

# The Effectiveness of Shopee's Live Streaming In Increasing Impulse Buying For Muslims Consumers To Buy Halal Cosmetics

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## Abstract

As a Muslim, consuming halal products is not a choice but an obligation and a lifestyle. In Islamic law, a Muslim is obliged to consume what is lawful and it is forbidden to consume what is prohibited by Allah. Not only related to food but also in terms of cosmetics. In recent years, the halal industry has increased globally, including halal cosmetics. In the digital era, consumers tend to shop online. In Indonesia, there are 100 million people who visit marketplaces every month. The second most visited marketplace in Indonesia is Shopee. Halal cosmetics have started to be widely marketed at Shopee. In the Shopee, there is a Shopee live feature where sellers and consumers can interact directly in real-time even in different spatial dimensions. In Shopee Live, sellers can promote their products and consumers can see the product more clearly. Many marketers of halal products are trying to use the Shopee live feature. Even so, how effective it is in influencing consumer purchasing decisions still needs to be proven empirically. For this reason, it is necessary to conduct empirical research to test the influence of Shopee Live in influencing consumers to buy halal cosmetic products .

**Keywords:** Live Streaming, Impulse Buying, Halal Cosmetics

## Introduction

Various aspects of life including trade, are influenced by technological advances, especially the internet. The process of



buying and selling and marketing of products has changed in commerce. Electronic commerce or known as E - Commerce is distribution, sale, purchase and marketing of goods or services using electronic networks such as the internet, television or other technological networks.<sup>1</sup> The trading process carried out through e-commerce has undergone many changes. If the conventional buying and selling process requires buyers and sellers to meet in person, then the e-commerce process is no longer needed. Buyers can communicate via the internet and make transactions in different cities without having to meet in person, for example, as in the E-commerce Shopee. Shopee is an application engaged in online sales or e-commerce which can be accessed easily using a smartphone. Shopee comes in the form of an application that makes it easier for users to shop online without using a computer device (Putri Effendi, 2021) .

With this change, it is easier for buyers to access the items they want to buy directly from home without having to go straight to the store, thereby saving more time. This e-commerce phenomenon also makes it easier for sellers because sellers can promote their wares to a wider market and can save operational costs such as store rental costs and unnecessary promotion costs (Febriani & Dewi, 2019).

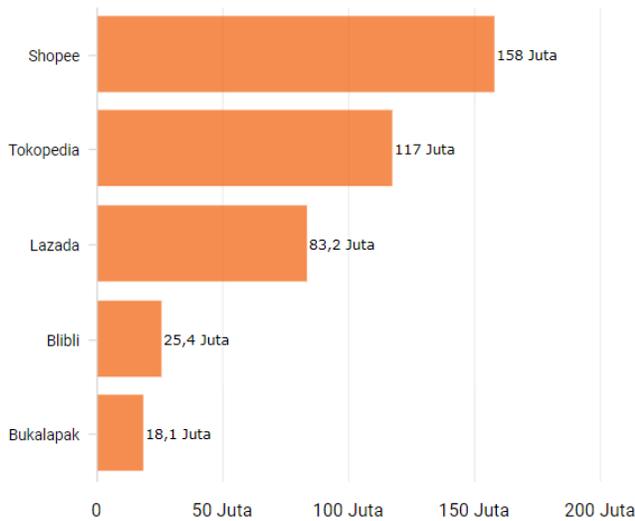
At this time the Shopee application has become a digital marketing medium that is widely used by business people as an online shopping platform. Based on data from SimilarWeb, Shopee is the e-commerce site with the most number of website visits in Indonesia in the first quarter of 2023. During the January-March period this year, the Shopee site achieved an average of 157.9 million visits per month, far surpassing its competitors (Adi Ahdiat , databox 2023).

Shopee's facilities vary, such as payment methods, delivery services, integrated social media, live chat and live streaming (iPrice.co.id, 2021).

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<sup>1</sup> Winia Waziana et al., "Pemanfaatan E-Commerce Shopee Sebagai Upaya Peningkatan Ekonomi Ibu-Ibu PKK Pelaku Bisnis," *NEAR: Jurnal Pengabdian Kepada Masyarakat* 1, no. 2 (2022): 107-12, <https://doi.org/10.32877/nr.v1i2.433>.

Figure 1.



