

THE INFLUENCE OF INFLUENCERS, DISCOUNTS, AND LIVE SHOPPING ON BRAND PURCHASE DECISIONS THE ORIGINOTE IN THE TIKTOK APPLICATION (STUDY PAD A FEB UNIVERSITY STUDENT MALIKUSSALEH)

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Abstract

This study aims to analyze the effects of influencers, discounts, and live shopping on purchasing decisions for the Originate brand on TikTok, focusing on female students of the Faculty of Economics and Business at Malikussaleh University. The background of this research is based on the rapid development of digital marketing through social media, particularly TikTok, which has evolved not only as an entertainment platform but also as an effective marketing medium influencing consumer behavior. This study employs a quantitative approach using multiple linear regression analysis. Data were collected through questionnaires distributed to respondents who met the research criteria. The independent variables in this study are influencers, discounts, and live shopping, while the dependent variable is purchasing decisions. The results indicate that, partially, influencers, discounts, and live shopping do not have a significant effect on purchasing decisions. Furthermore, simultaneously, these three variables also do not significantly influence purchasing decisions for the Originate brand on TikTok. These findings suggest that purchasing decisions among female students are not solely influenced by these digital marketing strategies, but may also be influenced by other factors outside the research model. This study is expected to contribute to the development of digital marketing knowledge and serve as a reference for businesses in formulating more effective and targeted marketing strategies, especially in using social media as a promotional tool.

Keywords: *influencers, discounts, live shopping, purchasing decisions, TikTok*

INTRODUCTION

The Indonesian beauty industry has shown remarkable growth in recent years, driven by increased consumer awareness of active ingredients and the trend toward personalized skincare. In an increasingly competitive landscape, both local and global brands are striving to capture consumer attention through product innovation, adaptive marketing strategies, and competitive pricing. Amidst this landscape, The Originote has emerged as an interesting phenomenon, quickly gaining popularity as a local skincare brand to be reckoned with. The arrival of The Originote marks a shift in consumer preference toward effective products at more affordable prices. The brand is known for its focus on formulations containing key active ingredients such as ceramides, niacinamide, and hyaluronic acid, which have been scientifically proven to be effective for various common skin concerns such as skin barrier disorders, hyperpigmentation, and hydration. This strategy effectively attracts a market segment seeking value-for-money skincare solutions without sacrificing quality or effectiveness. The Originote is a skincare brand founded in 2022 and produced by PT Ayara Beauty Indonesia, located in Padurenan, Gunung Sindur District, Bogor Regency, West Java. In April 2022, The Originote launched various skincare products such as facial wash, toner, moisturizer, serum, eye serum, sunscreen, and lash and brow serum. Since its launch, The Originote has quickly gained public attention and become one of the most sought-after and best-selling skincare brands, especially on the TikTok platform.

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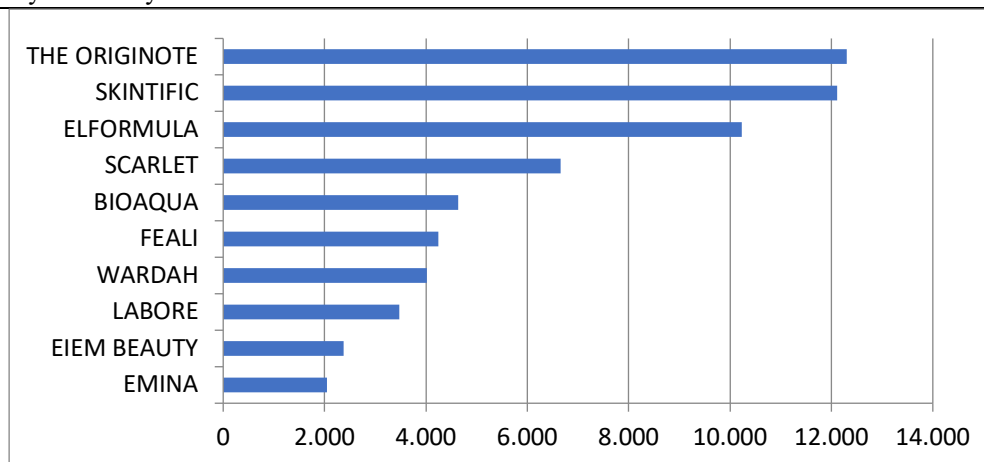


