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# Live Streaming, Flash Sale and Impulsive Buying Boarding Students Using TikTok Shop

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**Abstract**
**Purpose:** This study aims to analyze the effect of live streaming and flash sale on impulsive buying of boarding students in the use of the TikTok Shop application (a study at University PGRI Palembang).
**Research Methodology:** The research method used is a quantitative approach. The sample in this study totaled 91 respondents with a proportionate stratified random sampling technique. Data were collected through the distribution of questionnaires to students of University PGRI Palembang who use TikTok Shop.
**Results:** The results of the study in the t-test show that the live streaming variable has a significant value of 0.002 < 0.005, so it can be interpreted that live streaming has a positive and significant effect on impulsive buying of boarding students in the use of the TikTok Shop application. In addition, the results of the t-test for the flash sale variable indicate that the significant value of the effect of flash sale on impulsive buying is 0.029 < 0.05, meaning that flash sale has a positive and significant influence on the impulsive buying of boarding students in the use of the TikTok Shop application.
**Conclusions**: Live streaming and flash sale have a significant effect on impulsive buying. Increasing live streaming and flash sale will encourage buyers to make impulsive purchases.
**Limitations:** This study only involved S1 students of University PGRI Palembang.
**Contribution:** This study provides insight into the factors that cause impulsive buying of boarding students in the use of the TikTok Shop application

**Keywords:** *Boarding Students, Flash Sale, Impulsive Buying, Live Streaming,TikTok Shop*

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## 1. Introduction

(Pravitasari, Santi, Fadjar, & Wirastuti, 2025)Over time, humanity has undergone many changes, from ancient civilisation to becoming more advanced as in the current era. The development of increasingly sophisticated technology plays an important role in the progress of human life, exerting a significant impact on various aspects of daily life, including in doing business and shopping online(Mulyana, Aslami, & Rahma, 2026). Technological progress has also influenced the pattern of human life; at present, many of an individual's activities cannot be separated from the virtual world system (the internet). The increasing number of internet users in the current era has led to the emergence of many

online stores. Marketing through social media offers lower costs compared to traditional marketing, making it an attractive option for businesses across industries(Dukalang, Taan, & Ismail, 2022). In the current era, online shopping has become a choice for many people, providing convenience and saving consumers' time, with the beginning no longer limited by space and time.

TikTok subsequently experienced extraordinary growth, with more than 1 billion monthly active users globally in 2023, most of whom are young people strongly influenced by trends on social media. The TikTok application has now launched its newest feature, TikTok Shop, which is used to sell various products in order to increase sales profits through the platform. TikTok Shop can be viewed as a knowledge network in doing business, in which buying and selling transactions are carried out through electronic media that specifically offer sales and purchases (Irrawati & Isa, 2025). Within the TikTok Shop feature, consumers can carry out buying and selling transactions directly through the videos that appear, by using the link below the video or visiting the available yellow cart (Aqsa, Rosnani, Pebrianti, Ramadania, & Heriyadi, 2025). TikTok Shop makes it easier for consumers to carry out online transactions and allows them to examine the goods they wish to buy through the videos and photos displayed by sellers as well as by other customers who provide ratings of the products they have purchased. Now, TikTok Shop also presents its newest feature, namely live streaming, which enables direct communication between merchants and customers (Maulidia, Afifah, Pebrianti, Juniwati, & Heriyadi, 2026).

In addition, live streaming is a highly potential marketing feature and holds the highest position as one of the features most watched by users of social media and marketplaces. According to a survey conducted by Indriani and Dahliana (2022), TikTok Shop is one of the platforms with the largest number of live streaming users in Indonesia, reaching 49 percent as shown in Figure 1.

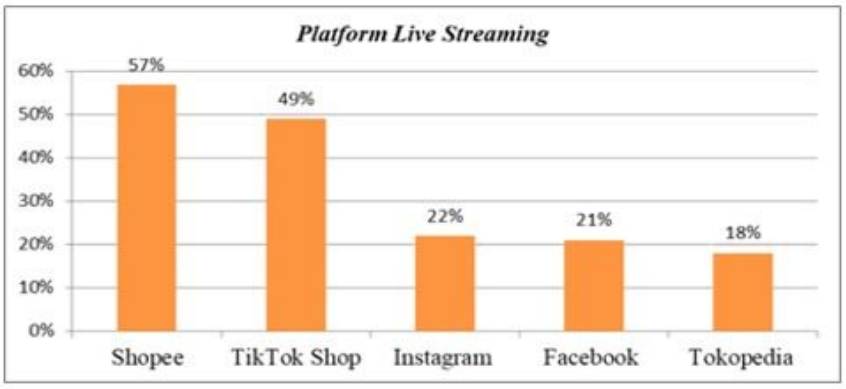



Figure 1. Ranking of the most widely used live streaming platforms

According to the study by Savitri and Rizal (2024), live streaming is the real-time broadcasting of the audio and video of a programme via the internet, giving viewers the impression of being present directly at the event. Live streaming appears randomly on the page or home page (For You Page/FYP) of TikTok users, so that it can reach a wider audience. Increasingly intense competition causes TikTok Shop to continue trying to enhance its appeal in order to increase its sales.

Suhyar and Pratminingsih (2023) revealed that people's dependence on gadgets makes the purchasing process easier through live streaming, thereby giving rise to impulsive buying. The live streaming feature is also very useful for showing a product manufacturing process, how to use it, promoting different images of a product, and responding to customer questions at the same time.