Source: *databoks.katadata.co.id*

Shopee is developing not only from its business model but as a platform, Shopee is always innovating and taking initiatives by trying to create new experiences in online shopping for its customers. One of them that is currently popular among young people in Indonesia is the Shopee Live feature.

Shopee Live is a live streaming video feature where sellers can sell and interact directly with buyers using the Shopee platform. The Shopee Live feature was first launched on June 6 2019 which is optimized for mobile users. Sellers can take advantage of this feature as a means to increase sales, build store exposure and optimize store branding. Live streaming is often referred to as live broadcasts through a network that are broadcast to many people at the same time as the original event<sup>2</sup>

According to the Head of User and Content, one of the content that is of great interest to teenagers is beauty content with various types of videos ranging from make-up tutorials,

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<sup>2</sup> Lia - Kurniawati, "Pemanfaatan Teknologi Video Streaming Di LPP TVRI Jawa Barat," *Jurnal Komunikasi* 10, no. 1 (2019): 10-18, <https://doi.org/10.31294/jkom.v10i1.4721>.

make-up tips and reviews of beauty or cosmetic products<sup>3</sup> Especially for cosmetic products, at Shopee many people offer halal cosmetic products such as Wardah, Emina, Makeover, Madame Gie and other halal cosmetic products. With the aim of research to find out how livestreaming influences impulse buying, so that livestreaming is widely used by marketers, but its effectiveness in sales needs to be studied empirically. This research is expected to contribute to marketers of halal products to determine the effect of live streaming on impulse buying. Thus marketers can add to this strategy in increasing sales of halal cosmetic products.

Research related to live streaming has been carried out by several researchers, including:

1. The Effect of Live Streaming and Online Customer Reviews on Purchase Decisions for Muslim Fashion Products (Case Study of TikTok Shop Customers in Surabaya)<sup>4</sup>

This study only discusses the effect of live streaming and online customer reviews on purchasing decisions. The results state that live-streaming has a positive effect on purchasing decisions. When associated with theoretical studies related to live-streaming. The difference between this research and our research is that this research focuses on the effect of Shopee live streaming on impulse buying, while in Desti Eka Ramadanti Amin's research, Khusnul Fikriyah (2023). Only focusing on live streaming and online consumer reviews of the Tik-Tok application.

2. The Influence of Live Streaming and Trust on Impulsive Buying in The Purchase Of Skintific Skincare Products<sup>5</sup>

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<sup>3</sup> Wahyu Murjiati, "Pengaruh Iklan Pada Aplikasi Tik Tok Terhadap Minat Beli Mahasiswa Manajemen Bisnis Syariah IAIN Palopo," *Dinamis: Journal of Islamic Management and Bussiness* 4, no. 1 (2022): 37-44, <https://doi.org/10.24256/dinamis.v4i1.3411>.

<sup>4</sup> Desti Eka Ramadanti Amin and Khusnul Fikriyah, "Pengaruh Live Streaming Dan Online Customer Review Terhadap Keputusan Pembelian Produk Fashion Muslim," *Jurnal Edunomika* 07, no. 01 (2023): 1-11.

<sup>5</sup> Salsabila Vania Suhyar and Sri Astuti Pratminingsih, "Skintific Skincare Products Pengaruh Live Streaming Dan Trust Terhadap Impulsive Buying

This research discusses live streaming and trust in impulsive buying. As a result, live-streaming has a beneficial and important impact on impulse buying. This is because the market for e-commerce is becoming more congested, so sellers are expanding into commerce, live-streaming is very important for online retailers to differentiate themselves in the crowded online market. The difference between this research and our research is that this study focuses on the effect of Shopee live streaming on impulse buying, while Salsabila and Sri Astuti's (2023) study only focuses on live streaming and trust in purchasing skintific skincare products.

3. The impact of social presence and facilitation factors on online consumers' impulse buying in live shopping – celebrity endorsement as a moderating factor <sup>6</sup>

This study discusses social presence and facilitating factors on impulse buying. The result is that for online consumers, their hedonic and utilitarian attitudes positively impact their impulse buying behavior, answering the first research question. This will explain why more and more live broadcasters prefer to use the beautification function of live streaming applications and present some practical interactive content to attract online consumers' viewing interest to increase their sales. The difference between this research and our research is that this study focuses on the effect of live streaming on impulse buying, while the research by Lifu Li, Kyeong Kang, Anqi Zhao, Yafei Feng (2023) only focuses on presence and facilitation factors on impulse purchases.