Figure 1 Best Selling Brands on TikTok

Based on Figure 1.1 above, MarketHac data on the Tiktok Shop channel only for the February 2024 period, The Originote is a Chinese brand that ranked first as the best-selling facial care product on TikTok in 2024. The Originote achieved total sales figures of 502.7 million with a total of 12,299 pcs sold on TikTok as of April 2024. In the rapidly evolving digital era, social media has transformed into one of the most effective marketing tools for reaching a wide range of consumers. Changes in people's behavior in accessing information and conducting daily activities have made social media a crucial element in shaping consumer preferences and decisions. One platform that has shown significant growth is TikTok, a short video-based application that is currently very popular among various groups, especially millennials and Gen Z. TikTok attracts users' attention through creative, concise, and easily accessible content, thus providing strategic opportunities for businesses to market products and services in a more interactive and engaging manner.

TikTok is no longer viewed solely as an entertainment platform, but has evolved into a strategic digital marketing medium. Various innovative features, such as influencer collaborations, discounts, and live shopping, enable brands to engage directly with consumers in a more personal and emotional way. Collaborating with influencers, for example, is considered effective in building consumer trust because it builds on the audience's close relationship and loyalty to the public figure. Meanwhile, discount promotions are a unique attraction in driving purchase interest, and the live shopping feature provides a more interactive, real-time shopping experience, as if consumers were making a purchase in person.

Powered by a sophisticated personalization algorithm, TikTok is able to display content tailored to each user's preferences, thereby increasing the effectiveness of marketing messages and increasing the chances of purchase conversions. These characteristics make TikTok a potential medium for building brand awareness, creating consumer engagement, and influencing purchasing decisions. With technological advancements, various trading activities have shifted to the digital realm. Buying and selling transactions are no longer limited to physical spaces but can now be conducted anytime and anywhere through e-commerce platforms and social media (Rahmawati et al., 2023). Technological developments have pushed modern business systems toward electronic-based free trade. This demonstrates that the integration of social media and e-commerce, such as that implemented through TikTok, plays a crucial role in driving the efficiency and effectiveness of marketing processes in the digital era.

In the era of increasingly rapid digital technology development, consumer behavior has undergone significant transformation. One crucial aspect of this behavior is the purchasing decision, a complex series of processes an individual goes through, starting from need recognition, information search, evaluation of alternatives, and finally the decision to purchase, use, and evaluate the product or service consumed (Kotler & Keller, 2021). The development of information and communication technology has created a new marketing landscape, where digitalization and social media have become dominant elements influencing the consumer decision-making process. In this context, the student segment is an interesting consumer group to study further.

College students are part of a younger generation in transition toward financial and social independence. This group possesses unique characteristics: they adapt quickly to technological changes, are active in digital interactions, and are responsive to emerging trends. Limited budgets, whether from pocket money, scholarships, or part-time jobs, force students to consider price heavily in every purchasing decision. College students tend to be selective and actively seek out information about discounts, promotions, cashback, and other special offers. Furthermore, they also rely heavily on online information, whether through social media platforms like TikTok, Instagram, or YouTube.

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Recommendations from peers, influencers, or content creators are crucial when considering a product. In many cases, purchasing decisions are also influenced by the desire for social acceptance and following current trends. This phenomenon has been reinforced by several empirical studies in recent years. Research by Putri and Ramadhan (2023) found that social media and electronic word of mouth (e-WOM) significantly influence students' purchasing decisions, particularly in the beauty and fashion product categories. These findings indicate that students use social media as a primary reference source before making a purchase. Furthermore, research by Wahyuni and Nurliana (2022) revealed that although price is a primary consideration, students also rationally consider product quality in their decision-making process. Aulia and Maulida (2021) added that trust in digital platforms and ease of transactions also influence online purchasing intentions. Furthermore, research by Yuliani and Handayani (2020) showed that low financial literacy among students results in impulsive consumption behavior that fails to consider long-term financial planning.

