

THE INFLUENCE OF DIRECT MARKETING AND FLASH SALES ON IMPULSE BUYING ON TIKTOK SHOP LIVE STREAMING



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Abstract

This study aims to analyze the effect of marketing strategies using direct marketing strategies and flash sale promos on online impulse buying behavior in TikTok live streaming. This study also considers the intensity of use of the TikTok application as a moderating variable. This research method uses a survey conducted online by distributing questionnaires to 150 TikTok users in Salatiga City and its surroundings. The results showed that direct marketing and flash sales have a positive effect on online impulse buying. The intensity of use of the TikTok application strengthens this influence. This research contributes to digital marketing theory and provides strategic recommendations for businesses that use TikTok as a marketing channel.

Keywords: Direct Marketing, Flash Sale Promo, Online Impulse Buying

INTRODUCTION

In general, the use of social media is used to communicate and exchange information between social media users, such as sharing text, photos, and videos (Rahadi, 2017). The rapid and widespread spread of short videos has slowly started to take over the trend in social media lately. The spread of this short video trend is widely available on various social media platforms such as TikTok, Snack Video, Instagram reels, and YouTube shorts. Of the various platforms available, this research will focus more on the TikTok application because, according to (Alvianto et al., 2024) this application has various advantages that are very beneficial to its users, such as: High popularity, focus on creative and short content, has a lot of music and visual effects, and a strong recommendation algorithm.

Lately, the TikTok application has become popular by offering more and more diverse short video trends. The popularity of the TikTok application is supported by data obtained from Databoks in 2023, presented by Annur (2023), indicating that TikTok social media already has 1.22 billion active users worldwide as of October 2023. Indonesia occupies the second position with the number of active TikTok users reaching 106.52 million. The large number of TikTok users spread across various regions in Indonesia encourages people, especially businesspeople, to build an image of a product or brand, find consumers, and try to advertise the products or services they offer on the TikTok application.

The way of delivering advertisements that can be used in the TikTok application can be done by uploading short videos about the products or services they offer. The existence of features in the TikTok application that provide a variety of music and visual effects and are available for free in the TikTok application also helps businesses make short videos about the products and services they offer easier and more practical. In addition, the strong recommendation algorithm in the TikTok application enables advertisements uploaded in this application can be widely spread, allowing businesses to expand their market reach.

Like other social media, namely Instagram, Facebook, and YouTube, TikTok recently began to penetrate the e-commerce market by adding a new feature, namely TikTok for Business, commonly known as TikTok Shop. TikTok shop presents an innovation in the form of live streaming marketing called TikTok live, where this innovation is a new way that can

be done in selling with a direct marketing strategy through live streaming and at the same time interacting directly with buyers online (Adawiyah, 2020).

The phenomenon of TikTok shop live streaming has lately been used by businesspeople in marketing their products directly. Various unique ways are also often used in TikTok shop live streaming, such as showing products directly, interacting directly with potential customers, and offering various kinds of promotions to potential customers. The number of business people who use the live streaming feature in this TikTok shop makes many of the TikTok users have an interest in the products offered. In addition to having an interest in the products promoted by business actors, TikTok users can also make purchases directly when business actors are live-streaming at the TikTok shop. The existence of a live streaming feature that allows users to make purchases directly in this TikTok shop can provide a new experience in shopping online in this day and age.

The promotion that is often offered to potential customers in TikTok shop live streaming is by using flash sale promos. Flash sale promo is a marketing strategy that is carried out by providing discounts in large quantities, for and limited time (Octaviana & Komariah, 2022). The existence of this flash sale promo attracts consumers to make purchases. In buying a product, consumers usually make a purchase plan first, but some consumers do not have a plan for making purchases. The behavior of consumers who do not have a plan for this purchase often occurs, which often leads to unplanned product purchasing behavior or impulse buying. Impulse buying behavior, according to Chan et al (2022), is the behavior of someone who has no planning when they go shopping, and people who buy goods spontaneously do not consider buying certain items or brands.