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Dalam Pembelian Produk Skincare Skintific," *Management Studies and Entrepreneurship Journal* 4, no. 2 (2023): 1427–38.

<sup>6</sup> Lifu Li et al., "The Impact of Social Presence and Facilitation Factors on Online Consumers' Impulse Buying in Live Shopping – Celebrity Endorsement as a Moderating Factor," *Information Technology and People* 36, no. 6 (2023): 2611–31, <https://doi.org/10.1108/ITP-03-2021-0203>.

4. Analisis Pengaruh Pesan Kelangkaan Dan Live Commerce Terhadap Perilaku Pembelian Impulsif (Studi Empiris Pada Mahasiswa Pelanggan Marketplace Shopee Di Kota Semarang) <sup>7</sup>

This study discusses the effect of scarcity messages and live commerce on impulsive buying behavior . The results of the study are that messages of scarcity have a positive and significant influence on impulsive buying behavior, while live commerce has a positive and significant influence on impulsive buying behavior However, the live commerce variable has a lower effect when compared to the message scarcity variable. The difference between this study and our research is that this study focuses only on the effect of live streaming on impulse buying, whereas in Nurul Anisa Rahma's research, I Made Bayu Dirgantara, Aulia Vidya Almadana (2022) only focuses on Scarcity and Live Commerce Messages on Purchasing Behavior Just impulsive.

5. The Influence Of Live Sale And Flash Sale On Repurchase Intention In The New Normal Era On Shopee Customers In Padang <sup>8</sup>

This study discusses the effect of live sales and flash sales on repurchase intention ( purchasing activities carried out more than once or several times). The result is that Live sale has a positive effect on repurchase intention but does not have a significant effect on repurchase intention of Shopee customers. The difference between this study and our research is that this study focuses on the effect of live streaming on impulse buying, while Yunia Wardi's research only focuses on live sales on repurchase intention.

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<sup>7</sup> Nurul Anisa Rahma, Made Bayu Dirgantara, and Aulia Almadana, "Analisis Pengaruh Pesan Kelangkaan Dan Live Commerce Terhadap Perilaku Pembelian Impulsif," *Diponegoro Journal of Management* 11 (2022): 1-12.

<sup>8</sup> Yunia Wardi, "THE INFLUENCE OF LIVE SALE AND FLASH SALE ON REPURCHASE INTENTION IN THE NEW NORMAL ERA ON SHOPEE CUSTOMERS IN PADANG CITY," 2022, 1-9.

Live Streaming is one of the most important ways to do sales promotions. In particular, the presence of hosts and streamers on social media positively influences impulse purchases directly and indirectly. Impulse buying is defined as a spontaneous and immediate purchase “without prior planning and buying goods without a known need”<sup>9</sup>. Live streaming is an evolution of media that involves real-time interaction<sup>10</sup>. The role of live streaming commerce shows buying and selling activities in e-commerce under the live streaming platform<sup>11</sup>. In live streaming an influencer influences online sales. Influencer Live streaming is a new advertising method in which influencers connect with customers and sell goods online through live streaming, and the method is important in the online influencer economy. Meanwhile, according to<sup>12</sup> revealed that live streaming has a direct positive and significant effect on consumer trust. Where live streaming creates consumer trust in the minds of customers. So that with consumer trust, it can affect the level of sales revenue. the more there is consumer trust, the consumer will continue to buy the product again. In today's companies are taking advantage of opportunities to increase consumer trust , and live streaming plays an active role by attracting customers to make impulse purchases. Thus the first hypothesis is proposed as follows:

H1: Live streaming commerce has a positive effect on impulsive buying.

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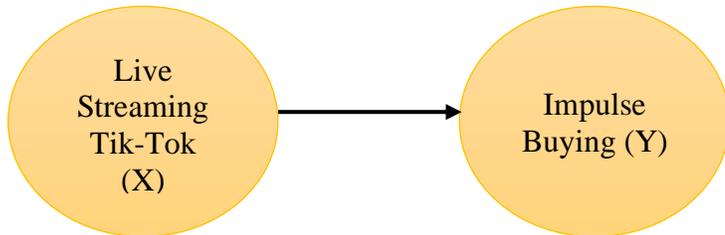
<sup>9</sup> Yong Seok Sohn and Man Ting Ko, “The Impact of Planned vs. Unplanned Purchases on Subsequent Purchase Decision Making in Sequential Buying Situations,” *Journal of Retailing and Consumer Services* 59, no. xxxx (2021): 102419, <https://doi.org/10.1016/j.jretconser.2020.102419>.