Expert opinions also support these findings. Kotler and Keller (2021) state that the younger generation are digital native consumers who tend to evaluate products based on personal experiences, emotional value, and social connections built through digital media. Meanwhile, Solomon (2021) emphasizes that the younger generation prefers visual and narrative approaches in marketing strategies. For them, consumption is not merely a means of fulfilling functional needs but also a means of establishing self-identity and gaining social validation. Amidst the dynamics of student consumption behavior increasingly influenced by social media, the presence of influencers has become a crucial factor in shaping purchasing decisions. Influencers, particularly those active on the TikTok platform, play a strategic role as intermediaries between brands and consumers by presenting more personalized, authentic, and relatable product usage experiences. Recommendations delivered by influencers are often considered more convincing than conventional advertising, as they are delivered through a creative narrative approach and based on real-life experiences.

In the context of digital marketing, influencers have the ability to shape consumer perceptions and interest in a product. Through content such as reviews, tutorials, or testimonials, influencers are able to build emotional connections with their audiences and increase trust in the products they promote. This is particularly relevant to the characteristics of students, who are part of the digital generation, who tend to trust information conveyed by figures they follow on social media more. College students are also known to be a selective group when making purchasing decisions. They are more easily influenced by influencers who are perceived as credible, engaging, and share similar values. Content delivered naturally and without being pushy tends to build trust, while also sparking curiosity and a desire to try the recommended product.

Besides the influence of influencers, discounts are also a highly effective marketing strategy for attracting consumer attention. Discounts or price reductions offered by sellers are often used as a way to increase sales volume quickly. Consumers tend to be compelled to make a purchase immediately when they see a promotion that is limited by time or quantity, especially if the information is conveyed by an influencer they trust. In contemporary marketing strategies, discounts are one of the most widely used forms of price promotion to stimulate consumer purchasing interest. A discount is defined as a price reduction from the normal price offered for a specific period as an incentive to encourage purchases (Wijaya & Prasetyo, 2021). This strategy is not only aimed at increasing short-term transactions but also at introducing products to new consumers and building long-term customer loyalty.

Psychologically, discounts can influence consumers' perceptions of a product's value. Putri and Astuti (2020) suggest that discounts can create the perception of greater financial gain, thus triggering the urge to make a purchase more quickly. This perception is reinforced by the presence of urgency and time constraints, which can ultimately trigger impulsive buying behavior, especially in a fast-paced and competitive digital environment. Furthermore, research by Ramadhani and Sari (2022) shows that discounts have a positive and significant relationship with consumer purchasing decisions on online platforms. Discounts are considered capable of reducing perceived financial risk while increasing perceived value, especially for consumers with high price sensitivity.

Thus, discounts serve not only as a price reduction but also as a psychological stimulus that can shape value perceptions and drive purchasing decisions. Therefore, further research is needed to examine the influence of discounts on purchasing decisions, particularly in the context of the ever-evolving and increasingly competitive digital marketing landscape. One innovation in digital marketing strategies currently being widely utilized by businesses on the TikTok platform is the live shopping feature, which integrates live broadcasts with real-time online shopping activities. According to Wang *et al.* (2022), live shopping is a new form of e-commerce that not only speeds up the transaction process but also increases consumer trust in brands. Consumers tend to be more interested in purchasing products displayed directly and transparently by public figures they trust, compared to one-way promotions.

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With the advancement of digital technology, live shopping has emerged as a sales method that combines interactive communication and live product presentation. Sellers can provide detailed explanations, respond to consumer questions in real-time, and offer exclusive promotions during the session, creating a more dynamic and personalized shopping experience (Rohmah & Hidayat, 2022). From a marketing perspective, live shopping creates effective two-way communication, and according to Nugroho and Sari (2021), the interactivity and transparency of this format play a crucial role in strengthening brand credibility and increasing consumer purchase intention.

