

"The Effect of Discounts and Trust on Purchase Decisions in Live Streaming Sales on The Tiktokshop Application in Banda Aceh"

Zenitha Maulida^a, Farah Ivana^b, Nurbismi^c Indra Kesuma^d

^{a,b,c,d} Sekolah Tinggi Ilmu Ekonomi Sabang (STIES) Banda Aceh, Jalan Prada Utama, Banda Aceh, Postcode 23116, Indonesia

Purchasing products online makes it easier to shop without wasting a lot of time and energy. One innovation in this industry is the live streaming feature offered by the TikTok application, namely Tiktokshop, which allows sellers to interact directly with buyers in real-time. This study aims to analyze the influence of discounts and trust on purchasing decisions during live streaming on the TikTok application in Banda Aceh. This study uses a quantitative approach. The data collection technique was carried out by distributing questionnaires to a sample of 200 respondents. The sampling method in this study used purposive sampling. The data analysis method used is multiple linear regression analysis. The results show that the variables of discounts and trust have a positive and significant effect on purchasing decisions during live streaming sales on the TikTok application in Banda Aceh.

Keywords - Discounts, Trust, and Purchasing Decisions.

INTRODUCTION

The development of online businesses, commonly known as e-commerce, has become one of the most significant developments in the current digital era. This situation has changed the way businesses operate and consumers shop, from requiring face-to-face meetings to now simply using online shopping applications. This development is driven by several key factors that are interrelated and mutually reinforcing, including the development of the internet, mobile devices, and supporting technologies such as mobile applications and e-commerce platforms, which have become the foundation for online business growth. Consumers are increasingly accustomed to and comfortable shopping online. Factors that make online shopping increasingly popular are wide access, a diverse selection of products, and the ease of comparing prices, all of which are driving changes in consumer behavior towards online shopping. E-Commerce is an abbreviation for Electronic Commerce. E-Commerce offers an online buying and selling process without the need for direct meetings between sellers and buyers, making it easier for consumers to conduct transactions without wasting a lot of time and energy. This has become the answer to current societal concerns. The presence of E-Commerce can help consumers connect directly with sellers through electronic media. Currently, there are various types of E-Commerce applications that are popular among Indonesians, namely: Shopee, Lazada, Tiktokshop, and so on.

TikTok Shop in Indonesia has an interesting history, marked by its launch, ban, and eventual return through a partnership with Tokopedia. Initially, TikTok Shop launched on April 17, 2021, as a social commerce feature, allowing users to shop directly within the app. However, in October 2023, the government banned direct transactions on TikTok Shop due to a lack of marketplace licensing requirements. Finally, in December 2023, TikTok Shop returned through a strategic partnership with Tokopedia, with TikTok Shop's electronic system fully managed by Tokopedia. As time goes by, TikTok Shop introduced a live streaming sales feature. This feature offers a live streaming display combined with an online shop's catalog. This innovation addresses

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consumer concerns about frequent fraud. During live streaming, sellers can showcase products and explain their benefits to reassure viewers. Consumers can interact with sellers in real time. Live streaming can provide a perspective for consumers. Thus, consumer attitudes towards live streaming are closely related to purchasing decisions and customer satisfaction.

One strategy that can be implemented regarding pricing is discounts. Discounts are a strategy to attract consumers' attention and encourage them to purchase a product. The ease of comparing prices online and increasingly discerning consumer behavior force businesses to create appropriate marketing strategies. Discounts aim to create the perception among consumers that the product is cheaper than it actually is. During live streaming, a product is offered at a limited price. The time-limited discounts associated with the event can trigger FOMO (Fear of Missing Out), or the fear of missing out on the opportunity to get a lower price, prompting consumers to take immediate action. This makes them a strategy that can influence consumer purchasing decisions and have a positive impact on the company. However, discounts don't always have a positive impact on consumers. Excessive discounts can sometimes lead consumers to doubt the authenticity and quality of the product. This is a serious problem, as it is related to consumer trust. Without consumer trust, the company will hesitate to make transactions, resulting in a lack of customer satisfaction.