<sup>10</sup> Jie Cai and Donghee Yvette Wohn, “Live Streaming Commerce: Uses and Gratifications Approach to Understanding Consumers’ Motivations,” *Proceedings of the Annual Hawaii International Conference on System Sciences* 2019-Janua (2019): 2548–57, <https://doi.org/10.24251/hicss.2019.307>.

<sup>11</sup> Cai and Wohn.

<sup>12</sup> Mian Yan et al., “An Empirical Investigation of the Impact of Influencer Live-Streaming Ads in e-Commerce Platforms on Consumers’ Buying Impulse,” *Internet Research* 33, no. 4 (2023): 1633–63, <https://doi.org/10.1108/INTR-11-2020-0625>.

**Figure 1.**  
**Theoretical framework drawing**



Methods This research uses quantitative research methods. This study will examine the effect of live streaming on impulse buying. The total sample in this study was 100 respondents. The sampling technique used was purposive sampling, where only respondents who fit the criteria could participate in this study. The criteria for respondents in this study were Muslim students, aged 18-24 years, had the Tik-Tok application, had watched live-streaming on Tik-Tok, had bought products through Tik-Tok. The data analysis technique used in this study is Simple Linear Regression. The Live Streaming variable in this study consisted of 14 items which were adopted based on research by <sup>13</sup> And the Impulse Buying variable in this study consists of 5 items adopted based on the research of <sup>14</sup>

## Discussion

### 1) Respondent Demographic Data

**Table 1 .**  
**Respondent Demographic Data**

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<sup>13</sup> Charlotte Vonkeman, Tibert Verhagen, and Willemijn van Dolen, "Role of Local Presence in Online Impulse Buying," *Information and Management* 54, no. 8 (2017): 1038–48, <https://doi.org/10.1016/j.im.2017.02.008>; Li Xiang et al., "Exploring Consumers' Impulse Buying Behavior on Social Commerce Platform: The Role of Parasocial Interaction," *International Journal of Information Management* 36, no. 3 (2016): 333–47, <https://doi.org/10.1016/j.ijinfomgt.2015.11.002>.

<sup>14</sup> Xiang et al., "Exploring Consumers' Impulse Buying Behavior on Social Commerce Platform: The Role of Parasocial Interaction."

<b>Variable</b>		<b>Amount</b>	<b>Percent</b>
<b>Age</b>	18	29	<b>29%</b>
	19	15	<b>15%</b>
	20	32	<b>32%</b>
	21	16	<b>16%</b>
	22	5	<b>5%</b>
	23	2	<b>2%</b>
	24	1	<b>1%</b>
<b>Total</b>		100	<b>100%</b>
<b>domicile</b>	Surabaya	31	<b>31%</b>
	Sidoarjo	30	<b>30%</b>
	Poor	2	<b>2%</b>
	Gresik	4	<b>4%</b>
	Jombang	2	<b>2%</b>
	Mojokerto	2	<b>2%</b>
	Kediri	2	<b>2%</b>
	Lamongan	1	<b>1%</b>
	Bekasi	4	<b>4%</b>
	Palembang	2	<b>2%</b>
	Semarang	1	<b>1%</b>
	Pasuruan	1	<b>1%</b>
	Banten	1	<b>1%</b>

	Jakarta	6	<b>6%</b>
	Asem Coral	1	<b>1%</b>
	Bandung	3	<b>3%</b>
	Putussibau	1	<b>1%</b>
	Yogyakarta	1	<b>1%</b>
	Tangerang	1	<b>1%</b>
	Bandar Lampung	1	<b>1%</b>
	Depok	1	<b>1%</b>
	Jember	1	<b>1%</b>
	North Aceh	1	<b>1%</b>
<b>Total</b>		100	<b>100%</b>
<b>Average Allocation of Cosmetic Expenditures Per Month</b>	Less than IDR 50,000	6	<b>6%</b>
	IDR 50,001 - IDR 100,000	19	<b>19%</b>
	IDR 100,001 - IDR 200,000	30	<b>30%</b>
	IDR 200,001 - IDR 300,000	26	<b>26%</b>
	IDR 300,001 - IDR 400,000	5	<b>5%</b>
	IDR 400,001 -	7	<b>7%</b>

