
The Influence of Live Streaming, Online Customer Reviews, and Discounts on Impulse Buying Behavior on Tiktok Shop in Bali

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Received: 12 February 2026 Revised: 25 March 2026 Accepted: 30 May 2026

DOI: <https://doi.org/10.54099/hbr.v6i2.1805>

Abstract

The rapid growth of social commerce platforms has significantly transformed consumer purchasing behavior, particularly in the beauty product industry. This study aims to examine the influence of live streaming, online customer reviews, and discounts on impulse buying behavior among TikTok Shop users in Bali. A quantitative research approach was employed using a survey method. Data were collected from 100 respondents who had purchased Glad2Glow products through TikTok Shop using purposive sampling. The data were analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) technique. The results show that live streaming has a positive and significant effect on impulse buying, indicating that interactive product demonstrations and real-time communication between sellers and consumers can stimulate spontaneous purchasing behavior. Online customer reviews also have a positive and significant influence on impulse buying, as positive and credible reviews increase consumer trust and reduce uncertainty in purchase decisions. In addition, discounts were found to significantly influence impulse buying behavior by creating a perception of higher value and a sense of urgency among consumers. These findings highlight the important role of digital marketing strategies in shaping consumer purchasing behavior on social commerce platforms. The study provides practical implications for online sellers and digital marketers to optimize live streaming activities, encourage positive customer reviews, and implement effective discount strategies to enhance consumer engagement and increase impulse buying behavior.

Keywords: Live streaming, Online customer reviews, Discounts, Impulse buying, TikTok Shop

INTRODUCTION

The beauty products industry in Indonesia has shown dynamic and rapid development, reflecting significant changes in consumer behavior and market trends. According to projections put forward by (Liputan6.com, 2025), the national cosmetics market is expected to reach a value of IDR 34.6 trillion or around USD 2.09 billion by 2025, with an annual growth rate of 4.73%. In Bali in 2023 According to data obtained from (APJII Survey, 2023), there has been an increase of 80.88% in the number of internet users in Bali Province. This growth is further driven by advances in digital technology that have significantly changed people's consumption patterns, especially through e-commerce platforms and social media (Setini et al., 2025). TikTok Shop is present as one of the main platforms that combines entertainment and shopping interactively, making beauty products easily accessible to young consumers and a wide market segmentation (Walia, 2024). The platform leverages the power of short video content and Live Streaming that allows sellers and influencers to showcase products in real-time (Setini & Juliasa, 2026). One of the beauty products that actively utilizes TikTok Shop is Glad2glow, a local skincare brand that specifically targets the younger generation market. Glad2glow has its own uniqueness because this product is imported from China by PT. Suntone Wisdom Indonesia. Thus, digital marketing strategies that combine discounts and Live Streaming have proven to be very effective in increasing impulse buying, especially in the highly competitive beauty product market on TikTok Shop (onero.id, 2025).

In today's modern era, Impulse Buying behavior on e-commerce platforms is one of the interesting focuses for online business people. Impulsive Buying is the behavior of buying something without thinking twice, usually due to emotional impulses when there are stimuli such as discounts or promos that make a person feel that the opportunity will no longer be obtained (OCBC NISP, 2021). The adoption of information technology has also encouraged innovation and improved business performance in the digital era, especially in industries that utilize online platforms for marketing and sales (Yasa, 2024). One of the factors that affect Impulse Buying is Live Streaming where through interesting and interactive Live Streaming, it can cause someone to engage in impulsive buying behavior (Lulianita & Susanti, 2024). Another factor that affects Impulse Buying is Online Customer Reviews where when many positive reviews are received, consumers will immediately buy the product without thinking long (Herdiansyah & Hardaningtyas, 2022). Discounts also affect where the discounts given are time-limited, namely when the streaming is ongoing, and will return to normal prices when the live broadcast has ended, which can trigger a person's subconscious to be moved to make a spontaneous purchase decision (Ratnawati, 2023).