In a business, business owners must build consumer trust. If this is not achieved, the business will suffer a bad reputation, making it difficult to attract new customers. The risk of fraud remains a threat in online shopping, causing consumers to be wary of sellers who offer products at excessively low prices or make unrealistic promises (overclaims). One of the attractions of live streaming is real-time interaction. Consumers can ask detailed questions about products and view them directly during the streaming. This creates a greater sense of trust compared to conventional shopping.

Considering the current situation, consumers make transactions based on a need and desire for a product, considering the potential positive and negative aspects and seeking solutions to these problems. Strategies such as offering attractive features to consumers during live streaming, such as discounts, building consumer trust are factors that influence consumers' purchasing decisions on the TikTok Shop application.

LITERATURE REVIEW

According to Kotler & Keller (2016:183), a purchasing decision is a decision made by an individual to purchase a product for personal use.

According to Clow & Donald (2022:72), in purchasing decisions, emotional attachment to a product can be the most powerful and prominent factor in decision-making. After recognizing a want or need, consumers will seek information both internally and externally. These messages attempt to position the product or service within a range of viable prospects for consumers. Three factors influencing search behavior include involvement, cognitive need, and shopping enthusiasm. A purchasing decision is a decision to fulfill a need or desire made by individuals, groups, and organizations regarding goods or services. It is crucial for a business to understand the desires and needs of its target market. This is done to influence purchasing decisions. Companies can implement various strategies in conducting their business. Purchasing decisions and consumer

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satisfaction cannot be separated from the marketing mix. According to Kotler and Armstrong (2016:47), the marketing mix consists of the 4Ps: price, promotion, product, and place. For services, the 3Ps are also included: people, process, and physical evidence. Price is a crucial element within the marketing mix. Price can influence demand for goods and services and differentiate a company's products from those of competitors. Many e-commerce entrepreneurs engage in price competition to attract more customers, making price a key consideration in making purchasing decisions and achieving customer satisfaction. Consumer satisfaction is the comparison between expectations and reality. Satisfaction itself depends on the estimated performance of the product in providing value, relative to the buyer's expectations (Maulida and Indah, 2020: 335).

The discounts is a reduction in the original price of goods or services offered to consumers. Discounts are commonly used to stimulate sales, attract new customers, or retain existing ones. According to Warnerin and Dwijayanti (2020:898), a discount is a strategy implemented by companies by reducing the price from a predetermined price to encourage impulse buying and increase sales of their products or services. Impulse buying is an unplanned and spontaneous purchase (Herdiana, 2023:3044).

Trust is the foundation of any business transaction. Strong customer trust can foster long-term loyalty for a company. Business transactions will proceed harmoniously when there is trust between both parties. Without trust between customers and companies, transactions will not run smoothly. According to Kusuma (2019:68), consumer trust is the belief held by consumers that they can conduct transactions safely on e-commerce platforms. This perspective is reinforced by Kotler & Keller (2016:225), who argue that trust is a willingness to rely on a customer, influenced by various interpersonal or interorganizational factors, such as competence, integrity, honesty, and kindness.

METHODOLOGY

This research was conducted in Banda Aceh City. The population in this study were all TikTok e-commerce users who were all live streaming customers whose number was unknown, while the sample in this study was 200 respondents. Maulida & Indah (2020: 336) stated that based on Birn's opinion, quantitative research does not require the use of too large a sample. Most marketing research is allowed to use samples of 200, 250, 500, 800, 1000, or 2000 respondents. Sampling used a nonprobability sampling method with a purposive sampling technique, namely sampling limited to certain types of people, such as active TikTok users who frequently shop and have used the live streaming feature on the TikTok application. This study used a quantitative approach, namely using multiple linear regression analysis.