Research by (Andriani et al., 2023) concluded that there is no direct influence between flash sales on impulsive buying, but there is a direct influence between live streaming on impulsive buying. So, in this study, researchers will update observations about Direct Marketing with the current situation where TikTok shop live streaming is increasingly being used by sellers as a way of direct marketing to consumers. In addition, this study will also further analyze the effect of direct marketing and flash sales on online impulse buying in TikTok shop live streaming, with the moderating variable of the intensity of use of the TikTok application.

The purpose of this study is to test and analyze the effect of direct marketing and flash sales on online impulse buying behavior in the context of TikTok Shop live streaming, considering the intensity of use of the TikTok application as a moderating variable. This study aims to determine whether direct marketing and flash sales significantly influence consumer behavior in making impulse purchases online. In addition, this study also aims to explore the extent to which the intensity of using the TikTok application can strengthen or weaken the relationship between direct marketing and flash sales on online impulse buying. The results of the study are expected to provide insight for business people and marketers in designing more effective marketing strategies on the TikTok Shop platform.

REVIEW OF LITERATURE

Impulse Buying

Impulse Buying, according to Juwita et al (2022), is a phenomenon where consumers will purchase goods or services spontaneously. Meanwhile, research by Intan and Indrawati (2022) revealed that impulse buying is an act of someone to buy a product without planning when they see an attractive product.

In impulsive buying behavior, there are several indicators put forward by (Pujiastuti et al., 2022), namely: frequent product purchases, reflecting consumer behavior, making purchases in a hurry, making purchases according to consumer feelings, not planning purchases, and not being careful when purchasing products.

Based on the research above, it can be concluded that Impulse Buying is a phenomenon where consumers purchase products without planning when they see products that they find attractive, so that consumers buy these products spontaneously. In addition, there are also several indicators in determining impulse buying, such as: Frequently buying products, describing consumer behavior, rushing to buy products, buying products for pleasure, not out of necessity, not having a plan to buy a product, and not making considerations when buying a product.

Direct Marketing

Direct marketing, according to Juwita et al (2022), is one of the marketing methods used to convey and provide information regarding the products or services offered. Direct

marketing is done by interacting directly with consumers. The use of direct marketing aims to obtain a direct response from consumers so that consumers can make purchasing decisions. In addition, research according to Fernanda et al (2023) suggests that direct marketing is a direct communication carried out by sellers and buyers to introduce and promote the products or services offered to consumers, not only that direct marketing can also provide information directly to potential buyers about the products or services offered by using direct telephone or can use social media platforms.

Based on the results of the above research, it can be concluded that direct marketing is a direct promotion carried out by sellers to prospective buyers who aim to introduce the products or services offered. In addition, direct marketing also aims to get a direct response from prospective buyers so that it is possible to create purchasing decisions by consumers. The method that can be used in doing direct marketing is by telephone or by utilizing available social media platforms.

One of the social media platforms that can be used in direct marketing today is TikTok Shop, which offers a live streaming feature to offer products. By offering live streaming, sellers can display products in real time so that they look more attractive and encourage consumers to immediately make purchases of the products offered without a plan to make a purchase. From the explanation above, the following hypothesis can be formulated:

H₁: Direct marketing has a positive effect on Online Impulse Buying

Flash Sale

According to Dewi et al (2023) Flash Sale is a marketing strategy carried out by sellers by providing massive promos such as very large discounts to attract potential customers to make purchases of the products or services offered, and usually the flash sale promos offered are also very limited to certain days and hours such as on December 12 every year which is celebrated as the national online shopping day (Harbolnas), with this limited promo time encouraging potential buyers to make impulse buying. Research according to (Evelina & Pebrianti, 2021) also reveals that flash sales are a phenomenon of selling products or services for a certain period and have a limited supply, besides that flash sale promos attract the attention of potential buyers because these flash sale promos provide discounts

that are greater than usual, thus triggering potential buyers to immediately make purchases of the products offered at that time.

Based on the results of this study, it can be concluded that flash sale is a promotional strategy carried out by sellers with several applicable conditions, such as time limits and inventory of goods offered. Usually, this flash sale promo is carried out by sellers on certain dates, such as on December 12, which is celebrated as the national online shopping day (Harbolnas).