Furthermore, psychologically, live shopping leverages the principles of urgency and emotional engagement, which can drive purchasing decisions. Handayani and Yuliana (2023) note that consumers tend to make purchasing decisions more quickly during live broadcasts, which are accompanied by time constraints and limited offers. The interactions created during live sessions also increase consumers' emotional attachment to the product and presenter, creating trust and a drive to purchase. Therefore, live shopping serves not only as a promotional medium but also as an interactive marketing strategy that can significantly influence consumer purchasing decisions in a competitive digital ecosystem.

This study is crucial given the rapid development of digital marketing strategies through social media, particularly TikTok, which has become a key platform for shaping young consumers' purchasing decisions. As a rapidly growing local brand amidst the dominance of major brands, The Originote presents an interesting phenomenon in the digital marketing context. The brand's strategies, including collaboration with influencers, discounts, and the use of live shopping features, have proven effective in reaching young consumers, particularly college students. However, despite the continued development of digital marketing strategies, there has been limited research that comprehensively examines the relationship between these three variables and purchasing decisions for a rising local brand like The Originote.

LITERATURE REVIEW

The Relationship between an Influencer and Purchasing Decisions

Influencers play a strategic role in influencing consumer purchasing decisions in the digital age due to their ability to build brand awareness, shape perceptions, and encourage purchasing decisions through informative and persuasive content. The emotional connection and closeness established between influencers and their followers creates a high level of trust, making their recommendations often perceived as more authentic and convincing than conventional advertising. Another study by Ki, Cuevas, Chong, and Lim (2022) found that perceived authenticity and credibility of influencers positively influence purchase intention, acting as a mediator in consumers' purchasing decision-making process. These findings are supported by a recent study by Adaba et al. (2025), which demonstrated that social media influencers significantly influence consumer purchase intention and behavior, particularly through the formation of attitudes and trust toward the promoted product. These international findings align with national research conducted by Putri and Suryadi (2023), which showed that influencers have a positive and significant influence on consumer purchasing decisions on social media platforms. The study confirmed that the higher the credibility and attractiveness of an influencer, the greater the likelihood of consumers making a purchase decision.

The Relationship between Discounts and Purchasing Decisions

Discounts act as an effective marketing incentive to increase purchasing decisions by attracting consumers' attention through lower price offers. Offering discounts not only creates a sense of urgency and added value, but can also encourage consumers to make purchases they might not have previously planned. Discounts are often viewed as a stimulus that increases consumers' perceived value of a product or service, thereby strengthening their purchase intention and decision. Other international research also shows that discount promotions increase consumer price attractiveness and purchase intention, which are important components of purchasing decisions. For example, experimental research on price promotions shows that different discount patterns can significantly increase perceived price attractiveness and consumer purchase intention. This suggests that well-designed discounts can increase perceived value and motivate consumers to purchase more quickly than without discount offers. Furthermore, a study by Valerian and Saputro (2025) reinforced these findings by showing that discounts and price promotion strategies significantly contribute to consumer purchase intention, with consumer trust acting as a mediator strengthening the relationship. These findings support the view that in addition to creating economic value, discounts also increase consumer confidence in the benefits of their transactions.

The relationship between Live shopping and Purchasing Decisions

Live shopping is a form of interactive digital marketing that positively influences consumer purchasing decisions through real-time interactions between sellers, influencers, and audiences. This feature allows consumers

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to obtain product information directly, ask questions, and see live product demonstrations, thereby increasing trust and reducing uncertainty before making a purchase. While live shopping's influence on purchasing decisions isn't always as strong as influencer marketing, this strategy remains effective in capturing consumer attention and building a stronger emotional connection. Empirically, international research by Wongkitrungrueng and Assarut (2020) shows that direct interaction in live streaming commerce can increase consumer trust and purchase intention, which then impacts purchasing decisions. Furthermore, a study by Xu, Wu, and Li (2020) found that the level of interactivity and social presence in live shopping significantly influence consumer attitudes and purchase intentions. Recent research by Sun et al. (2022) also demonstrated that perceived enjoyment and real-time interaction during live shopping have a positive influence on consumer purchasing decisions on e-commerce platforms. These international findings align with national research conducted by Herning Indriastuti et al. (2024), which found that live streaming can increase user engagement and perceived enjoyment, thereby strengthening the emotional connection between consumers and sellers and driving purchasing decisions. Therefore, it can be concluded that live shopping has a positive relationship with consumer purchasing decisions, primarily through increased engagement, trust, and a pleasant shopping experience.

