out of ten Gen Z respondents had watched live shopping, while 62% of Gen Z respondents reported making transactions through the feature (Jakpat, 2025). These findings demonstrate the relevance of live shopping to contemporary consumer behavior, although the results represent surveyed consumers rather than all Indonesian online shoppers. For skincare products, live streaming may provide opportunities to explain product characteristics and respond to consumer questions, while its relationship with purchase decisions requires further examination in specific product and platform contexts.

Marketing communication is another factor that may be associated with consumer purchase decisions. Clear, consistent, and informative communication can help consumers understand product benefits, available offers, and brand positioning. In a competitive online marketplace, marketing communication can also support interactions between brands and consumers across promotional channels. Price discounts may provide an additional incentive by reducing the immediate cost of purchasing a product. However, the presence of promotional messages or discounts does not necessarily lead to a purchase, as consumers may also consider product suitability, perceived value, trust, and other factors. Therefore, examining live streaming, marketing communication strategies, and price discounts together may help explain how these promotional factors relate to consumers' purchase decisions in an e-commerce setting.

The skincare market provides a relevant context for this investigation because beauty and personal care products represent a substantial segment of Indonesian e-commerce sales. Compas (2025), drawing on its Market Insight Dashboard, reported that the beauty and personal care category accounted for 51.6% of FMCG sales value, equivalent to approximately IDR 31.9 trillion, on Shopee and Tokopedia combined during January to October 2024. This figure refers to the combined value of the two platforms and the stated period, rather than the entire Indonesian skincare market. Glad2Glow is a relevant brand for further investigation in this competitive environment. Compas (2026) reported that Glad2Glow ranked second in the Shopee concealer category during the first quarter of 2026, with an 8.50% share of the category's sales value. This ranking is specific to concealer products on Shopee during January to March 2026 and should not be interpreted as the brand's overall market share across all skincare products. These market indicators establish the relevance of studying Glad2Glow on Shopee, while not independently demonstrating which marketing factors determine consumers' purchase decisions.

Despite the growing use of live shopping and other digital promotional strategies, questions remain about how live streaming, marketing communication strategies, and price discounts are associated with purchase decisions in a specific brand and platform context. Findings from previous studies may differ because of variations in research settings, product categories, consumer characteristics, and the operationalization of marketing variables. Moreover, evidence obtained from other brands or general e-commerce settings may not fully explain consumer decisions concerning Glad2Glow products on Shopee. The specific research gap addressed in this study is therefore the need for contextual evidence concerning the relationship of these three marketing factors with purchase decisions for Glad2Glow skincare products on Shopee. Examining them within the same research model also enables their individual relationships and their combined statistical contribution to be assessed within the study's analytical framework.

Accordingly, this study aims to analyze the relationship of live streaming, marketing communication strategies, and price discounts with purchase decisions for Glad2Glow skincare products on Shopee. Its contribution lies in examining these three marketing factors in a defined brand and

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platform context, rather than claiming novelty solely from combining the variables. The findings are expected to provide context-specific empirical evidence that may inform the evaluation of digital promotional strategies for skincare products. They may also serve as a reference for further research on consumer purchase decisions in e-commerce, subject to the characteristics and limitations of the study.

Research Methods

This study used a quantitative approach with a causal associative method to analyze the influence of live streaming, marketing communication strategies, and price discounts on purchasing decisions for Glad2Glow skincare products on the Shopee app. According to Sugiyono (2021), causal associative research is used to determine the relationships and influences between variables. Data were collected through a survey using a questionnaire to respondents who met the research criteria.

The research instrument was a questionnaire with a Likert scale of 1 to 5. Indicators for live streaming, marketing communication strategies, price discounts, and purchasing decisions refer to Kotler & Keller (2020) and Kotler (2020). The instrument was tested using the Pearson Product Moment validity test and Cronbach's Alpha reliability test using SPSS, with validity criteria of significance <0.05 and Cronbach's Alpha reliability >0.60 (Sugiyono, 2021).

The research population was Glad2Glow skincare consumers in Sidoarjo Regency who had watched and purchased products through Shopee Live. Since the population size was not known for certain, the sample was determined using the Lemeshow formula with a 95% confidence level and a 10% margin of error, resulting in a minimum of 97 respondents. The sample size was then determined at 100 respondents using a non-probability sampling technique through purposive sampling based on the criteria of Shopee users, having watched and purchased Glad2Glow through Shopee Live, residing in Sidoarjo Regency, and being willing to fill out the questionnaire (Sugiyono, 2013).