	IDR 500,000		
	IDR 500,000 - IDR 600,000	3	<b>3%</b>
	more than 600,000	4	<b>4%</b>
<b>Total</b>		100	<b>100%</b>

## 2) Validity and Reliability Test

Variable	Items	Corrected Items to Total Correlation	Cronbach's Alpha
Live streaming	LS1	.721	0913
	LS2	.681	
	LS3	.655	
	LS4	.621	
	LS5	.740	
	LS6	.759	
	LS7	.794	
	LS8	.762	
	LS9	.625	
	LS10	.683	
	LS11	.551	
	LS12	.721	
	LS13	.659	
	LS14	.664	
Impulse buying	IB1	.868	0911
	IB2	.846	
	IB3	.858	
	IB4	.849	
	IB5	.886	

Corrected item to total correlation is an internal consistency test conducted on statement indicators in the questionnaire. Internal consistency will provide an indication of the similarity of indicators in measuring constructs that cannot be measured directly (*unobserved*). Items are declared valid if the r-count value or *corrected item to total correlation* has a value greater than the standard r value, which is 0.25. Decision making based on the value of r count with the value of r table on the *corrected item-total correlation*, r table for N = 100 at a significance of 5% is 0.1946. In the table, the r-count results for all indicators for the live-streaming and impulse buying variables have a value that is greater than the minimum requirement, so that these nineteen indicators are concluded to be valid.

Cronbach's Alpha is used to calculate the reliability of measurement items. Reliability testing is useful to determine the extent to which items, scales, or statement instruments can provide constant results when repeated measurements are made with that scale. A construct or variable is said to be reliable if it gives a Cronbach's Alpha value > 0.70 (Ghozali, 2012). From the test results, the table shows that the Live-streaming (X) and Impulse buying (Y) variables have a Cronbach's Alpha greater than 0.70 because the Cronbach's Alpha value is > 0.70, so this variable is stated to be reliable. The values for live-streaming and impulse buying variables are greater than the minimum requirements so that each variable and dimensional factor is declared reliable and can be used in this study.

### Hypothesis testing

		Coefficients <sup>a</sup>						
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	std. Error	Betas	t	Sig.	tolerance	VIF
1	(Constant)	6,296	2,745		2,293	.024		
	LS_Total	.197	.052	.359	3,803	.000	1,000	1,000

a. Dependent Variable: IB\_Total

In accordance with the results of the simple linear regression above, the regression equation can be formulated as follows:

$$\text{Impulse buying} = e + 0.359 X$$

The regression coefficient with a positive sign indicates a change in the direction of the independent variable towards the dependent variable. The calculation shows that the independent variable has a positive coefficient so that it means that the regression coefficient of the live-streaming variable (X) is 3,803 and has a positive regression coefficient. In accordance with these results it can be concluded that every increase in the live-streaming variable (X), then impulse buying will increase with a regression coefficient of 0.359 and assuming other variables are constant.

In accordance with the results of the regression in the table, it can be concluded that the level of significance of the live-streaming variable on impulse buying is 0.000 where the value is less than 0.05 so it is declared significant. Thus it can be concluded that live-streaming has a significant positive effect on impulse buying so that the hypothesis is accepted.

### 3) Discussion

Based on the results of testing the live-streaming shopee variable on impulse buying for Muslim consumers for halal cosmetics using validity and reliability tests, it shows that live-streaming shopee has a positive and significant effect on impulse buying. Based on the test results, the hypothesis that suspects that the live-streaming variable has a significant influence on impulse buying for Muslim consumers for halal cosmetic products is acceptable. Shopee live-streaming is a form of attracting and persuading consumers directly through live videos that can be set to stimulate direct product purchases so as to increase the number of items to be purchased ( Kurniawati, 2019: 10 ). This activity is one of the strategies used by sellers to attract consumers to buy products impulsively <sup>15</sup> . This