Live Streaming is a live broadcast that is broadcast to many people (viewers) at the same time as the original event, through communication data media (network) either connected by cable or wireless. Live Streaming can be used to live stream videos recorded through a video camera so that they can be viewed by anyone and anywhere at the same time. Live Streaming can also be used to find out what is happening in a place without the need to be in the same location (Alfiyansah et al., 2021). The use of Live Streaming in E-commerce or social media platforms, such as TikTok, is increasingly popular where sellers can directly show products, demonstrate their use, and interact with audiences in real-time so as to increase the incentive to make impulse purchases (Langi et al., 2025).

Online Customer Review (online user reviews) is one of the things that consumers look at before buying pruduk. Online Customer Reviews are comments made by consumers regarding product evaluations, highlighting various aspects that help consumers assess product quality based on previous buyer experiences (Sombe et al., 2023). Research conducted by Wanda et al., (2025) shows that Online Customer Reviews have a positive and significant effect on impulse buying. And research conducted by Purmono et al., (2025) suggests that Online Customer Reviews have a positive and significant influence on impulse buying. In contrast to the research conducted by Elysia, (2025) shows that Online Customer Reviews do not have a significant effect on impulse buying.

Discounts are an important point in buying a product. A discount is a reduction in the price of a product from the usual price for a certain period of time according to Rahmawati, et.al, (2020) in (Sholichah et al., 2025). A discount or rebate is a reduction in the price of a product from the normal price in a certain period to increase sales volume. Most companies will adjust prices and provide rebates for faster payments, bulk purchases and off-season purchases according to Kotler and Keller, (2007) in (Awaliyah et al., 2023; Setini & Putra, 2025). As competition in the market increases, many Companies strive to offer the best prices to attract the attention of consumers. Therefore, a discount strategy is one of the effective ways to prevent consumers from switching to competitors. Discounts provided on e-commerce platforms can trigger impulsive purchases (Hidayat et al., 2024). Research conducted by Hidayat et al., (2024) shows that discounts have a positive and significant effect on impulse purchases.

The rapid development of social commerce platforms in Indonesia in line with changes in the shopping behavior of the digital community has increased the intensity of business competition, especially in the beauty product industry. This condition encourages business actors to implement the right digital marketing strategy to increase consumer impulse buying. A number of previous studies have examined the behavior of Impulse Buying in the context of e-commerce by highlighting the variables of live streaming, online customer reviews, and discounts as factors that influence consumer purchase decisions. However, there is still relatively little research that tests these three variables simultaneously on the TikTok Shop platform, especially on beauty products of local brands amid the rapid trend of digital content-based shopping. In addition, research that specifically discusses the Impulse Buying behavior of TikTok Shop users in the Bali region is also still limited. Therefore, this study aims to analyze the influence of live streaming, online customer reviews, and discounts on Impulse Buying of Glad2Glow products on users of the TikTok Shop platform in Bali. The purpose of this study is to test the influence of each variable as well as the influence of live streaming, online customer reviews, and discounts simultaneously on impulse buying.

LITERATURE REVIEW

Consumer Behavior

Consumer behavior is an important study in marketing science that studies how individuals or groups choose, buy, use, and evaluate products or services to meet their needs and wants. According to Kotler and Keller (2021), consumer behavior is not only influenced by rational considerations, but also by psychological and social factors that can encourage unplanned purchases, including impulse purchases.

Armstrong et al. (2021) stated that consumer behavior is influenced by four main factors, namely cultural, social, personal, and psychological factors. In the context of social media such as TikTok, social and psychological factors tend to be more dominant, especially through interactions on live streams, reviews or reviews of other users, as well as the perception of time constraints due to discounts or short promotions (Wiratama et al., 2025). This condition encourages consumers to make spontaneous purchases without careful planning.

Impromptu Buying

According to Haidar S & Sholehuddin, (2024) Impulse Buying is a purchase that is made suddenly without planning and considering the consequences. This kind of action occurs because of the emotions that arise when looking at the product, although sometimes the consumer does not need the product. Maybe because consumers have a lot of money and have high purchasing power. The Impulse Buying factor is influenced by various digital marketing stimuli, including live streaming, online customer reviews, and discounts. Live Streaming creates real-time interaction through product demonstrations, testimonials, and limited offers that encourage consumers to make spontaneous purchases (Jamjuru et al., 2022). Online Customer Reviews function as a source of information and trust that affects consumer emotions, so positive reviews can increase impulse buying tendencies (Putri & Fikriyah, 2023). In addition, discounts create a perception of value and urgency that triggers the emotional urge of consumers to buy immediately due to the fear of missing out on opportunities (Kotler & Keller, 2016). According to Prasetyo and Ihalau (2005:159) in (Rika et al., 2021) stated that the indicators of Impulse Buying include: 1) Spontaneity, 2) Power, compulsi and intensity, 3) Excitement and stimulation, 4) Disregard for consequences.