The research procedures included identifying the phenomenon, formulating the problem and objectives, determining variables and indicators, developing and distributing questionnaires, collecting data, and processing and analyzing the data. Data were analyzed using descriptive statistics, classical assumption tests, multiple linear regression, t-tests, F-tests, and coefficient of determination (R^2) using SPSS to examine the influence of live streaming, marketing communication strategies, and price discounts on purchasing decisions.

Results and Discussion

Respondent Characteristics

Table1Respondent Gender

Gender	Amount	Percentage (100%)
Woman	72	72%
Man	28	28%
Total	100	100%

Based on table 1, the most respondents were women with a total of 72 with a percentage of 72% and men with a total of 28 with a percentage of 28%.

Table2Respondent Age

Respondent Age	Amount	Percentage (100%)
17-25 Years	77	77%
26-30 Years	12	12%
31-35 Years	7	7%
36-40 Years	4	4%
Total	100	100%

Based on table 2, the most respondents were aged 17-25 years with a total of 77 with a percentage of 77%, aged 26-30 years with a total of 12 with a percentage of 12%, aged 31-35 years with a total of 7 with a percentage of 7%, and aged 36-40 years with a total of 4 with a percentage of 4%.

Table3Respondent's Occupation

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Respondent's Occupation	Amount	Percentage (100%)
Students	53	53%
Work	47	47%
Total	100	100%

Based on table 3, the most common occupation of respondents is students with a total of 53 with a percentage of 53% and the number of respondents who work is 47 with a percentage of 47%.

Descriptive Analysis

1. Live Streaming Variable Description
   The Live Streaming variable (X1) obtained a total score of 2,872 with an average score of 3.59, which is considered high. These results indicate that respondents assessed Glad2Glow's live streaming on Shopee as being able to provide interaction, product information, engagement, and drive consumer confidence and purchasing decisions.
2. Description of Marketing Communication Strategy Variables
   The Marketing Communication Strategy variable (X2) obtained a total score of 3,640 with an average value of 3.64, which is considered high. This indicates that respondents gave a positive assessment of Glad2Glow's advertising, promotions, brand image, host or seller capabilities, and the ease of obtaining information through digital media.
3. Price Discount Variable Description
   The Price Discount variable (X3) obtained a total score of 2,902 with an average value of 3.63, categorized as high. These results indicate that respondents considered the size, period, information, and attractiveness of Glad2Glow discounts to be quite attractive and capable of increasing interest and providing benefits in purchasing.
4. Description of Purchasing Decision Variables
   The Purchase Decision variable (Y) obtained an average value of 3.58, indicating that respondents tended to agree with statements measuring purchasing decisions. This condition indicates that respondents had a good purchasing decision for Glad2Glow products, primarily based on suitability to needs, confidence in the product, transaction convenience, and ease of payment methods.

Results of the Classical Assumption Test of Sampling Adequacy

Table 4 Results of Validity Test of Variable X1

Variables	Item	R Count	R Table	Information
Live Streaming (X1)	X1.1	0.525	0.196	Valid
	X1.2	0.464	0.196	Valid
	X1.3	0.414	0.196	Valid
	X1.4	0.419	0.196	Valid
	X1.5	0.433	0.196	Valid
	X1.6	0.430	0.196	Valid
	X1.7	0.555	0.196	Valid
	X1.8	0.646	0.196	Valid

Based on the validity test results in Table 4, the Live Streaming variable (X1) has an item correlation value against the total score ranging from 0.414 to 0.646. All of these values are greater than the table r (0.1966), so all indicators in the Live Streaming variable are declared valid and suitable for use as a research instrument.

Table 5 Results of Validity Test of Variable X2

Variables	Item	R Count	R Table	Information
Marketing Communication Strategy (X2)	X2.1	0.467	0.196	Valid
	X2.2	0.616	0.196	Valid
	X2.3	0.384	0.196	Valid
	X2.4	0.507	0.196	Valid
	X2.5	0.392	0.196	Valid
	X2.6	0.511	0.196	Valid
	X2.7	0.467	0.196	Valid

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	X2.8	0.515	0.196	Valid
	X2.9	0.397	0.196	Valid
	X2.10	0.565	0.196	Valid

Based on Table 5, for the Marketing Communication Strategy variable (X2), the item correlation value against the total score ranges from 0.384 to 0.616. All indicators have a calculated r value greater than the table r, so all statement items are declared valid.

