

Analysis Consumer Behavior in Impulse Buying: Live Streaming, Flash Sale and Celebrity Endorsement

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ABSTRACT

This study aims to examine the extent to which live streaming, flash sales, and celebrity endorsements influence impulse buying behavior among Shopee users. Adopting an inferential quantitative approach, the research employed purposive sampling to select participants. Data were gathered through questionnaires distributed to 137 members of the Tapak Suci martial arts group in Sugio District, Lamongan Regency, who are active Shopee users. The collected data were analyzed using SPSS version 26, utilizing tests for validity and reliability, multiple linear regression, coefficient of determination, as well as t-tests and F-tests. The findings reveal that live streaming, flash sales, and celebrity endorsements each have a significant impact—both individually and collectively—on impulse buying tendencies. Among the three independent variables, live streaming emerged as the most dominant factor influencing spontaneous purchase decisions

INTRODUCTION

The advancement of information and communication technology has served as a key catalyst in reshaping the business landscape, particularly in the formulation and implementation of marketing strategies. One form of utilization of this technology is through e-commerce platforms that allow companies to reach consumers more quickly and efficiently. In Indonesia, e-commerce platforms such as Shopee, Tokopedia, Lazada, Blibli, and Bukalapak recorded a high number of visits, with Shopee as one of the main players that managed to obtain up to 216 million monthly visits in the third quarter of 2023. (Ahdiat, 2024) The tight competition between platforms encourages e-commerce to develop innovative promotional strategies to attract consumer attention and increase transaction volume. As according to Kurniawati & Ariyani (2022) Sales promotions, which aim to trigger interest and purchase of goods or services, play an important role in online transactions.

One of the consumer behaviors that is targeted by digital marketing strategies is impulse buying, which is a purchasing decision that is made suddenly, without planning, and is often influenced by emotional factors. (Aprilia & Mahfudzi, 2017). Shopee, as a competitive e-commerce platform, adopts various promotional strategies such as live streaming, flash sales, and celebrity endorsements to directly influence consumer purchasing behavior.

The live streaming feature, for example, allows consumers to watch product reviews live for a limited time, which creates time pressure and triggers impulse purchases. Based on the findings of the Poll survey, as many as 83.7% of Indonesians have shopped online, and 83.4% of them use the live shopping feature. According to Pratiwi et al., (2023) purchases via live streaming, they are immediate due to the limited duration and product stock, thus encouraging impulsive purchases. Consumers are also often motivated by testimonials from other buyers, which increases the desire to buy spontaneously. The Shopee Live feature, which allows instant access to product reviews, facilitates the "see now, buy now" mindset, which reinforces the tendency to buy without planning (Lo et al., 2022).

Meanwhile, the flash sale strategy presents discount offers for a limited time and stock, creating a sense of urgency and encouraging consumers to make purchasing decisions without rational consideration. As explained by Nastiti (2020) Consumers in this condition tend to ignore rational considerations and act impulsively due to situational pressures.

On the other hand, celebrity endorsement adds an emotional and social aspect to the consumer decision-making process. The influence of celebrities who have a positive image and are considered competent often causes consumers to imitate their decisions, which can lead to impulse purchases. Study Ohanian, (1990) shows that only celebrities perceived by experts can significantly influence consumer purchasing decisions. Sebayang & Siahaan (2008) adding that the image and personality of celebrities greatly influence the success of a product's promotion.

These three strategies, namely live streaming, flash sales, and celebrity endorsements, have characteristics that directly or indirectly create psychological

and social conditions that support the emergence of impulse buying. This research reveals how psychological elements in marketing strategies such as live streaming, flash sales, and celebrity endorsements work together to encourage unplanned purchasing decisions. The findings of this research can be the basis for the development of new, more targeted marketing models, especially in facing the dynamics of the current digital ecosystem. Therefore, it is important to understand the extent to which each of these variables influences consumer impulse buying behavior on the Shopee platform.

LITERATURE REVIEW

Live Streaming in E-Commerce

Development digital technology has push transformation behavior consumer in access and process information product. One of the form innovative in digital marketing is live stream commerce or live streaming e-commerce, which combines element broadcast direct with transaction sell buy online. LSS (Live Stream Shopping) allows seller presenting product in real-time via audio-visual, at the same time interact direct with audience For answer questions, giving demonstration, or display testimoni customers (Pratiwi et al., 2023).

Phenomenon This No only create experience more shopping immersive, but also minimizes the common perceived risk happen in e-commerce transactions, such as concern on quality product. Nanda (2021) emphasized that real-time transmission allows consumer feel involvement similar emotions with shop in a way directly in store physique.