The discount that is far adrift from the original price makes this flash sale promo even more attractive to potential buyers. In addition, the minimal availability of goods in this flash sale promo encourages potential buyers to immediately purchase the products offered spontaneously and not planned in advance, or often referred to as impulse buying behavior. From the explanation above, the following hypothesis can be formulated:

H₂: Flash Sale has a positive effect on Online Impulse Buying

Intensity of Use of the TikTok Application

Intensity of use can be interpreted as a situation where a person has a certain level in their daily activities; in other words, intensity can be defined as whether or not someone uses an object (Nugroho et al., 2022). Research according to (Hidayat et al., 2022) also reveals that the intensity of social media use is the level of how often or not a person uses social media. According to (Astuti & Subandiah, 2021) indicators in determining the intensity of this use include: Attention, appreciation, duration, and frequency of use of an object.

In general, people accessing social media can be said to be normal if they use social media for approximately 3 hours per day, and when someone exceeds the normal time limit they will find it difficult to control themselves so that it can cause someone to be easily influenced by the various information they get when accessing social media so that it can change one's behavior (Afrelia & Khairat, 2022).

Based on the results of the research above, it can be concluded that the intensity of use of the TikTok application is a level that can measure how often or not someone accesses the TikTok social media application. In general, someone can be said to be normal if they access social media for approximately 3 hours per day. When accessing social media, a

person can be influenced by information on social media that can change a person's behavior. From the explanation above, the following hypothesis can be formulated:

H₃: The intensity of use of the TikTok application affects the relationship between direct marketing and online impulse buying.

H₄: The intensity of using the TikTok application affects the relationship between Flash Sale and Online Impulse Buying.

Research Framework

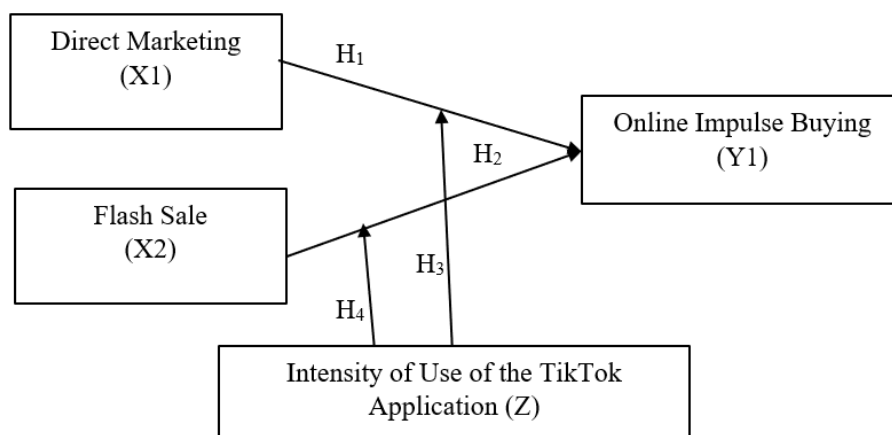


Figure 1.
Research Framework

RESEARCH METHOD

According to (Priadana & Sunarsi, 2021) quantitative methods are research methods in which researchers conduct systematic investigations of certain phenomena by collecting data that can be measured with statistical and computational techniques.

The data used in this research uses primary data obtained by researchers by distributing questionnaires to several respondents who have been determined (Wijaya et al., 2024). The population of this study was people in Salatiga city and its surroundings. The sample in this study was active users of TikTok social media with an age range of 18-24 years old in Salatiga city and its surroundings. The sampling technique in this study was purposive sampling. According to (Lenaini, 2021) purposive sampling is a sampling method where the researcher determines the identity that matches the objectives of the research being conducted. The criteria in this study are: 1) Active users of TikTok social media; 2) 18-24

years old; 3) Domiciled in Salatiga city and its surroundings. Based on (HAIR JUNIOR et al., 1998), the minimum sample size for regression analysis is 15-20 times the number of variables. With five variables, a minimum of 75-100 respondents is required. However, for better representation, the researcher settled on 150 respondents.