Table 6 Results of Validity Test of Variable X3

Variables	Item	R Count	R Table	Information
Price Discount (X3)	X3.1	0.681	0.196	Valid
	X3.2	0.655	0.196	Valid
	X3.3	0.676	0.196	Valid
	X3.4	0.667	0.196	Valid
	X3.5	0.636	0.196	Valid
	X3.6	0.606	0.196	Valid
	X3.7	0.545	0.196	Valid
	X3.8	0.587	0.196	Valid

Based on Table 6, the Price Discount variable (X3) shows that the correlation value of the items to the total score ranges from 0.545 to 0.681. This value has met the validity criteria because all calculated r values are greater than the table r values. Therefore, all indicators in the Price Discount variable are declared valid.

Table 7 Results of the Validity Test of Variable Y

Variables	Item	R Count	R Table	Information
Purchase Decision (Y)	Y1	0.463	0.196	Valid
	Y2	0.568	0.196	Valid
	Y3	0.545	0.196	Valid
	Y4	0.869	0.196	Valid
	Y5	0.832	0.196	Valid
	Y6	0.758	0.196	Valid
	Y7	0.698	0.196	Valid
	Y8	0.674	0.196	Valid
	Y9	0.797	0.196	Valid
	Y10	0.741	0.196	Valid
	Y11	0.718	0.196	Valid
	Y12	0.576	0.196	Valid

Based on Table 7, the Purchase Decision variable (Y) has an item correlation value to the total score between 0.463 and 0.869. All statement items have calculated r values that exceed the table r, so all indicators in the Purchase Decision variable are declared valid.

Table 8 Reliability Test X1

Cronbach's Alpha	Note
0.634	Reliable

Based on Table 8, it is known that the Cronbach's Alpha value for variable X1 with 8 statements is 0.634 > 0.6. Therefore, it is decided that the statements for variable X1 are reliable or consistent.

Table 9 X2 Reliability Test

Cronbach's Alpha	Note
0.623	Reliable

Based on Table 9, it is known that the Cronbach's Alpha value for variable X2 with 10 statements is 0.623 > 0.6. Therefore, it was decided that the statements for X2 are reliable or consistent.

Table 10 Reliability Test X3

Cronbach's Alpha	Note
0.783	Reliable

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Based on Table 10, it is known that the Cronbach's Alpha value for variable X3 with 8 statements is 0.783 > 0.6. Therefore, it is decided that the statements for X3 are reliable or consistent.

Table 11 Reliability Test Y

Cronbach's Alpha	Note
0.898	Very Reliable

Based on Table 11, it is known that the Cronbach's Alpha value for variable Y with 12 statements is 0.898 > 0.6. Therefore, it is concluded that the statements for variable Y are reliable or consistent.

Table 12 Multicollinearity Test

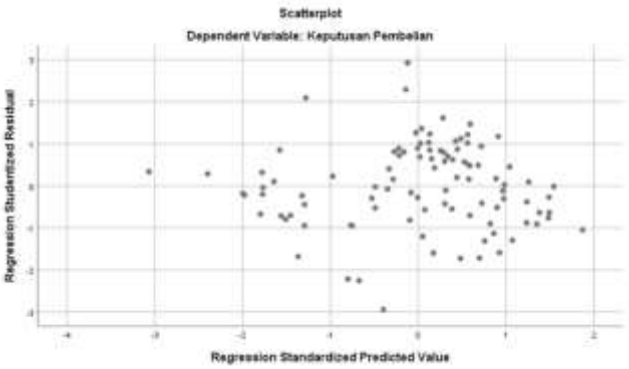
Asymp. Sign. (2-Tailed)	Significant	Information
0.200	>0.05	Normally Distributed

Table 12 shows that the significance value in the normality test is 0.200 > 0.05. Therefore, the data in this study are declared to be normally distributed.

Table 13 Multicollinearity Test

Variables	Collinearity Statistics	
	Tolerance	VIF
Live Streaming	.581	1,720
Marketing Communication Strategy	.496	2..015
Price Discount	.412	2,427

Table 13 shows that the variables live streaming, marketing communication strategy, and price discounts have VIF values < 10 and tolerance values > 0.10.



Picture1Heteroscedasticity Test Using Scatterplot Method

Based on the scatterplot test results, the residual points are randomly distributed above and below zero without forming any particular pattern. Thus, the regression model does not exhibit heteroscedasticity and is suitable for further analysis.