More further, Chen et al. (2022) stated that three element key in live streaming that has an impact on behavior consumer are: interactivity, sense of presence, and entertainment value. Interactivity push involvement active, sense of presence provides experience “present” togethe”, and entertainment value creates atmosphere fun that makes consumer feel at home linger in the live session.

“Live stream shopping is not only present aspect visualization products, but also create connection social between the host and the audience, which increases the sense of trust and strengthens intention purchase” (Lu et al., 2021).

Flash Sale as a Purchase Stimulus

Flash sale is strategy promotion based on the principle of scarcity and urgency. In theory behavior consumer, promotion term short like flash sale capable activate response emotional in the form of afraid lost opportunity (Fear of Missing Out/FOMO), so that increase impulse purchase (Andarini , 2021). Consumers pushed For quick take decision without consider need rational.

Studies from Huang et al. (2021) shows that time limited and quantity product limited become trigger main purchase impulsive in the flash sale program. Strategy This very effective in context of live streaming platform because blend pressure time with element persuasi from hosts or influencers.

More from just tactics discounts, flash sales also play a role role in create perception exclusivity and scarcity product. When consumer see product “almost out of stock ” or “ available ” only 30 minutes ”, appeared encouragement

psychological For act fast as form protection to potential future regret (loss aversion).

"Scarcity appeals, when combined with time pressure, significantly increases purchase urgency and reduces cognitive resistance" (Aggarwal et al., 2011).

Celebrity Endorsement in Digital Marketing

Celebrity endorsement has long been known as strategy marketing that utilizes the transfer of meaning from figure public to brand or products (McCracken, 1989). In the digital era, the practice of This develop become an influencer marketer, where celebrities No Again limited to artists, but also includes KOLs (Key Opinion Leaders), content creators, and popular streamers.

Vidyanata et al. (2018) stated that The effectiveness of celebrity endorsement depends on three things factor main: attractiveness, trustworthiness, and expertise. All three contribute to improvement credibility message and trust consumers.

In live streaming commerce context, celebrity play a role as a host that is not only convey information, but also personalize communication, creating connection social, and grow trust. Study from Djafarova and Trofimenko (2019) showed that consumer tend buy products promoted by celebrities who they are admire Because existence parasocial interaction – relationship One the direction that is felt real for audience.

"Influencer credibility significantly enhances consumer's attitude toward the brand, especially when combined with real-time interaction in live stream platforms" (Xiao et al., 2020).

Impulse Buying in the Digital Age

Impulse buying or purchase impulsive is phenomenon psychologically characterized by purchasing sudden without planning previously, often triggered by stimuli external (Nurchoiriah et al., 2022). In digital ecosystem, purchasing impulsive become the more stand out Because consumer exposed various visual stimuli, promotions limited time, and encouragement social in a way simultaneous.

Verhagen and van Dolen (2011) stated that atmosphere virtual store, convenience navigation, and availability information instant enlarge possibility impulse buying occurs. Live streaming strengthens factors This with add dimensions emotional and involvement social in a way direct.

Purchase impulsive also often influenced by the presence of others, in matter This live chat comments from other audiences who create illusion trend or popularity product. Phenomenon This called as social proof, namely trend individual follow decision majority Because consider it as valid references (Cialdini, 2009).

"Impulse buying in live stream commerce is the outcome of a complex interplay between environmental stimuli, emotional triggers, and real-time social interaction" (Zhang et al., 2022).

METHODS

Research Approach

This study uses an inferential quantitative approach that aims to test the relationship and influence between variables objectively through statistical analysis. The quantitative approach was chosen because it is able to produce measurable data and can be analyzed using statistical tools, so that the results can be generalized to a wider population (Sugiyono, 2019). Inferential in this case refers to the process of drawing conclusions from samples to describe the conditions of the population more broadly (Creswell, 2014).

Population and Sampling Techniques

The population in this study were active members of Tapak Suci pencak silat in Sugio District, Lamongan Regency, with a total of 910 people. This population was selected based on their characteristics as a community of teenagers and young adults who are socially active, have access to technology, and show involvement in online shopping activities, especially through the Shopee e-commerce application.

The sampling technique used is purposive sampling, which is a non-probability technique in which researchers select samples based on certain characteristics that are considered relevant to the research objectives (Sekaran & Bougie, 2016). The sample inclusion criteria are as follows:

- Respondents are active members of Tapak Suci, Sugio District.
- Aged between 15 and 26 years, corresponding to the late adolescent and early adult categories according to the WHO age classification.
- Have you ever made a purchase transaction through the Shopee platform, especially with the experience of participating in a live streaming session while shopping?