Research Hypothesis

Based on the influence on the variables described previously, the researcher attempted to formulate a hypothesis that would be used as a reference in solving the problem, as follows:

1. It is suspected that there is a positive and significant influence between the presence of Influencers on the Purchase Decision of The Originote products on the TikTokShop platform.
2. It is suspected that there is a positive and significant influence between discounts on purchasing decisions for The Originote products on the TikTokShop platform.
3. It is suspected that there is a positive and significant influence between live shopping on the purchasing decision of The Originote products on the TikTokShop platform.

Conceptual Framework

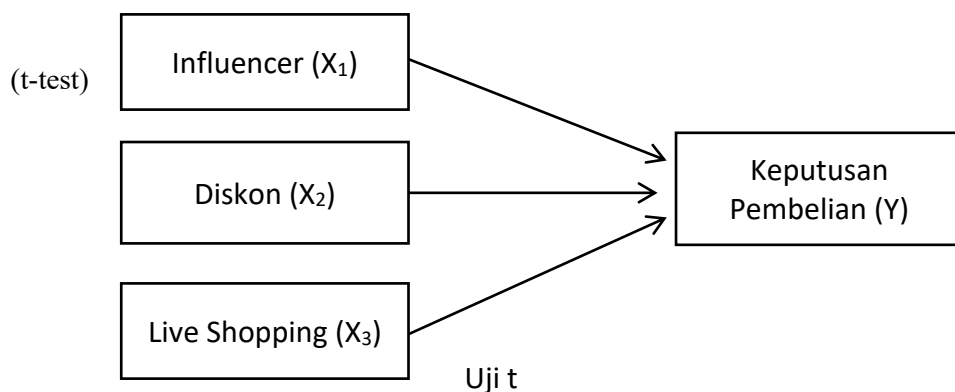


Figure 2 Conceptual Framework

H₁ : Influencers influence purchasing decisions for The Originote Brand on the TikTok Application

H₂ : Discounts influence purchasing decisions for The Originote Brand on the TikTok Application

H₃ : Live shopping influences purchasing decisions for The Originote Brand on the TikTok Application

METHOD

Object Research aims to obtain data consistent with an opinion. The object of research is what differentiates or brings variation to values, and these values can be across time, the same or different objects and people (Sekaran & Bougie, 2020). According to Anom et al. (2024), a research location is a place where research activities are carried out, involving important elements such as actors, places, and observable activities. This research was conducted at the Malikussaleh University Campus. The research object in this study was the influence of the variables Influencer, Discount, and Live Shopping, using all female students of the Faculty of Economics and Business, Malikussaleh University as subjects. According to Willie (2024), a research population is all elements or individuals in a group

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that have certain characteristics within a time and space context relevant to the research, which are the targets of data collection and generalization of findings. Determining the population must begin with a clear determination of the population that is the target of the research, called the target population, namely the population that will be the scope of the research conclusions.

Based on this explanation, the population used in this study is all female students of the Faculty of Economics and Business, Malikussaleh University who purchased products from the Originote brand using the TikTok application. The sampling method used Non-Probability Sampling with Purposive Sampling Technique. Purposive Sampling Technique is a method of determining samples by considering certain considerations according to criteria. The sample size was taken using the formula of Hair et al., (2019). Because this research population is classified as having a category with an unknown number Certain, so in determination amount sample according to Hair et al., (2019) Based on the calculations obtained, the number of samples used was 120 respondents. The data was collected through a questionnaire. distributed to respondents with question Which has made Regarding the Influence of Influencers, Discounts and Live Shopping on the Purchase Decision of The Originote Brand on the TikTok Application (Study on Female Students of FEB Malikussaleh University).