Results of Model Analysis and Hypothesis Testing

Table 14 Multiple Linear Regression

Variables	B
Constant	-6,898
Live Streaming	.419
Marketing Communication Strategy	.365
Price Discount	.896

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Based on the regression equation, all independent variables have positive coefficients. Live streaming (X1) has a coefficient of 0.419, marketing communication strategy (X2) of 0.365, and price discounts (X3) of 0.896. This indicates that increases in these three variables tend to increase purchasing decisions, with price discounts having the largest coefficient. The constant of -6.898 is the baseline value of the regression model.

Table 15 t-Test Results

Variables	t count	t table	Sig.
Live Streaming	2,722	1,985	0.008
Marketing Communication Strategy	2,735	1,985	0.007
Price Discount	6,284	1,985	0.000

The partial test results show that Live Streaming (X1) has a positive and significant effect on purchasing decisions with a Sig. value of 0.008 < 0.05 and a coefficient of 0.419. Marketing Communication Strategy (X2) also has a positive and significant effect with a Sig. value of 0.007 < 0.05 and a coefficient of 0.365. Meanwhile, Price Discount (X3) has a positive and significant effect with a Sig. value of < 0.000 < 0.05 and a coefficient of 0.896, as well as being the variable with the strongest influence on purchasing decisions.

Table 16 f-test

regression	F	F table	Sig.
	78,699	2.70	0, 000

The F test was conducted to determine whether the independent variables simultaneously have a significant effect on the dependent variable. Based on the analysis results, the calculated F value was obtained = 78.699 with a significance level of Sig. < 0.000. Because the Sig. value is < 0.05 (0.000 < 0.05), then H0 is rejected. This means that the three independent variables (Live Streaming, Marketing Communication Strategy, and Price Discount) simultaneously have a significant effect on the Purchase Decision of Glad2Glow skincare products on the Shopee application.

Table 17 Test of Determination Coefficient

Model	R Square
1	0.711

Based on the analysis results, the R Square value was obtained = 0.711 or 71.1%. This means that the variables Live Streaming, Marketing Communication Strategy, and Price Discounts together can explain 71.1% of the variation in the Purchase Decision of Glad2Glow skincare products on the Shopee app. Meanwhile, the remaining 28.9% is influenced by other variables not examined in this study (such as product quality, consumer reviews, other promotions, etc.)

Discussion

1. The Influence of Live Streaming on Purchase Decisions for Glad2Glow Skincare Products on the Shopee App

Based on the results of hypothesis testing through the t-test, the Live Streaming variable (X_1) obtained a calculated t-value of 2.722 with a significance level of 0.008. This value indicates that the calculated t is greater than the t-table of 1.984 (2.722 > 1.984), and the significance value is smaller than 0.05 (0.008 < 0.05). Thus, H_1 is declared accepted. These results prove that Live Streaming has a positive and significant effect on Purchase Decisions for Glad2Glow skincare products through the Shopee application. This means that the more effective the live streaming activities carried out by sellers or official Glad2Glow stores on Shopee, the greater the likelihood of consumers making purchases.

The results of this study indicate that improving the quality of Glad2Glow's live streaming through Shopee can drive increased consumer purchasing decisions. Through the live streaming feature, consumers receive clearer and more interactive product information, such as through product usage demonstrations, information on skincare ingredients and benefits, and real-time

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communication with the host. This interaction helps consumers understand the characteristics of the products offered, thereby increasing their trust and confidence in making purchasing decisions.

Based on the questionnaire results, the majority of respondents responded positively to the Live Streaming indicators, particularly regarding interaction, product information delivery, consumer engagement, and its influence on purchasing decisions. These findings indicate that consumers perceive the Shopee Live feature as providing more detailed product information compared to marketing methods that rely solely on images or written descriptions. Furthermore, direct communication between the host and consumers during the broadcast allows consumers to obtain quick and accurate answers to product-related questions. This interaction can minimize consumer uncertainty about product quality, thereby increasing trust and encouraging consumers to make purchases.

The results of this study align with the theory proposed by Kotler and Keller (2020), which explains that live streaming is a form of interactive digital marketing communication that enables two-way communication between companies and consumers. Through this activity, companies not only play a role in conveying product information but also can build closer relationships and better relationships with consumers through direct interaction. The high level of interactivity in live streaming activities can increase consumer engagement, strengthen trust in the products offered, and ultimately influence purchasing decisions.

The results of this study also support the findings of previous research conducted by Riska Dwi Arrohma and Budi Istiyanto (2023), which stated that live streaming has a positive and significant influence on Shopee users' purchasing decisions. The study explained that delivering product information directly through the live streaming feature can help consumers better understand product quality and characteristics, thereby increasing consumer confidence before making a purchase. Furthermore, real-time interaction between sellers and consumers can create a more engaging and interactive shopping experience compared to conventional marketing methods.