Live Streaming

Live Streaming is a live broadcast that is broadcast to many people (viewers) at the same time as the original event, through communication data media (network) either connected by cable or wireless. Live Streaming can be used to live stream videos recorded through a video camera so that they can be viewed by anyone and anywhere at the same time. Live Streaming can also be used to analyze the situation that is happening in a place without the need to be in the same location (Alfiyansah et al., 2021). Live Streaming is influenced by several key factors, namely the quality of informative and engaging content, visual appeal in product presentations and demonstrations, real-time interactions between sellers and consumers that increase trust, and time pressure through limited offers that encourage consumers to make a purchase immediately (Netrawati et al., 2022; Huang & Suo, 2021; Wahyuni & Saputra, 2023; Fathia & Vania, 2023). According to (Song & Liu, 2021) it is stated that the indicators related to Live Streaming consist of several aspects, namely: 1) Streamer Credibility, 2) Media Wealth, 3) Interactivity.

Online Customer Reviews

Online Customer Reviews are comments made by consumers regarding product evaluations, highlighting various aspects that help consumers assess product quality based on previous buyer experiences (Sombe et al., 2023). *Online Customer Review* is an online customer review that provides good/bad information about products and recommendations from a consumer perspective that is important for other consumers before making an online purchase (Simamora & Maryana, 2023). *Online Customer Reviews* are influenced by several main factors, namely the detail and timeliness of reviews that provide an accurate picture of the product, the emotional content in the reviews that can affect consumer feelings, and the valence and quantity of reviews, where positive reviews and the large number of reviews shape the perception of product reliability and encourage impulse purchases (Putri & Fikriyah, 2023; Rev Dynasty, 2025). Wandebori and Putri. (2016) in (Rika et al., 2021) explained that there are indicators of online customer reviews, namely: 1) Perceived usefulness, 2) Source credibility, 3) Argument quality.

Discounts

A discount is a reduction in the price of a product from the usual price for a certain period of time according to Rahmawati, et.al, (2020) in (Sholichah et al., 2025). A discount or rebate is a reduction in the price of a product from the normal price in a certain period to increase sales volume. Most companies will adjust prices and provide rebates for faster payments, bulk purchases and off-season purchases according to Kotler and Keller, (2007) in (Awaliyah et al., 2023). There are several factors that are the basis for providing discounts on products or services, including the following (Riadi, 2022): Abundant products, Low market demand, Low market demand. There are several discount indicators according to Baskara, (2018) in (Sombe et al., 2023), namely: a) Frequency of discounts, b) The number of discounts, c) The period of the discount, and d) The type of product that gets the discount.

METHOD

This study uses a quantitative approach with an associative research design, which aims to analyze the influence of Live Streaming, Online Customer Reviews, and Discounts on Impulse Buying of Glad2Glow products on TikTok Shop users in Bali. The object of the study was the impulsive buying behavior of consumers, while the subject of the study was a TikTok Shop user who had bought Glad2Glow products. The population in this study is all TikTok Shop users in Bali. The sample determination was carried out by purposive sampling technique, with the criteria that respondents had watched Glad2Glow Live Streaming and made purchases on TikTok Shop. The number of samples used was 100 respondents, in accordance with the minimum provisions of PLS-SEM analysis. The independent variables in this study consisted of Live Streaming (X1), Online Customer Review (X2), and Discount (X3), while the dependent variable was Impulse Buying (Y). Variable measurements were carried out using a five-point Likert scale based on indicators adapted from previous research. The data used is primary data obtained through the distribution of online questionnaires. All data collected were analyzed using the Partial Least Square–Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS software. The analysis stage includes validity and reliability tests. Analysis of measurement models or outer models is carried out in several ways, including: Convergent validity, Discriminant validity, Composite reliability and Cronbach alpha. Structural model analysis or inner model Structural model measurement is carried out in several ways, including by analyzing the R-square coefficient (R²), Q² Predictive Relevance (Q²), and Godness of Fit (GoF).