RESULTS AND DISCUSSION

Normality Test

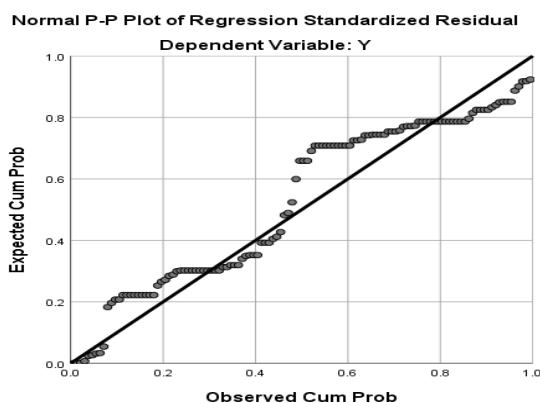


Figure 3 P-Plot Normality Test

Source: SPSS output (processed 2025)

Based on Figure 2 above, it can be concluded that based on the Normal P–P Plot of Regression Standardized Residual graph , the data points are spread around the diagonal line and follow the direction of the line. This indicates that the residual data in this study is normally distributed.

Multicollinearity Test

**Table 1
Multicollinearity Test Results**

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	.985	1,016
	X2	.996	1,004
	X3	.985	1,016

a. Dependent Variable: Y

Source: Spss output (processed 2025)

From the table, it can be seen that all independent variables (X1, X2, and X3) have a Tolerance value > 0.10 and a VIF value < 10. Thus, it can be concluded that there are no symptoms of multicollinearity between the independent variables in this regression model.

Heteroscedasticity Test

Table 2
Heteroscedasticity Test Results (Glajser Formula)

Model		Coefficients ^a			T	Sig.
		Unstandardized Coefficients		Standardize		
		B	Std. Error	d Coefficients Beta		
1	(Constant)	-3,233	3,540		-.913	.363
	X1	.048	.098	.047	.489	.626
	X2	.057	.090	.061	.637	.525
	X3	.031	.110	.029	.287	.775

a. Dependent Variable: ABS RES

Source: Spss output (processed 2025)

Based on the Glejser test regression equation in table 4.13, it can be seen that all independent variables, namely Influencer (X₁), Discount (X₂), and Live Shopping (X₃), have positive regression coefficient values with a significance level of each greater than 0.05. This indicates that there is no significant influence of the independent variables on the absolute value of the residual.

Multiple Linear Regression Analysis

Table 3
Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	16,443	2,937	
Influencer	.187	.077	.219
Discount	.038	.067	.051
Live Shopping	.108	.078	.122

Source: Processed research results (2025)

From the table above, a multiple linear regression equation can be formed as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 16.44 + 0.187X_1 + 0.038X_2 + 0.108X_3$$

Information:

Y = Purchase Decision

X₁ = Influencer

X₂ = Discount

X₃ = Live Shopping

Results of the Coefficient of Determination (R²) Test

Table 4
R² Determination Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.267 ^a	.071	.047	.76123

a. Predictors: (Constant), Influencers, Discounts, Live Shopping
b. Dependent Variable: Purchase Decision

Source: Spss output (processed 2025)

The coefficient of determination (R²) value obtained was 0.071, which means that the Influencer, Discount, and Live Shopping variables together have the ability to explain the variations that occur in the Purchase Decision variable by 7.1%, while the remaining 92.9% is influenced by other factors outside this study, such as price, product quality, trust in the brand, customer satisfaction, and other external factors. The Adjusted R Square value obtained

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was 0.047, indicating that after adjusting the number of independent variables and the number of samples, the Influencer, Discount, and Live Shopping variables had an influence on Purchasing Decisions of 4.7%, while the remaining 95.3% was influenced by other factors not included in this research model.

Partial Test Results (t-Test)

**Table 4.1 6
Partial Test Results (t-Test)**

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients	Standardized Coefficients			
		B	Std. Error	Beta		
1	(Constant)	16,443	2,937		5,598	.000
	X1	.187	.077	.219	2,424	.017
	X2	.038	.067	.051	.570	.570
	X3	.106	.078	.122	1,356	.178

a. Dependent Variable: Y

Source: Processed research results (2025)

Simultaneous Test Results (F-Test)

**Table 4.1 7
Simultaneous Test Results (F-Test)**

Model		ANOVA ^a				Sig.
		Sum of Squares	Df	Mean Square	F	
1	Regression	5.148	3	1,716	2,961	.035 ^b
	Residual	67,219	116	.579		
	Total	72,367	119			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

Source: Processed research results (2025)

Based on the results of simultaneous model testing in Table 4.17 above, the F_{count} value was obtained at 2.961 with a significance value of 0.035. This value was compared with the significance level (α) = 0.05. Since the Sig. value (0.035) < 0.05, H_0 was rejected and H_4 was accepted.