The results of this study also support research conducted by Tukidi et al. (2024), which stated that live streaming has a positive and significant influence on purchasing decisions on e-commerce platforms. The study revealed that the host's ability to convey product information, demonstrate product usage live, and respond to consumer questions are important factors that can increase consumer trust in the product being offered. Therefore, the better the quality of the live streaming, the greater the likelihood that consumers will be encouraged to make a purchase.

The results of this study are also supported by research conducted by Suhyar and Pratminingsih (2023), which found that live streaming had a positive and significant influence on impulsive buying in Skintific skincare products. The study showed that the direct delivery of product information, real-time interaction between the host and consumers, and product demonstrations during the broadcast can influence consumer purchasing behavior. Although the study used impulsive buying as the dependent variable, the results still support the belief that live streaming is an effective digital marketing strategy in influencing consumer purchasing behavior and decisions.

However, the results of this study differ from those of Rimanto (2025), who concluded that live streaming had no significant influence on purchasing decisions. These differences in research results may be due to variations in respondent characteristics, research subjects, and the effectiveness of live streaming implementation in each study. In this study, respondents were consumers who had experience watching Glad2Glow live streaming via Shopee, allowing them to directly assess the quality of information delivery, the host's ability to explain products, interactions with consumers, and various promotions offered during the broadcast. This experience allows live streaming to play a stronger role in influencing purchasing decisions compared to previous research.

2. The Influence of Marketing Communication Strategy on Purchasing Decisions for Glad2Glow Skincare Products on the Shopee Application

Based on the results of the hypothesis test (t-test), it is known that the Marketing Communication Strategy variable obtained a calculated t value of 2.735 with a significance value

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(Sig.) of 0.007. The calculated t value is greater than the t table value of 1.984 (2.735 > 1.984) and the significance value is smaller than 0.05 (0.007 < 0.05), so H_2 is accepted.

These results indicate that marketing communication strategies have a positive and significant impact on purchasing decisions for Glad2Glow skincare products on the Shopee app. This indicates that the more effective the marketing communication strategies implemented by Glad2Glow, the higher the consumer purchasing decisions.

The results of this study indicate that the more effective the marketing communication strategy implemented by Glad2Glow, the greater its impact on increasing consumer purchasing decisions. The implementation of marketing communication strategies through various digital media, particularly Shopee, can provide information about product advantages and benefits in a way that is more easily understood by consumers before making a purchase. Clear messaging, selecting the right communication media, and using engaging promotional content can build positive consumer perceptions of Glad2Glow products.

Based on the results of questionnaires distributed to respondents, the marketing communications strategy implemented by Glad2Glow was deemed capable of presenting comprehensive product information through various digital media, such as promotional content, the Shopee Live feature, social media, and other digital marketing activities. Consistent information delivery helps consumers identify products, understand the benefits offered, and increase their trust before making a purchase. This demonstrates that the marketing communications strategy serves not only as a medium for conveying information but also as a means of building relationships and closeness between the company and consumers.

The results of this study align with the theory proposed by Kotler and Keller (2020), which explains that marketing communication strategy is a company's activity in conveying information, influencing, and reminding consumers about the products and brands offered. Effective implementation of marketing communications can increase brand awareness, build a positive brand image, strengthen consumer trust, and encourage consumers to make purchasing decisions. Therefore, the better and more effective a company's marketing communication strategy, the greater the likelihood that consumers will be encouraged to purchase the products offered.

The results of this study also support previous research used in this study, namely Sutandi and Naryoso (2020), which stated that marketing communication strategies have a positive and significant influence on purchasing decisions. This study explains that delivering marketing messages tailored to consumer needs and characteristics can increase consumer understanding of the product offered, thereby influencing purchasing decisions. Furthermore, ongoing marketing communications through various media can strengthen the relationship and closeness between companies and consumers.

Furthermore, the findings of this study are supported by various studies on digital marketing communication strategies, which show that the integrated use of digital media can increase the effectiveness of message delivery to consumers and influence purchasing behavior. The use of social media, marketplaces, promotional content, and interactive features are crucial for building relationships with consumers and increasing trust in a brand.

In this study, Glad2Glow's marketing communications strategy focuses not only on delivering product information but also includes various other marketing activities. These activities include creating educational content about skincare, holding engaging promotions, utilizing the Shopee Live feature, collaborating with beauty influencers, and offering various special offers to consumers. This combination of strategies has increased consumer interest in Glad2Glow products while strengthening the brand's position and image in the increasingly competitive skincare industry.