RESULT AND DISCUSSION

Results

Respondent Characteristics

The characteristics of the respondents in this study showed that the majority of respondents were female (83%), while 17% were male, which indicates that users of Glad2Glow products on TikTok Shop are dominated by female consumers. Based on age, the most respondents were in the range of 21–30 years (65%), followed by <20 years old (32%), while respondents aged 31–40 years were only 3%, and there were no respondents over 41 years old. In terms of domicile, most of the respondents came from Gianyar Regency (67%), followed by Bangli Regency (8%), Badung Regency (7%), Denpasar City and Klungkung Regency 6%, Tabanan Regency (4%), and Karangasem Regency (2%). Based on employment status, the majority of respondents were students/students (68%), followed by private employees (20%), other occupations (8%), and self-employed and civil servants (2% each).

Data Quality Test

The reliability value of each variable in this study shows that all instruments have a good level of reliability. The Live Streaming variable (X1) obtained a Cronbach's Alpha value of 0.853 and Composite Reliability of 0.911, the Online Customer Review (X2) variable had a Cronbach's Alpha value of 0.853 and Composite Reliability of 0.911, and the Discount variable (X3) obtained a Cronbach's Alpha value of 0.788 and Composite Reliability of 0.856. Meanwhile, the Impulse Buying variable (Y) has a Cronbach's Alpha

value of 0.836 and a Composite Reliability of 0.890. All Cronbach's Alpha and Composite Reliability values were above the required minimum, so it can be concluded that all research variables have high internal consistency and the instruments used are reliable and feasible to be used in subsequent analysis.

Descriptive Statistical Analysis

This study uses a survey method with a five-point Likert scale based questionnaire instrument to measure the variables of live streaming, online customer reviews, discounts and impulse buying. Each statement is scored 1–5 from strongly disagree to strongly agree. The data obtained were tabulated and analyzed in a qualitative descriptive manner using the average score with a class interval of 0.8, so that the assessment results were classified into five categories, namely very bad to very good.

The results of the descriptive analysis showed that Live Streaming had an average value of 3.64 which was included in the good criteria, which means that in general the Live Streaming activity of Glad2glow products on TikTok Shop in Bali was considered to be able to attract attention and encourage impulse purchases. The Online Customer Review variable which has an average value of 3.53 is included in the good criteria, which means that in general customer reviews of Glad2glow products on TikTok Shop in Bali are considered positive by respondents. The discount variable which has an average value of 3.64 is included in the good criteria, which means that in general the discount program of Glad2glow products on TikTok Shop in Bali is considered to be able to encourage impulse buying behavior. The Impulse Buying variable which has an average value of 3.20 which is included in the criteria is quite good, which means that the impulse buying behavior of Glad2glow products in TikTok Shop users in Bali is moderate.

Inferential Analysis Test

Inferential analysis was used to analyze the relationship between the variables studied in this study, namely Live streaming, online customer reviews, discounts and Impulse Buying. The analysis of the influence between variables in this study uses Partial Least Square (PLS) because this method does not require many assumptions (Ghozali, 2019:4).

Analysis of measurement models or outer models

1. Convergent Validity

The convergent validity test was carried out to assess the ability of the indicator to represent the latent construct measured, with the criterion of an outer loading value of ≥ 0.70 . The test results showed that all indicators in the X1, X2, X3, and Y variables had an outer loading value above 0.70. These findings indicate that all indicators have met the convergent validity criteria and are declared valid in measuring the research construct.

2. Discriminant validity

The multicollinearity test was carried out by looking at the tolerance value and the Variance Inflation Factor (VIF). The test results showed that the service quality variable had a tolerance value of 0.629 and VIF of 1.589, the price variable had a tolerance value of 0.654 and VIF of 1.530, and the brand image variable had a tolerance value of 0.691 and VIF of 1.448. The entire tolerance value was above 0.10 and the VIF value was below 10, so it can be concluded that the regression model is free of multicollinearity symptoms.