In this study, researchers used a questionnaire to collect data. The questionnaire is one of the data collection methods used by researchers to obtain a certain amount of data (Subandi et al., 2017). In this study, researchers made a questionnaire using a Likert scale of 1 to 5 using the following statements:

Table 1.
Answer Options and Questionnaire Statements

Answer options	Value
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

The data analysis method in this research consists of hypothesis testing and data instrumental tests that include:

Validity Test, with the Validity Test, this research will compare the calculated r value with the r table value:

1. If the value of $r_{count} > r_{table}$, then the question item is declared valid
2. If the value of $r_{count} < r_{table}$, then the question item is declared invalid

Reliability test, the basis for decision making in the Reliability Test in this study

1. If the Cronbach's Alpha value > 0.60 , then the questionnaire is declared reliable or
2. If the Cronbach's Alpha value < 0.60 , the questionnaire is declared unreliable or inconsistent.

Normality Test, the basis for decision making in the Normality Test in this study

1. If the significance value (Sig.) > 0.05 , then the research data is normally distributed.
2. If the significance value (Sig.) < 0.05 , then the research data is not normally distributed

Heteroscedasticity test, in this study, the basis for making the Heteroscedasticity Test decision is as follows:

1. If the significance value (Sig.) > 0.05, the conclusion is that there are no symptoms of heteroscedasticity in the model.
2. If the significance value (Sig.) <0.05, the conclusion is that there are symptoms of heteroscedasticity in the model.

T test in this study, to test the hypothesis, the researchers used a partial T test by looking at the significance value (Sig.). The basis for making this T-test decision is:

1. If the significance value (Sig.) < 0.05 probability, then there is an influence of the independent variable (X) on the dependent variable (Y), or the hypothesis is accepted.
2. If the significance value (Sig.) > probability 0.05, then there is no effect of the independent variable (X) on the dependent variable (Y), or the hypothesis is rejected.

Moderated Regression Analysis (MRA) test in using the MRA test, the researcher uses the equation from the model

$$\sum (Y = \alpha + \beta_1 X_1)$$

$$\sum (Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_1 X_{(2)})$$

The data analysis process in this study used SPSS version 26 software. Because each variable is measured by appropriate indicators in the questionnaire statement.

RESULTS AND DISCUSSION

Table 2.
Validity Test Results

Variables	Item	r-Count	r-Table	Description
Direct Marketing (X1)	P1	0,663	0,159	Valid
	P2	0,673	0,159	Valid
	P3	0,742	0,159	Valid
	P4	0,768	0,159	Valid
	P5	0,784	0,159	Valid
	P6	0,770	0,159	Valid
Flash Sale (X2)	P7	0,790	0,159	Valid
	P8	0,726	0,159	Valid
	P9	0,767	0,159	Valid
	P10	0,672	0,159	Valid
	011	0,726	0,159	Valid
	P12	0,813	0,159	Valid

	P13	0,777	0,159	Valid
Intensity of use of the TikTok application (Z)	P14	0,739	0,159	Valid
	P15	0,703	0,159	Valid
	P16	0,715	0,159	Valid
	P17	0,688	0,159	Valid
Online Impulse Buying (Y)	P18	0,879	0,159	Valid
	P19	0,920	0,159	Valid
	P20	0,775	0,159	Valid
	P21	0,924	0,159	Valid
	P22	0,905	0,159	Valid
	P23	0,902	0,159	Valid
	P24	0,793	0,159	Valid
	P25	0,774	0,159	Valid

Source: Data Processed by Researchers (2025)

Based on Table 2 regarding the results of the normality test above, it can be seen that all question items have an r-count value greater than the r-table value of 0.159. Thus, it can be concluded that all question items are valid and the research can be continued.

Table 3.
Reliability Test Results

Variable	Cronbach's Alpha Value
Direct Marketing (X1)	0,826
Flash Sale (X2)	0,871
Intensity of Use of TikTok Application (Z)	0,650
Online Impulse Buying (Y)	0,950

Source: Data Processed by Researchers (2025)

Based on Table 3 regarding the Reliability Test Results, it can be seen that the Cronbach's Alpha value of each variable has a value > 0.50 . Thus, it can be concluded that the questions from each variable in this questionnaire are reliable.