The effectiveness of Glad2Glow's marketing communications strategy is also reflected in its ability to build consumer trust in the products offered. Skincare products fall into the category of products that require in-depth information because they relate to the care and condition of consumers' skin. Therefore, before making a purchase, consumers typically seek various information regarding product ingredients, benefits, safety, and other user experiences. Implementing an informative, persuasive, and ongoing marketing communications strategy can provide consumers with the information they need, thereby increasing trust and confidence in making purchasing decisions.

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However, several other studies have obtained different results regarding the influence of marketing communication strategies on purchasing decisions. These differences in results may be influenced by the characteristics of the respondents, the research subjects, the communication media used, and the differences in marketing strategies implemented by each company. Furthermore, varying levels of industry competition and consumer behavior can also contribute to variations in research results.

Based on all the analysis results, it can be concluded that marketing communication strategies play a crucial role in increasing purchasing decisions for Glad2Glow skincare products on the Shopee app. The more effectively a company conveys product information, selects appropriate communication channels, builds relationships with consumers, and creates compelling and consistent promotional messages, the higher the likelihood of consumers deciding to purchase Glad2Glow skincare products.

3. The Influence of Price Discounts on Purchase Decisions for Glad2Glow Skincare Products on the Shopee App

Based on the results of the hypothesis test (t-test), it is known that the Price Discount variable obtained a calculated t value of 6.284 with a significance value (Sig.) of 0.000. The calculated t value is greater than the t table value of 1.984 (6.284 > 1.984) and the significance value is smaller than 0.05 (0.000 < 0.05), so H3 is accepted. These results indicate that Price Discounts have a positive and significant effect on Purchase Decisions for Glad2Glow skincare products on the Shopee application. In addition, based on the standardized beta coefficient value ($\beta = 0.537$), the price discount variable is the variable that has the greatest influence compared to the live streaming variable and marketing communication strategies in increasing consumer purchasing decisions.

The results of this study indicate that the larger and more attractive the discount program offered by Glad2Glow, the greater the consumer's likelihood of making a purchase. Discounts can foster a positive consumer perception that the product they purchase offers benefits and value comparable to, or even greater than, the cost. This creates a sense of perceived value in the purchasing process, encouraging them to be more confident and motivated to make a purchase decision.

Based on the questionnaire results, the majority of respondents responded positively to the price discount indicator. Respondents assessed that the price discount program offered by Glad2Glow through various promotional activities on Shopee, such as Flash Sales, Store Vouchers, Shopee Vouchers, Live Shopping Vouchers, and promotional campaigns on specific dates (Double Date Campaign), was able to increase consumer interest in making purchases. Furthermore, the existence of a time limit in the promotional program created an incentive for consumers to immediately make transactions because they believed that the opportunity to obtain products at a more affordable price could end within a certain time.

The results of this study support the theory proposed by Kotler and Keller (2020), who explain that price discounts are a form of sales promotion aimed at providing short-term incentives to consumers to encourage them to make purchases. Through a price discount strategy, companies can increase product appeal, attract consumer attention, and drive sales growth within a specific period. In this study, the implementation of a price discount strategy was proven to influence consumer purchasing decisions for Glad2Glow skincare products through the Shopee app.

Furthermore, the theory proposed by Tjiptono (2020) states that price discounts are a pricing strategy that can increase consumers' perceived value. If consumers perceive they are receiving a high-quality product at a more affordable price, their incentive to purchase will increase. Therefore, offering price discounts not only provides financial benefits to consumers but can also create psychological satisfaction because consumers feel they are receiving a valuable and profitable offer.

The results of this study also support previous research conducted by Rizki Awaliah Pertiwi (2025), which stated that price discounts have a positive and significant influence on purchasing decisions. The study explained that consumers are more likely to make purchases when there is a

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discount program, as discounts can provide benefits in the form of cost savings and create the perception that the product purchased has greater value compared to the price paid.

This research is further supported by the findings of Setiawan (2024), who stated that price discounts have a positive and significant influence on purchasing decisions on marketplace platforms. The study explains that various forms of price promotions, such as vouchers, direct discounts, and specific promotional programs, can increase consumer interest in making a purchase. The more attractive and profitable the discount program offered, the greater the likelihood of consumers making a purchase decision for the product being marketed.

The alignment of this study's findings with previous research indicates that price discount strategies remain an effective marketing method for influencing consumer behavior, particularly in e-commerce environments. On marketplace platforms like Shopee, consumers tend to compare prices from various sellers before deciding which product to purchase. Therefore, price discount programs are a crucial factor influencing consumer considerations when choosing a product. For Glad2Glow consumers, discounts not only provide the benefit of reduced purchasing costs but also create the perception that they can obtain quality skincare products at more affordable prices.