RESULTS AND DISCUSSION

Regression Analysis

Regression analysis was used to determine the effect of the independent variables, namely price discounts and trust, on the dependent variable, namely purchasing decisions on live streaming sales of the TikTok application in Banda Aceh City. Based on the SPSS test data with a multiple linear regression model, the results are obtained in the following table:

**Table 1. Multiple Linear Regression Test Results
And t-Test Results**

Model		Unstandardized coefficients		Standardized coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	4,006	1,334		1,504	,013
	X1	,856	,144	,469	6,284	,000
	X2	,423	,133	,461	4,246	,000

Source: Primary Data (processed), 2025

Based on the regression calculations in the table above using SPSS, a multiple linear regression equation is obtained as follows:

$$Y = 4.006 + 0.856 X1 + 0.423 X2 + e$$

From the regression equation above, the following research results are obtained:

1. A constant of 4.006. If the discount (X1) and trust (X2) are constant, then the purchase decision (Y) is 4.006 on a Likert scale. This means that the purchase decision on the TikTok Shop live streaming in Banda Aceh can be considered quite high.
2. The regression coefficient for the discount (X1) is 0.856, meaning that for every 1% increase in the discount variable (X1), the purchase decision (Y) will increase by 0.856, or 85.6%.
3. The trust regression coefficient (X2) is 0.423, meaning that for every 1% increase in the trust variable (X2), the purchasing decision (Y) will increase by 0.423 or 42.3%.

Partial Hypothesis Testing (t-Test)

Partial testing demonstrates the effect of each independent variable on the dependent variable. The results of the partial test are presented in Table 1, with the following explanation:

1. The Effect of Price Discounts on Purchasing Decisions
The test results for the price discount variable (X1) yielded a t-table value of 1.97, while the calculated t-value was 6.284 ($6.284 > 1.97$), with a significance level of 0.000 or $0.000 < 0.05$. The statistical calculations indicate that the price discount variable (X1) partially influences purchasing decisions (Y). Therefore, it can be concluded that the first alternative hypothesis (H_{a1}) is accepted and the first null hypothesis (H_{01}) is rejected.
2. The Influence of Trust on Purchasing Decisions
The test results for the trust variable (X2) yielded a t-table value of 1.97, while the calculated t-value was 4.246 ($4.246 > 1.97$), with a significance value of 0.000 or $0.000 < 0.05$. The statistical calculations indicate that the trust variable (X2) partially influences purchasing

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decisions (Y). Therefore, it can be concluded that the second alternative hypothesis (Ha2) is accepted and the second null hypothesis (H02) is rejected.

Simultaneous Testing (F-Test)

Simultaneous testing shows the overall effect of the independent variables on the dependent variable, as shown in the table below:

Table 2. F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1860,574	2	930,287	132,620	,013
	Residual	680,426	197			,000
	Total	2541,000				,000

Source: Primary Data (processed), 2025

Based on the table above, the following explanation is obtained: The test results of price discounts (X1) and trust (X2) simultaneously influence the dependent variable, namely the purchase decision (Y). The F table value is 3.04, while the F count value is 132.620 ($132.620 > 3.04$) at a significance level of 0.000 ($0.000 < 0.05$). This concludes that the variables price discounts (X1) and trust (X2) simultaneously influence the purchase decision (Y). Therefore, the third alternative hypothesis (Ha3) is accepted, and the null hypothesis (H03) is rejected.

CONCLUSION

The results of the study for the first hypothesis obtained an explanation that the price discount variable partially has a significant influence on purchasing decisions on Tiktokshop live streaming sales in Banda Aceh City. The results of the study for the second hypothesis obtained an explanation that the trust variable partially has a significant influence on purchasing decisions on Tiktokshop live streaming sales in Banda Aceh City. Meanwhile, the results obtained in testing the third hypothesis can be explained that the price discount and trust variables simultaneously have a significant influence on purchasing decisions on Tiktokshop live streaming sales in Banda Aceh.

From the results of the research that has been done, the trust variable has a lower total influence value compared to the discount variable, this indicates that the company must pay more attention, providing things that make consumers believe so that consumers still decide to buy so that it will create consumer satisfaction which will ultimately arise the intention to repurchase with the live streaming feature on the Tiktokshop application. The seller and the management of the Tiktokshop application should also always hold promotions continuously and intensively to strengthen a good image so that consumer trust can increase. This research is not perfect because it only focuses on several variables, further researchers should be able to add and expand the research to add to the research repertoire in the field of marketing.

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