Determination of sample size refers to Arikunto's (2019) guidelines which state that if the population is more than 100 people, then the minimum sampling is 10-15% of the population. Thus, the number of samples used in this study is: $15\% \times 910 = 136.5$, rounded up to 137 respondents.

Data collection technique

The data in this study were collected through the distribution of structured questionnaires, both offline and online to reach respondents more widely. The questionnaire was designed using indicators derived from established theories and prior studies, with each statement evaluated using a 5-point Likert scale – ranging from 1 (strongly disagree) to 5 (strongly agree) (Sugiyono, 2019). This instrument consists of four main constructs, namely:

- Live Streaming
- Flash Sale
- Celebrity Endorsement
- Impulse Buying

The research instrument was first tested for validity and reliability through a limited trial (pilot test) to ensure the suitability of the measuring instrument before being used on the main sample.

Data Analysis Techniques

The gathered data were processed and examined using SPSS (Statistical Package for the Social Sciences) version 26. The analysis was conducted through a series of systematic steps outlined as follows.:

a. Validity and Reliability Test

- The validity assessment was performed using the Pearson Product-Moment correlation technique. An item is considered valid if its calculated r-value exceeds the r-table threshold (Ghozali, 2018).
- Reliability analysis was conducted through the Cronbach's Alpha coefficient, with a score above 0.60 indicating that the instrument demonstrates satisfactory internal consistency.

b. Hypothesis Testing

Hypothesis testing in this study employs a multiple linear regression model to assess both the combined (simultaneous) and individual (partial) influences of the independent variables on the dependent variable. Several analysis techniques are used:

- T-test: to test the influence of each independent variable partially on impulse buying.
- F test: to test the influence of independent variables simultaneously on dependent variables.
- Coefficient of Determination (R^2): used to assess the proportion of variance in impulse buying that can be accounted for by the independent variables—namely, live streaming, flash sales, and celebrity endorsements.

RESULTS

In this study, the demographic characteristics of the respondents provide an initial picture of the background of consumers involved in impulse buying behavior on e-commerce platforms, especially Shopee. Of the total 137 respondents collected, the majority were women, 82 people or equivalent to 59.9% of the total respondent population. This shows that women tend to be more active or more involved in online shopping activities, especially in the context of impulse buying. Meanwhile, male respondents numbered 55 people or 40.1%, which although fewer, still showed significant participation.

In terms of age, most respondents are in the young age range. As many as 38.7% of respondents are in the age group under or up to 20 years. This group is usually a digital native generation that is very familiar with technology and social media, so they have a higher tendency to be exposed to online promotions. As many as 61.3% of other respondents are in the age range of 21 to 26 years. This age group generally already has their own income and more stable purchasing

power, which makes them more flexible in making shopping transactions, including impulsive purchases.

All respondents in this study have similar behavior, namely having made purchase transactions through the Shopee e-commerce platform. This fact is the basis that each respondent has direct experience in the context being studied, namely the potential for impulse buying due to the influence of digital promotional features such as live streaming, flash sales, and celebrity endorsements available on the platform. This strengthens the validity of the data because respondents are not only passive users, but also active actors in the purchasing process on e-commerce.

Validity and Reliability Test

Table 1. Validity Test

No	Variables	Indicator	r count	r table
1.	Live Streaming (X1)	X1.1	0.594	0.1678
		X1.2	0.683	0.1678
		X1.3	0.473	0.1678
		X1.4	0.652	0.1678
		X1.5	0.609	0.1678
		X1.6	0.553	0.1678
2.	Flash Sale (X2)	X2.1	0.521	0.1678
		X2.2	0.440	0.1678
		X2.3	0.506	0.1678
		X2.4	0.339	0.1678
		X2.5	0.566	0.1678
		X2.6	0.628	0.1678
		X2.7	0.732	0.1678
		X2.8	0.580	0.1678
3.	Celebrity Endorsement (X3)	X3.1	0.741	0.1678
		X3.2	0.789	0.1678
		X3.3	0.733	0.1678
		X3.4	0.730	0.1678
		X3.5	0.758	0.1678
4.	Impulse Buying	Y.1	0.563	0.1678
		Y.2	0.674	0.1678
		Y.3	0.641	0.1678
		Y.4	0.641	0.1678
		Y.5	0.616	0.1678
		Y.6	0.631	0.1678

By comparing the r table is 0.1678. So it can be concluded that all instruments used in measuring variables in this study are valid.