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<sup>15</sup> Simon Tumanggor, Prasetyo Hadi, and Rosali Sembiring, "Pembelian Impulsif Pada E-Commerce Shopee (Studi Pada Konsumen Shopee Di Jakarta Selatan)," *Journal of Business and Banking* 11, no. 2 (2022): 251, <https://doi.org/10.14414/jbb.v11i2.2733>.

research is in line with research that has been conducted by <sup>16</sup>entitled “ *The Influence of Live Streaming and Online Customer Reviews on Purchase Decisions for Muslim Fashion Products (Case Study of TikTok Shop Customers in Surabaya)*”. The results of the study state that live-streaming has a positive effect on purchasing decisions. When associated with theoretical studies related to live-streaming, of course, this live-streaming feature makes it easier for consumers to fully understand product information because consumers can directly ask questions about products in the comments column during live-streaming so that sellers can immediately answer what they have. asked by consumers <sup>17</sup>. This finding is also reinforced by research conducted by <sup>18</sup>entitled “ *The Effect of Live Streaming and Trust on Impulsive Buying in Purchasing Skincare Skintific Products*”. The results show that live-streaming has a beneficial and important impact on impulse buying. This is because the market for e-commerce is becoming more congested, so merchants expanding into live-streaming commerce is essential for online retailers to differentiate themselves in the crowded online marketplace. The existence of this research can help live streaming trading platforms and suppliers in identifying elements for the promotion of impulsive buying urge and impulsive buying behavior, with the ultimate goal of increasing sales conversions.

## Closing

The purpose of this study was to identify the factors that influence the impulsive purchase of halal cosmetic products by Muslim consumers. Based on the results of the research that has been done, it can be concluded that live-streaming has a positive and significant effect on impulse buying, so the hypothesis is

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<sup>16</sup> Desti Eka and Khusnul Fikriyah, “Pengaruh Live Streaming dan Online Customer Review terhadap Keputusan Pembelian Produk Fashion muslim,” *Edunomika* 7, no. 1 (2023): 1–11.

<sup>17</sup> Adya Mulya Prajana, Aisyi Syafikarani, and Nisa Eka Nastiti, “PEMANFAATAN VIDEO STREAMING SEBAGAI MEDIA PEMASARAN” 8 (2021): 145–52.

<sup>18</sup> Suhyar and Pratminingsih, “Skintific Skincare Products Pengaruh Live Streaming Dan Trust Terhadap Impulsive Buying Dalam Pembelian Produk Skincare Skintific.”

accepted. This is indicated by the more attractive and convincing streamers when live streaming will generate purchase intentions for consumers who watch. The live-streaming feature function makes it easier for consumers to get more detailed information about products because sellers ( *streamers* ) display products in real or live ( *real time* ). Consumers will certainly feel more comfortable and confident to buy products during live streaming compared to just looking at catalog images or videos. This increases consumer confidence when making purchases directly from Shopee Live.

### **Implications**

The implications of this research show that marketers can use live-streaming to increase sales of the products they sell. Based on the discussion in this study, marketers can use various strategies or steps to optimize the use of live-streaming in their marketing efforts <sup>19</sup> . *First*, marketers need to understand the target audience by first doing research and analysis to understand who they want to reach. There is also a greater potential for creating relevant and engaging web content. *Second*, creating direct interaction with the audience. One of the advantages of live-streaming is that it allows direct interaction between sellers and consumers as an audience. This live-streaming can help build trust and an emotional bond between the two. *Third*, limited market availability and special offers. With live-streaming, sellers can take advantage of the fear of *missing out* by promoting limited product availability or offering special offers that are only valid during broadcasts to encourage consumers to make immediate purchases . *Fourth*, in Shopee's live-streaming there is a direct shopping feature that allows consumers as an audience to buy products directly. Marketers can take advantage of this feature by including direct shopping links into their broadcasts, making it easier for consumers (audiences) to shop when inspired by live-streaming content on Shopee. That's why Shopee makes optimal use of it with the right strategy to significantly increase the number of consumers. One

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<sup>19</sup> Nurdin Sobari Sarah, "THE EFFECT OF LIVE STREAMING ON PURCHASE INTENTION OF E-COMMERCE CUSTOMERS," 2022.

of the efforts made by Shopee *e-commerce* to increase consumers is to pay attention and observe consumer emotions through reviews or comments written in the comments column.

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