DISCUSSION

The Influence of Influencers on Purchasing Decisions

Based on the results of the partial test analysis (t-test), it was found that the Influencer variable (X_1) has a significant effect on the Purchase Decision (Y). This is evidenced by the calculated t value of 2.424 which is greater than the t table of 1.661 and a significance value of 0.017 which is smaller than α = 0.05. Thus, the alternative hypothesis (H_1) is accepted, which means that influencers have a significant effect on the purchase decision of The Originote products on the TikTok application. These findings demonstrate that influencers play a crucial role in digital marketing, particularly on video-based social media platforms like TikTok. Influencers serve not only as conveyors of product information but also as trust-builders, conveying firsthand product experiences, and creating emotional connection with audiences. Authentic and communicative influencer content can influence consumer perceptions and drive purchasing decisions. The results of this study align with research conducted by Ki et al. (2020), which states that influencer marketing influences purchasing decisions by building trust and emotional attachment between consumers and brands. Furthermore, research by Sokolova and Perez (2021) found that influencer credibility and the congruence of influencer image with the brand significantly influence consumer attitudes and purchasing decisions on social media. Research by Jin, Muqaddam, and Ryu (2019), which remains relevant in the 2020s, also confirms that authentic influencer content increases perceived product value and purchase intentions, particularly on video-based platforms. This finding is reinforced by research by Martínez-López et al. (2023), which states that

influencer marketing directly influences purchasing decisions by increasing consumer engagement and perceived credibility.

The Influence of Discounts on Purchasing Decisions

Based on the results of the partial test (t-test), the Discount variable (X_2) shows no significant effect on Purchasing Decisions (Y). This is evidenced by the calculated t value of 0.570 which is smaller than the t table of 1.661, as well as the significance value of 0.570 which is greater than the significance level of $\alpha = 0.05$. Thus, the hypothesis stating that discounts have an effect on purchasing decisions is rejected (H_1 is rejected). These findings indicate that, in the context of purchasing The Originote skincare products on TikTok, discounts are not yet a primary factor driving consumers' purchasing decisions. Although discounts are a common form of sales promotion used in digital marketing, consumers in this study tended not to prioritize price cuts as a primary consideration. Consumers preferred other factors such as brand trust, influencer credibility, product quality, and interactive shopping experiences, particularly through live streaming. The results of this study align with those of Husniyyah, Giningroem, and Pantjolo (2024), who examined the influence of discounts, flash sales, and live shopping on purchasing decisions for The Originote products on Shopee. This study showed that discounts do not always have a significant direct impact on purchasing decisions, especially when consumers are more interested in other interactive promotional strategies that create a more engaging shopping experience, such as flash sales and live shopping.

The Influence of Live Shopping on Purchasing Decisions

Based on the results of the partial test (t-test), the Live Shopping variable (X_3) shows no significant effect on Purchasing Decisions (Y). This is indicated by the calculated t value of 1.356 which is smaller than the t table of 1.661, as well as a significance value of 0.178 which is greater than the significance level of $\alpha = 0.05$. Thus, the hypothesis stating that live shopping has an effect on purchasing decisions is rejected (H_3 is rejected). These results indicate that The Originote's live shopping activity on TikTok has not significantly influenced consumer purchasing decisions. While the live shopping feature allows consumers to view products directly, interact with the host, and obtain real-time product information, these interactions are not yet strong enough to generate real purchase motivation. Several factors suspected of contributing to this situation include the host's unpersuasive delivery quality, the content presentation being monotonous, the broadcast's excessively long duration, and the relatively low level of audience engagement during the live session. Furthermore, the characteristics of respondents, who were predominantly female students, indicated a greater tendency to trust information provided by influencers or other users' reviews compared to direct live shopping experiences. This suggests that authenticity, credibility, and trust in the source of information play a more dominant role than the momentary interaction of a live stream. The findings of this study align with those of Husniyyah, Giningroem, and Pantjolo (2024), who examined the influence of discounts, flash sales, and live shopping on purchasing decisions for The Originote products on Shopee. This study showed that live shopping does not always have a significant direct impact on purchasing decisions if it is not supported by promotional strategies that create urgency and consumer engagement, such as flash sales or limited-time promotions. Recent research by Chen and Lin (2024) shows that live shopping only significantly influences purchasing decisions when combined with exclusive promotions and credible influencer endorsements. Meanwhile, Li et al. (2025) concluded that for skincare products, consumers rely more on influencer recommendations and user reviews than on the live shopping experience alone.