In addition to providing financial benefits, a price discount strategy can also encourage consumers to make immediate purchases. Limited-time promotional programs, such as flash sales or special offers during live streaming, can create a sense of urgency because consumers fear missing out on the opportunity to purchase a product at a more favorable price. This demonstrates that implementing a price discount strategy not only influences consumers' rational considerations but also influences the psychological aspects of the purchasing decision-making process.

However, the results of this study differ from those of Fariq Maulana Aryasa (2024), who stated that price discounts had no significant influence on purchasing decisions. These differences in findings may be influenced by variations in respondent characteristics, the types of products studied, market conditions, and the promotional strategies implemented in each study. In this study, the object of study was the Glad2Glow skincare product marketed through Shopee, a marketplace that actively provides various promotional programs and attractive price offers. This situation allows consumers to be more sensitive and responsive to the presence of price discounts, so this strategy has a greater influence on purchasing decisions compared to previous research.

Based on all the analysis results, it can be concluded that price discounts have a positive and significant influence on purchasing decisions for Glad2Glow skincare products on the Shopee app. In fact, compared to live streaming and marketing communication strategies, price discounts are the most dominant variable influencing purchasing decisions. Therefore, Glad2Glow needs to maintain and even develop its price promotion strategy through various attractive discount programs to increase purchasing decisions and maintain its competitiveness amidst the increasingly competitive skincare industry.

4. The Influence of Live Streaming, Marketing Communication Strategies, and Price Discounts on Purchase Decisions for Glad2Glow Skincare Products on the Shopee App

Based on the results of the simultaneous hypothesis test (F test) in Chapter IV, the calculated F value was 78.699 with a significance value (Sig.) of 0.000. This significance value is smaller than 0.05 (0.000 < 0.05), so H4 is accepted. These results indicate that Live Streaming, Marketing Communication Strategy, and Price Discounts simultaneously have a positive and significant effect on Purchase Decisions for Glad2Glow skincare products on the Shopee application. Thus, consumer purchasing decisions are not only influenced by one variable, but are the result of a combination of the three marketing strategies implemented simultaneously.

Based on the results of the coefficient of determination test, the R Square value was obtained at 0.711 or 71.1%. This value indicates that the variables of live streaming, marketing communication strategies, and price discounts are able to explain variations in the decision to purchase Glad2Glow skincare products through the Shopee application by 71.1%. Meanwhile, the remaining 28.9% is explained by other factors outside the variables used in this study. These factors can include product quality, price, brand image, electronic word of mouth (e-WOM), service quality, consumer reviews, consumer trust levels, and other variables that have the potential to influence purchasing decisions.

The results of this study indicate that consumer purchasing decisions are not formed solely

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by a single factor, but rather are influenced by a combination of various marketing strategies implemented by the company. Live streaming plays a role in creating a more interactive shopping experience by directly delivering product information, while marketing communication strategies serve to ensure that product messages are effectively conveyed to consumers. On the other hand, price discounts provide added economic value that can increase consumer interest in making a purchase. These three variables play a mutually supportive role in shaping consumer purchasing decisions for Glad2Glow skincare products through the Shopee app.

Based on the research analysis, the price discount variable was found to be the most dominant factor influencing purchasing decisions because it had the largest regression coefficient compared to other variables. However, the effectiveness of Glad2Glow's marketing strategy does not solely depend on providing price discounts. Live streaming variables and marketing communication strategies also play a significant role in increasing consumer trust and providing necessary information before consumers make purchasing decisions. Therefore, the price discount program will deliver more optimal results if supported by an effective marketing communication strategy and live streaming that provides an interactive and informative experience for consumers.

The results of this study support the theory proposed by Kotler and Keller (2020), which explains that consumer purchasing decisions are influenced by various integrated marketing activities carried out by companies (integrated marketing communications). Effective marketing communications not only serve as a means of conveying product information but also play a role in building and strengthening relationships between companies and consumers through various communication channels. When these marketing communications are combined with sales promotion strategies, such as offering price discounts and utilizing interactive digital media through live streaming features, the company's ability to attract consumers to make purchases will increase.