Table 4.
Heteroscedasticity Test Results

Variables	Sig.	Conclusion
Direct Marketing (X1)	0,326	No Heteroscedasticity symptom
Flash Sale (X2)	0,260	No Heteroscedasticity symptom
Intensity of Use of TikTok Application (Z)	0,299	No Heteroscedasticity symptom

Source: Data Processed by Researchers (2025)

Based on Table 4 regarding the results of the Heteroscedasticity test, it can be seen that the Sig (2-Tailed) value of the X1 variable is 0.326, the X2 variable is 0.260, and the Z variable is 0.299, where the acquisition of this value is greater than 0.05. So, it can be concluded that the data obtained does not experience symptoms of Heteroscedasticity in the regression model.

Table 5.
Normality Test Results

	Unstandardized Residual
Monte Carlo sig. (2-tailed)	0,069
Significance Value	0,05

Source: Data Processed by Researchers (2025)

Based on Table 6 regarding the results of the normality test, it can be seen that the Monte Carlo Sig value is 0.069, where the Monte Carlo Sig value is greater than 0.05. Based on this, it can be concluded that the distribution of data in this study is normally distributed.

Table 6.
T Test Results

	Hypothesis	t-count	t-table	Description
H1	Direct Marketing has a positive effect on Online Impulse Buying	8,467	1,655	Hypothesis accepted
H2	Flash Sale has a positive effect on Online Impulse Buying	8,748	1,655	Hypothesis accepted
H3	Intensity of use of the TikTok application has a positive effect on Direct Marketing and Online Impulse Buying	1,832	1,655	Hypothesis accepted
H4	The intensity of using the TikTok application has a positive effect on Flash Sale and Online Impulse Buying.	2,364	1,655	Hypothesis accepted

Source: Data Processed by Researchers (2025)

The Moderating Regression Analysis (MRA) test is an approach that maintains sample integrity and provides a basis for controlling the influence of moderating variables. The following is the MRA regression equation model:

$$\sum (Y = \alpha + \beta_1 X_1)$$

$$\sum (Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_1 X_{(2)})$$

Regression equation test 1

Table 7.
Regression Test Results 1

Model		Sig.
1	Direct Marketing (X1)	0,000
	Flash Sale (X2)	0,000

Source: Data Processed by Researchers (2025)

Based on Table 8, it can be seen that the significance value of the Direct Marketing (X1) variable is $0.000 < 0.05$; it can be concluded that the Direct Marketing (X1) variable has a significant effect on the Online Impulse Buying (Y) variable.

Based on Table 8, it can be seen that the significance value of the Flash Sale (X2) variable is $0.000 < 0.05$; it can be concluded that the Flash Sale (X2) variable has a significant effect on the Online Impulse Buying (Y) variable.

Table 8.
Regression Model Summary Table 1

Model	R Square
1	0,396
a. Predictors: (Constant), X2, X1	

Source: Data Processed by Researchers (2025)

Based on Table 8, it can be seen that the R-squared value is 0.396, which means that the contribution of the influence of the Direct Marketing variable (X1) and the Flash Sale variable (X2) on the Online Impulse Buying variable (Y) is 39.6%.

Test regression equation 2

Table 9.
Regression Coefficients Results 2

Model		Sig.
1	X1Z	0,269
	X2Z	0,868

Source: Data Processed by Researchers (2025)

Based on Table 9, it can be seen that the significance value between the variable Intensity of Use of the TikTok Application (Z) and the Direct Marketing Variable (X1) is $0.269 > 0.05$, it can be concluded that the variable Intensity of Use of the TikTok Application

(Z) is unable to moderate the influence of the Direct Marketing Variable (X1) on the Online Impulse Buying (Y) variable.

Based on Table 9, it can be seen that the significance value between the variable Intensity of Use of the TikTok Application (Z) and the Flash Sale Variable (X2) is $0.868 > 0.05$, it can be concluded that the variable Intensity of Use of the TikTok Application (Z) is not able to moderate the influence of the Flash Sale Variable (X2) on the Online Impulse Buying (Y) variable.

Table 10.
Regression 2 Model Summary results table

Model	R Square
1	0,654
a. Predictors: (Constant), x2z, X1, X2, Z, x1z	

Source: Data Processed by Researchers (2025)

Based on Table 10, it can be seen that the R square value is 0.428, it means that the contribution of the influence of the Direct Marketing variable (X1) and the Flash Sale variable (X2) to the Online Impulse Buying variable (Y) after the moderation variable, namely the Intensity of Use of the TikTok Application (Z) is 42.8%.