3. Cronbach's alpha and Composite reliability

The reliability test showed that the entire construct had Cronbach's alpha and Composite Reliability values above 0.70 and AVE values above 0.50. These results confirm that all research variables are reliable and valid, making them suitable for use in structural model analysis.

Table 1. Construct reliability and validity

<i>Construct</i>	<i>Cronbach's Alpha</i>	<i>Composite Reliability (rho_a)</i>	<i>Composite Reliability (rho_c)</i>	<i>AVE</i>
<i>Live Streaming</i>	0.853	0.856	0.911	0.773
<i>Online Customer Review</i>	0.853	0.863	0.911	0.775
<i>Discount</i>	0.788	0.829	0.856	0.599
<i>Impulse Buying</i>	0.836	0.839	0.890	0.670

Source : Processed Author, 2025 (Appendix 5)

Based on Table 1, all research variables, namely X1, X2, X3, and Y, have Cronbach's alpha values ranging from 0.788 to 0.853, and Composite reliability values (rho_a and rho_c) are all above 0.70. This shows that each construct has a good and consistent level of reliability. In addition, the Average Variance Extracted (AVE) value of the entire construct is also greater than 0.50, which means that the latent variable is able to explain more than 50 percent of the variance of the indicator. Thus, it can be concluded that all constructs in this study are declared reliable and valid, so they are suitable for structural model analysis at a later stage.

Analysis of structural or inner models

R-square (R2)

Based on Table 2, the R-square value for the Impulse Buying variable is 0.646, indicating that 64.6% of the variance in impulse buying can be explained by live streaming, online customer reviews, and discounts, while the remaining 35.4% is influenced by other variables outside the model.

Table 2 R-square Results

<i>Variable</i>	<i>R-Square</i>	<i>Adjusted R-Square</i>
<i>Impulse Buying</i>	0.646	0.635

Source: Processed Author, 2025

Table 2 shows The R-square value in the Y variable is 0.646, this can be interpreted that the model is able to explain the impulse buying phenomenon which is influenced by Live streaming, Online Customer Reviews and a discount of 64.6%. (2)

Q-Square Predictive Relevance (Q2)

The calculation results resulted in a Q2 Impulse Buying value = 0.603. Based on the criteria, Lathan and Ghozali are included in the criteria of the strong model. This means that the mathematical model built in this study has a high level of prediction accuracy (see Table 3).

Table 3. Q Square Deck

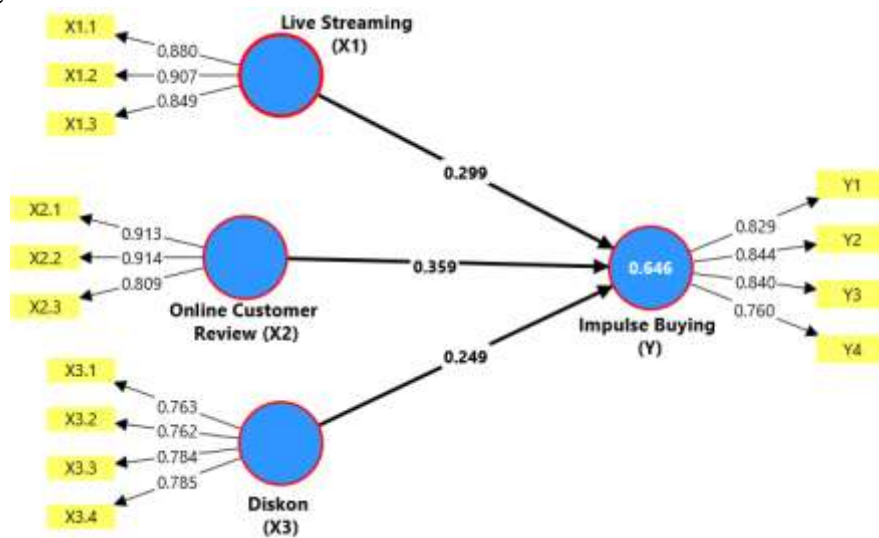
	<i>Q²predict</i>	<i>RMSE</i>	<i>MAE</i>
<i>Impulse Buying</i>	0,603	0,644	0,515