CONCLUSION

Based on the results of data analysis and discussion in the study regarding "**The Influence of Influencers , Discounts, and Live Shopping on Purchase Decisions for The Originote Products**" , the following conclusions can be drawn:

1. In general, the results of this study indicate that digital marketing strategies through the TikTok platform play a significant role in influencing consumer behavior and purchasing decisions, particularly among students from the Faculty of Economics and Business at Malikussaleh University, regarding The Originote products. TikTok, as a short video-based social media platform, has succeeded in becoming an effective interactive platform for building two-way communication between brands and consumers. Features such as collaboration with influencers, discount promotions, and live shopping activities have been proven to create a more engaging and dynamic shopping experience. However, the influence of the three marketing strategies varies in their level of significance on purchasing decisions.
2. Influencers have a positive and significant influence on purchasing decisions.

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Based on the partial test results, the calculated t value was 2.424, which was greater than the t table of 1.661 with a significance value of $0.017 < 0.05$. This indicates that influencers have a positive and significant influence on the purchasing decision of The Originote products. This means that the higher the influencer's influence, the greater the consumer's tendency to purchase the product. The influencer's credibility, attractive delivery style, and the suitability of the influencer's image to the product's character have been proven to be able to foster trust and increase consumer purchasing interest.

3. Discounts do not have a significant effect on purchasing decisions.
The partial test results show a calculated t value of 0.570, smaller than the t table of 1.661 with a significance value of $0.570 > 0.05$. Thus, it can be concluded that the discount variable does not significantly influence the purchasing decision of The Originote products, so H_2 is rejected. This indicates that the discount program implemented is not strong enough to encourage consumer purchasing decisions. Consumers may consider other factors such as influencer recommendations or trust in product quality rather than price offers alone.
4. Live Shopping does not have a significant influence on purchasing decisions.
Based on the partial test results, the calculated t value was 1.356, which was smaller than the t table of 1.661 with a significance value of $0.178 > 0.05$. This indicates that live shopping activities do not have a significant effect on purchasing decisions for The Originote products. Live shopping activities such as live broadcast sessions and host interactions with viewers may not have been utilized optimally. Lack of interesting interactions, short broadcast duration, or less than optimal information delivery may be the reasons why live shopping has not had a real impact on purchasing decisions.
5. Simultaneously, the three independent variables (influencers, discounts, and live shopping) have a significant influence on the purchasing decision of The Originote products on the TikTok application.
6. Based on the results of the simultaneous test (F-test), the F-value was obtained at 2.961 with a significance level of $0.035 < 0.05$. This means that influencers, discounts, and live shopping together have an influence on purchasing decisions. Although not all variables have a significant partial effect, the three together are able to create synergy in forming positive perceptions and the urge to purchase The Originote products. In other words, consumer purchasing decisions are not only triggered by a single factor, but are the result of a combination of various complementary digital marketing strategies ranging from credible communication (influencers), attractive price offers (discounts), to direct real-time interactions (live shopping).
7. Overall, this study confirms that the success of digital marketing in the social media era depends heavily on credibility, content relevance, and emotional engagement with the audience. Influencer strategies have proven most effective in the context of beauty product marketing because they build trust and perceptions of brand quality. Conversely, price-based promotions and live events need further development to provide a more interactive and value-added shopping experience for consumers.

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