Effect of Direct Marketing and Online Impulse Buying

Based on Table 6 regarding the t-test results, it can be seen that the t value in testing hypothesis 1 (H1) is $8.467 > 1.655$; it can be concluded that H1 is accepted. By using the live streaming feature, sellers can now market products and interact directly with potential customers. One of the platforms that is often used to do live streaming to sell is the TikTok Shop platform. Because by seeing the product and having direct interaction, consumers will feel more interested and confident in the product offered, so that even though consumers previously did not have plans to make a purchase, because they saw the product and the interaction that occurred there made a possible for consumers to make a purchase. This can be proven that in Indonesia, sales using live streaming reach 80% of total sales through the TikTok shop platform. Where the range of total sales is around Rp 27.3 trillion in April 2024 (Septiani, 2024).

This analysis is also reinforced by research conducted by (Asmarani et al., 2024) and (Isnaini, 2024) which states that Direct Marketing in Live Streaming TikTok Shop has a positive effect on Online Impulse Buying

Effect of Flash Sale and Online Impulse Buying

Based on Table 6 regarding the t-test results, it can be seen that the t value in testing hypothesis 2 (H2) is $8.748 > 1.655$; it can be concluded that H2 is accepted. The existence of flash sale promos will encourage consumers to make purchases of a product; besides that, flash sale promos also increase the strong shopping motivation of consumers. With the time limit and product stock in flash sale promos, it can also provide a stimulus and encouragement to immediately make product purchases when the flash sale promo takes place. So that consumers will unexpectedly make purchases that were previously unplanned. (Purnama et al., 2024)

This is also supported by research conducted by (Kurniawan & Nugroho, 2024) and (Malinda & Farida, 2024) which states that Flash Sale has a positive effect on Online Impulse Buying.

The Effect of Intensity of Use of the TikTok Application with Direct Marketing and Online Impulse Buying

Based on Table 6 regarding the t-test results, it can be seen that the t value in testing hypothesis 3 (H3) is $1.832 > 1.655$; it can be concluded that H3 is accepted. The intensity of using the TikTok application and viewing live streaming shopping in the TikTok application plays an important role in unplanned purchases, because the higher the intensity of using the TikTok application and exposure to information related to the products offered can stimulate consumers to make spontaneous purchases (Yusra & Primanita, 2023).

This is also supported by research conducted by (Thalib & Giswandhani, 2021) which states that the intensity of use of the TikTok application has a positive effect on Direct Marketing and Online Impulse Buying.

The Effect of Intensity of Use of the TikTok Application with Flash Sale and Online Impulse Buying

Based on Table 6 regarding the t-test results, it can be seen that the t value in testing hypothesis 4 (H4) is $2.364 > 1.655$; it can be concluded that H4 is accepted. The intensity of

use of the TikTok application and flash sales plays an important role in consumers making unplanned purchases. Because the more potential consumers receive stimulus from advertisements and the existence of flash sale promos that display products at prices that are much cheaper than normal prices with time limits and the quantity offered will encourage consumers to immediately make purchases that may not have been previously planned by consumers. (Bih et al., 2023)

This analysis is also reinforced by research conducted by (Yusra & Primanita, 2023) which states that the intensity of using TikTok has a positive effect on Flash Sale promos and Online impulse Buying.

CONCLUSION

This study shows that Direct Marketing and Flash Sale Promo have a positive and significant influence on Online Impulse Buying in the context of TikTok Shop live streaming. The results of the analysis also reveal that the Intensity of Use of the TikTok Application contributes as a moderating variable that strengthens the relationship between marketing strategies (Direct Marketing and Flash Sale Promo) and consumer impulsive behavior. This indicates that the higher the intensity of use of the TikTok application, the greater the likelihood of consumers making impulse purchases, especially when exposed to attractive promotions in the live streaming feature. Thus, TikTok Shop can optimize marketing strategies based on Direct Marketing and Flash Sale to increase impulse purchases, especially among active users of the TikTok application.

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