Source: Processed Author, 2025

Goodness of Fit (GoF)

Measurement values based on GoF have a range of values between 0 (zero) to 1 (one). The GoF value that is closer to 0 (zero), indicates that the model is less good, on the contrary, the further away from 0 (zero) and the closer it is to 1 (one), the better the model. The criteria for strong model weakness based on GoF measurements according to Wetzels et al (Yamin, 2022), are as follows: 0.36 (GoF large)/model with high suitability, 0.25 (medium GoF), and 0.10 (GoF small). Akter et al (2011) suggested a cut-off value of 0.36. The formula GoF is $= \sqrt{A.R2 * A.AVE} = \sqrt{0.646 \times 0.704} = 0.566$ (R2 is taken from Table 4.11 and the AVE value from Table 4.10). These results show that the model built is a large model, meaning that the model qualifies as a fit model.

Pls model analysis



Source : Processed Author, 2025

Figure 1. Outer model with Factor Loading, Path coefficients and R-square

In the image above there is an output from PLS and it can be seen that there is a value of factor loading (outer loading) on each indicator. It can also be observed that the magnitude of the values (path coefficients) that are above the arrow line between exogenous and endogenous variables. Likewise, the R-square which is right in the endogenous variable circle is 0.646.

Table 4. Path coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values	
X1 -> Y	0,299	0,304	0,103	2,915	0,002	Accepted
X2 -> Y	0,359	0,347	0,107	3,367	0,000	Accepted
X3 -> Y	0,249	0,261	0,098	2,546	0,005	Accepted

Source : Processed Author, 2025

Based on Table 4. all independent variables were shown to have a positive and significant effect on the Y variable. Variable X1 had a path coefficient value of 0.299 with a t-statistics value of 2.915 and p-values of 0.002, so that X1 had a significant effect on Y. Variable X2 showed the highest path coefficient of 0.359 with t-statistics of 3.367 and p-values of 0.000, which indicates that X2 is the most dominant variable influencing Y. Furthermore, The X3 variable has a path coefficient of 0.249 with t-statistics

of 2.546 and p-values of 0.005, so that X3 also has a significant effect on Y. Thus, all hypotheses in this study are acceptable.

Discussion

The Effect of Live Streaming on Impulse Buying

The results of the first hypothesis test (H1) showed that Live Streaming had a positive and significant effect on Impulse Buying, with a path coefficient value of 0.299 and a p-value of $0.004 < 0.05$. These findings indicate that Live Streaming activities play an important role in encouraging spontaneous purchases of Glad2Glow products among TikTok Shop users in Bali. Live Streaming functions not only as a promotional medium, but also as an interactive means of communication that is able to increase consumer interest and trust through two-way interaction and live product demonstrations. This condition creates emotional stimuli that accelerate purchasing decision-making, so that consumers are more easily encouraged to make impulse buying. The results of this study are in line with the findings of Herdiansyah and Hardaningtyas (2022), Lulianita and Susanti (2024), and Langi et al. (2025), so that the H1 hypothesis is declared accepted.

The Influence of Online Customer Reviews on Impulse Buying

Online Customer Review has a positive and significant effect on Impulse Buying, with a path coefficient value of 0.359 and a p-value of $0.000 < 0.05$. These findings indicate that consumer reviews play a strategic role in shaping consumer perception, trust, and confidence in Glad2Glow products in TikTok Shop users in Bali. As a form of electronic word of mouth, positive and relevant reviews can reduce uncertainty and speed up the decision-making process, thereby increasing the tendency to impulse purchases. This finding is in line with social proof theory and supports the research results of Sombe et al. (2023), Wanda et al. (2025), and Purmono et al. (2025), so that the H2 hypothesis is declared accepted.

The Effect of Discounts on Impulse Buying

The discount has a positive and significant effect on Impulse Buying, with a path coefficient value of 0.249 and a p-value of $0.005 < 0.05$. These findings indicate that the discount strategy is able to encourage impulse purchases of Glad2Glow products for TikTok Shop users in Bali through increased perceived value and the creation of time urgency. Discounts also trigger the phenomenon of fear of missing out (FOMO) which psychologically encourages consumers to make purchase decisions quickly without careful consideration. The results of this study are in line with the sales promotion theory of Kotler and Keller (2016) and supported by the findings of Hidayat et al. (2024), Pertiwi and Prasetya (2024), and Sholichah et al. (2025), so that the H3 hypothesis is declared accepted.