Table 2. Reliability Test

Variables	Cronbach's Alpha
X1	0.634
X2	0.663
X3	0.806
Y	0.691

Based on the data above, it shows that the cronbach's alpha value of X1 is $0.634 > 0.60$. X2 is $0.663 > 0.60$, X3 is $0.806 > 0.60$ and Y is $0.691 > 0.60$. This means that all variables contained in this study are declared reliable in the reliability test.

Multiple Linear Regression Analysis

Multiple regression analysis is employed to examine the extent to which the independent variables impact the dependent variable. In this research, live streaming, flash sales, and celebrity endorsements serve as the independent variables, whereas impulse buying functions as the dependent variable under investigation. The outcomes of the multiple linear regression analysis are summarized in the table below.

Table 3. SPSS Output Multiple Linear Regression Analysis

No	Information	Coefficient
	(Constant)	5.274
1	Live Streaming	.333
2	Flash Sale	.174
3	Celebrity Endorsement	.275

The results of the multiple linear regression test above can form a multiple linear regression model equation as follows:

$$Y = 5.274 + 0.333X_1 + 0.174X_2 + 0.275X_3$$

The regression constant is 5.274, indicating the baseline level of impulse buying when the influence of live streaming (X1), flash sales (X2), and celebrity endorsements (X3) is absent. The coefficient for live streaming (b1) is 0.333, suggesting a positive relationship each one-unit increase in live streaming activity leads to a 0.333 rise in impulse buying. Similarly, the coefficient for flash sales (b2) stands at 0.174, meaning that for every unit increase in flash sale intensity, impulse buying grows by 0.174. Lastly, the coefficient for celebrity endorsement (b3) is 0.275, indicating that a one-unit increase in celebrity endorsement efforts contributes to a 0.275 increase in consumers' tendency to make spontaneous purchases.

Thus, among the variables Live Streaming (X1), Flash Sale (X2), and Celebrity Endorsement (X3), the most dominant variable is Live Streaming (X1) with a value of 0.333. This finding is in line with research conducted by Nurhaliza

& Kusumawardhani (2023) which also shows that the Live Streaming variable is the variable that most influences the dependent variable.

Coefficient Determination (R²)

Coefficient value determination (R Square) obtained in study This is of 0.574. This figure show that variable the independent variables studied , namely Live Streaming (X1), Flash Sale (X2), and Celebrity Endorsement (X3), in general together capable explain variations that occur in variables dependent Impulse Buying (Y) of 57.4%. In other words, the three variable the own sufficient contribution big in influence behavior purchase impulsive consumers on the Shopee e-commerce platform .

An R Square value above 0.5 reflects strength enough relationship strong between the research model and the observed impulse buying behavior . This is confirm that Features digital marketing such as broadcast direct , offer limited in time (flash sale), and involvement figure public or celebrity , playing role important in to form decision purchase consumer in a way spontaneous .

As for remainder by 42.6% of variation impulse buying behavior is explained by other variables outside the model that are not analyzed in study This . Factors the possibility covers element psychological individual , influence Friend peers , conditions economy , experience shop previously , and factors situational others that can trigger purchase impulsive . Therefore that , the result this also opens opportunity For study advanced use explore variables additional that can be increase ability predictive model against impulse buying behavior more comprehensive .

t-test

Partial tests are conducted to evaluate whether each independent variable has a significant effect on the dependent variable individually, with a confidence level of 5% or 0.05.

Table 4. SPSS T-Test Output Results

No	Information	t count	t table	Sig
1	Live Streaming	4.296	1.97796	0.000
2	Flash sale	2.147	1.97796	0.034
3	Celebrity Endorsement	3.187	1.97796	0.002

The t-test, or partial test, in this research was conducted to assess the individual impact of each independent variable – Live Streaming (X1), Flash Sale (X2), and Celebrity Endorsement (X3) – on the dependent variable, Impulse Buying (Y).

To begin with, the Live Streaming variable (X1) yielded a t-value of 4.296, surpassing the critical t-table value, with a significance level of 0.000 – well below the standard 0.05 threshold. This suggests that live streaming content significantly and positively affects impulse buying on its own. In other words, the more engaging and dynamic the live broadcasts by sellers or brands, the more

they stimulate unplanned consumer purchases. This aligns with the study by Nurhaliza & Kusumawardhani (2023), which found that live streaming builds emotional engagement and drives immediate buying decisions among viewers.