The results of this study also reinforce the view that marketing success in the digital era is not solely determined by the use of a single promotional channel, but rather depends on a company's ability to combine various complementary marketing strategies. In this study, Glad2Glow implemented a digital marketing strategy by utilizing the Shopee Live feature as an interactive communication tool, continuously delivering marketing messages through various digital platforms, and offering attractive price discount programs for consumers. This combination of strategies can create a more informative, engaging, and value-added shopping experience for consumers, thereby encouraging purchasing decisions.

The results of this study are also supported by several previous studies showing that implementing digital marketing strategies combined with sales promotions can improve consumer purchasing decisions. Research conducted by Riska Dwi Arrohma and Budi Istiyanto (2023) demonstrated that live streaming has a positive and significant impact on purchasing decisions, as it creates more intense interactions and increases consumer trust in a product. Furthermore, research by Tukidi et al. (2024) explains that delivering product information through live streaming can help increase consumer confidence before making a purchase. Meanwhile, research by Rizki Awaliah Pertiwi (2025) and Setiawan (2024) shows that price discounts are a factor that plays a role in improving purchasing decisions because they provide economic benefits and perceived value for consumers. The similarity of the results from these various studies further strengthens the belief that integrating digital marketing strategies with price promotion programs can have a positive impact on consumer purchasing behavior.

In this study, the respondents were consumers who had purchased Glad2Glow skincare products through the Shopee app. These characteristics indicate that consumer purchasing decisions can be influenced by their experiences in obtaining product information, participating in live streaming activities, receiving various promotional messages, and utilizing discount programs offered by Glad2Glow. Before deciding to purchase a skincare product, consumers tend to consider several aspects, such as product safety, benefits, ingredients, and suitability for skin needs. Therefore, conveying information through live streaming and marketing communication strategies

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play a crucial role in building consumer trust. Once consumer trust is established, offering price discounts can be an additional motivating factor that strengthens and accelerates the purchasing decision-making process.

The coefficient of determination value of 71.1% indicates that this research model has a fairly good ability to explain the factors that influence consumer purchasing decisions. However, there is still 28.9% of the variation in purchasing decisions that is influenced by other variables outside this research model. This indicates that consumer behavior in purchasing skincare products is a complex process because it is not only influenced by the company's marketing strategy, but also by various internal and external factors of the consumer. Therefore, further research is recommended to consider the addition of other variables, such as electronic word of mouth (e-WOM), consumer trust, product quality, brand image, customer reviews, and brand ambassadors, in order to provide a broader understanding of the factors that play a role in influencing consumer purchasing decisions.

Based on the overall discussion, it can be concluded that live streaming, marketing communication strategies, and price discounts simultaneously play a significant role in influencing the purchasing decisions of Glad2Glow skincare products through the Shopee app. These three variables are interrelated in helping consumers obtain product information, building brand trust, and creating added value through various promotional programs. Therefore, Glad2Glow needs to continuously improve the quality of its live streaming implementation, develop effective marketing communication strategies, and maintain the attractiveness of its competitive price discount programs. These efforts are necessary for the company to improve consumer purchasing decisions while maintaining its competitive position in the increasingly competitive skincare industry.

Conclusion and Recommendation

Based on the research results, it can be concluded that live streaming, marketing communication strategies, and price discounts each have a positive and significant effect on the purchasing decision of Glad2Glow skincare products on Shopee. Live streaming has a regression coefficient of 0.419 with a significance value of 0.008, marketing communication strategies of 0.365 with a significance of 0.007, while price discounts are 0.896 with a significance of 0.000. Price discounts are the most dominant variable in influencing purchasing decisions. Simultaneously, the three variables also have a significant effect on purchasing decisions with an F value of 78.699 and a significance of 0.000. The R Square value of 0.711 indicates that the three variables are able to explain 71.1% of the variation in purchasing decisions, while 28.9% is influenced by other factors outside the model. These findings indicate that the combination of interaction through live streaming, effective marketing communication, and attractive price offers can strengthen consumer purchasing decisions.

This study is limited by the number and characteristics of respondents, which only included 100 consumers in Sidoarjo Regency who had purchased Glad2Glow through Shopee Live. Therefore, the results cannot be generalized to other regions, platforms, or skincare products. The study also used only three independent variables, so other factors could potentially influence purchasing decisions. Future research is recommended to expand the region and sample size and consider variables such as product quality, brand image, consumer trust, electronic word of mouth, customer reviews, and brand ambassadors. Practically, Glad2Glow is advised to improve the quality of its live streaming through clear and interactive information delivery, consistently strengthen digital marketing communications, and maintain attractive and competitive discount programs. The integration of these three strategies can be a basis for companies to improve purchasing decisions while strengthening brand competitiveness in the marketplace.

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