CONCLUSIONS AND SUGGESTIONS

Based on the results of data analysis and discussion, it can be concluded that live streaming, online customer reviews, and discounts have a significant influence on impulse buying behavior among TikTok Shop users in Bali. Live streaming has a positive and significant effect on impulse buying. This indicates that interactive live streaming activities, such as product demonstrations and real-time communication between sellers and consumers, can stimulate consumers' emotional responses and encourage spontaneous purchasing decisions. Online customer reviews also show a positive and significant influence on impulse buying. Positive reviews from other consumers can increase trust, reduce uncertainty, and strengthen consumers' confidence in purchasing products, which ultimately encourages unplanned buying behavior. Discounts have a positive and significant effect on impulse buying behavior. Attractive price reductions and limited-time promotions create a perception of greater value and urgency, which psychologically motivates consumers to make quick purchasing decisions without prior planning. Findings of this study indicate that digital marketing strategies implemented through live streaming features, customer review systems, and promotional discounts on social commerce platforms such as TikTok Shop play an important role in shaping impulse buying behavior. Therefore, companies and online sellers are encouraged to optimize these strategies to increase consumer engagement and purchasing intentions in the digital marketplace. In an effort to increase Impulse buying of Glad2glow products on users of the TikTok Shop platform in Bali,

it is recommended to the management of Glad2glow as follows:

The overall live streaming of Glad2glow products has been going well. However, there are indicators that have a value below the total average, namely the third statement and the first statement, which indicate that aspects of real-time interaction and the level of trust in the host still need to be improved. Efforts that can be made to overcome this include increasing host training related to product knowledge and persuasive communication techniques so that the information conveyed is more convincing, as well as optimizing the management of question and answer sessions through faster, structured, and interactive responses. In addition, the use of live consumer testimonials, more detailed product demonstrations, and transparent information about product advantages and benefits can strengthen the credibility of the host and increase the effectiveness of interactions during live streaming.

Online customer reviews of Glad2glow products are generally in the good category. However, there are indicators that have a value below the total average, namely the first statement and the second statement, which indicate that the aspect of positive benefit attraction in reviews and the level of trust in the authenticity of the reviewer still needs to be improved. Efforts that can be made include encouraging consumers to provide more detailed and informative reviews accompanied by original photos or videos of product use, displaying verified buyer labels to increase credibility, and moderation and curation of reviews so that the information displayed is more relevant, honest, and convincing so that it can strengthen the influence of reviews on impulse buying.

The discounts provided by Glad2glow are considered quite attractive by consumers. However, there are indicators that have a value below the total average, namely the fourth statement and the first statement which are relatively close to the average, thus showing that the aspect of interest in certain products that get discounts and the consistency of discount frequencies still needs to be optimized. Efforts that can be made include providing more segmented discounts on best seller products or products with high interest, clarifying information on the benefits of products that are being discounted, and combining discount strategies with additional promotions such as bundling or product bonuses so that their appeal is stronger and able to increase impulse buying tendencies more optimally.

For the next researcher, it is expected to add other variables that have the potential to affect Impulse Buying, such as consumer trust, product quality, influencer roles, or risk perception, as well as expand the scope of research on different brands, platforms, and regions so that the results of the research can be generalized more widely.

ACKNOWLEDGMENT

The author expresses his appreciation and gratitude to the Faculty of Economics and Business, Warmadewa University, for the academic support and research facilities provided during the process of compiling this article. Thank you were also conveyed to all respondents who used TikTok Shop in Bali who had taken the time to participate in filling out the questionnaire, so that this research could be carried out properly. The author also thanked the teaching team, fellow researchers, and parties who provided scientific input in the process of improving the instrument and data analysis. Administrative and technical support from various parties greatly helped the smooth running of this research. Finally, the author expressed his appreciation to the editorial board of Husnayain Business Review for the opportunity and constructive review process so that this article can be published in a better form.

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