Secondly, the Flash Sale variable (X2) recorded a t-value of 2.147 and a significance value of 0.034, also under the 0.05 benchmark. This indicates that flash sales have a significant and positive effect on consumers' impulsive purchases. The limited-time nature and scarcity of stock create a sense of urgency, pushing buyers to act quickly without thorough consideration. This result supports the conclusions of studies by Andarini (2021), Juwita et al. (2022), and Sholekhah (2023), all of which emphasize flash sales as a powerful trigger for spontaneous buying behavior.

Lastly, the Celebrity Endorsement variable (X3) had a t-value of 3.187 with a significance level of 0.002, again below 0.05, indicating a positive and statistically significant effect on impulse buying. This suggests that featuring celebrities or well-known figures in marketing efforts can quickly boost consumer trust and attract interest, even within a short time span. Kurniasih & Maulana (2021) reinforce this finding by highlighting that a celebrity's appeal – through physical attractiveness, credibility, and popularity – plays a key role in influencing impulsive buying behavior. Overall, the three independent variables tested were proven to have a significant influence on impulse buying partially, strengthening the hypothesis that digital marketing strategies greatly determine consumption patterns in the e-commerce era.

F Test

Simultaneous tests are conducted to see whether all independent variables have a joint influence on the dependent variable.

Table 5. SPSS Output Results F Test

No	F count	F table	Sig
1	59,687	2.67	0.000 ^b

This study's F-test was conducted to assess whether the combined influence of the independent variables – Live Streaming (X1), Flash Sale (X2), and Celebrity Endorsement (X3) – has a statistically significant effect on the dependent variable, Impulse Buying (Y). The test produced a significance level of 0.000, which is well below the conventional threshold of 0.05, indicating high statistical relevance. Additionally, the F-calculated value reached 59.687, substantially exceeding the critical F-table value of 2.67. These findings offer strong empirical support that the three variables, when considered together, significantly shape consumer impulse buying behavior on the Shopee e-commerce platform.

These results show that the combination of digital marketing strategies through live streaming, limited offers in the form of flash sales, and the use of celebrity figures in product endorsements can encourage consumers to make spontaneous purchases. These three strategies, when applied simultaneously, create strong psychological effects for consumers, such as time pressure, trust in

the product, and high emotional involvement, thus increasing the likelihood of impulse buying.

These results are consistent with the findings of previous research. For instance, Andarini (2021) revealed that the combined use of flash sale promotions and cashback offers significantly influenced the impulse buying tendencies of Shopee users. Similarly, the study conducted by Nurhaliza and Kusumawardhani (2023) demonstrated that live streaming commerce, price reductions, and seamless payment options collectively had a notable positive impact on consumers' spontaneous purchasing behavior. These studies collectively affirm that a well-integrated digital marketing approach is effective in driving unplanned buying actions among online shoppers.

The results of this simultaneous test strengthen the findings of the partial test, where each independent variable is proven to have a significant influence. This implies that e-commerce business actors need to consider a combination of digital marketing strategies as a whole to increase the effectiveness of sales campaigns and encourage spontaneous transaction growth on their platforms.

CONCLUSIONS AND RECOMMENDATIONS

Based on the research results, it can be concluded that the variables Live Streaming, Flash Sales, and Celebrity Endorsement have a positive and significant effect, both partially and simultaneously, on impulse buying among Shopee users. These findings indicate that digital marketing strategies that utilize direct interaction, limited-time promotions, and public figure endorsements can increase consumers' tendency to make impulse purchases. Among these three variables, Live Streaming is the most dominant factor influencing impulse buying because it creates an interactive, informative, and persuasive real-time shopping experience.

This research implies that e-commerce players need to optimize the use of live streaming features as part of their marketing strategy to increase consumer engagement and drive sales. However, this study is still limited by the number and scope of respondents, which were limited to members of Tapak Suci, Sugio District, Lamongan Regency, and only examined three variables influencing impulse buying.

Therefore, future research is recommended to expand the sample size and include other relevant variables, such as e-WOM, FOMO, trust, or hedonic shopping motivation. In addition, the use of more comprehensive analysis methods, such as Structural Equation Modeling (SEM), can be carried out to gain a deeper understanding of the factors that influence impulse buying on e-commerce platforms.

FURTHER STUDY

This study still has limitations, so further research on Analysis Consumer Behavior in Impulse Buying: Live Streaming, Flash Sale and Celebrity Endorsement is needed to refine this study and enhance the insights of readers and the authors.

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