Furthermore, this presents interpersonal interaction that occurs directly between two or more people, carried out by sellers and buyers, and selling methods that are usually conducted offline have now become an online selling environment. In addition, flash sale is also one of the marketing methods carried out by sellers within TikTok Shop. Jannah, Wahono, and Khalikussabir (2019) are of the view

that flash sale is a type of promotion that offers products exclusively in limited quantities and for a certain period of time. The purpose of a flash sale is to create instant desire among consumers to buy the products offered. This strategy is very effective in increasing purchases because time and stock are limited. In addition, flash sale can also sell off stock that has long been unsold, build product awareness, and obtain data on new consumers .

Students who use the TikTok Shop application, especially those living in rented rooms, commonly known as boarding students, are one of the groups that are active in shopping online. They have a fairly high interest in shopping online and often look for products that match their needs. A limited budget becomes an important factor in their purchasing decisions. Live streaming and flash sale can encourage student behaviour to make impulsive purchases, which is the tendency of consumers to buy immediately without considering the consequences. The distribution of the number of students at University PGRI Palembang per faculty is presented below in Table 1.

Table 1. Student enrolment data of University PGRI Palembang

| No | Faculty Name | Number of Students (Persons) |
|---|---|---|
| 1. | Faculty of Teacher Training and Education (FKIP) | 5,976 |
| 2. | Faculty of Economics and Business (FEB) | 897 |
| 3. | Faculty of Engineering (FT) | 628 |
| 4. | Faculty of Science and Technology (FST) | 186 |
| 5. | Faculty of Fisheries and Marine Science (FPK) | 79 |
| 6. | Faculty of Law | 44 |
| Total Students | | 7,810 |

Based on a previous analysis conducted by Gunawan, Kunci, Manajemen, and Kos (2017), as many as 75 percent of the students at University PGRI Palembang are boarding students; in other words, they do not reside in Palembang City, and 25 percent reside in Palembang City. Maulana and Novalia (2019) revealed that impulsive buying often occurs suddenly, quickly, and spontaneously, tends to be emotional rather than rational, is more often regarded as something negative than positive, or customers usually feel “out of control” when making an impulsive purchase. The factors that can have an impact on impulsive buying when shopping indirectly are product trends, brand trust, shopping motivation, and attractive promotions. Internal and external factors also influence the purchasing appeal for students. Internal factors are interest in online shopping, product needs, and budget constraints, whereas external factors include peer influence, online shopping trends, and economic conditions.

Therefore, this study was conducted because it seeks to understand the effect of live streaming and flash sale on the impulsive buying of boarding students who use the TikTok Shop application. The problems identified are the decline in offline sales, the reduction in the profit margin due to large discounts, and the purchase of goods that consumers do not need. Therefore, these problems form the basis for the researchers to conduct research related to the effect of live streaming and flash sale on impulsive buying among boarding students at University PGRI Palembang.

## 2. Literature Review and Hypotheses Development

### *2.1 Live Streaming*

Live streaming is a feature that does not make viewers feel bored and can convey product information in great detail, so that viewers obtain clear information about the product being promoted (Galih, 2024). Live streaming is a feature that enables marketers to sell and communicate directly with buyers through the TikTok Shop platform (Prajana, Syafikarani, & Nastiti, 2021). Dinova and Suharyati (2023) revealed that live streaming is an efficient strategy for interacting with buyers, so that it can fully drive buyers' attention and generate high participation. In addition, according to (Jiang & Zhang, 2022), live streaming is a digital media distribution method that enables users to watch content live, interact, and participate in that experience. Purchase decision is a stage in the decision-making process

at which prospective buyers actually purchase a product (Parsaoran & Wibasuri, 2025). Based on the various views of the experts above, it can be interpreted that live streaming is a broadcasting method carried out by sellers live in order to promote and describe in detail the products offered to consumers.

### *2.2 Indicators of Live Streaming*

The view of Jiang and Zhang (2022) states that the indicators of live streaming are Number of viewers, that is, measuring the total number of viewers who are active during the broadcast, providing an overview of audience reach; Average watch duration, that is, the average time viewers spend watching the broadcast, indicating the level of engagement; User interaction; Streaming quality; Retention rate, that is, the percentage of viewers who keep watching until the end of the broadcast, indicating the attractiveness of the content; audience engagement, that is, the level of participation in polls, question-and-answer sessions, or other interactive activities during the broadcast.

Furthermore, according to the view of Rizkya, Sarah, and Wijaya (2024), the indicators of live streaming are divided into three, namely: Interaction, live streaming serves as a place of interaction between sellers and prospective buyers so that prospective consumers obtain clearer information about the products offered. Real time, prospective consumers can ask questions through the chat feature and will be answered directly by the seller during the live streaming broadcast. Promotional tool, in live streaming, sellers offer promotions that apply at that time; there is a time limit for consumers to obtain a price reduction, so that this becomes a promotional tool.

### *2.3 Flash Sale*

Flash sale is a promotion with a minimal quantity within a short duration, limited to one product per consumer and applied until the stock is no longer available (Kurniawan & Nugroho, 2024). According to Dukalang, Taan, and Ismail (2022), flash sale is an offer of goods at a discounted price and in a limited quantity within a short period of time. Belch and Belch (2018), as cited by Ramadhani and Nugroho (2024), state that flash sale is a form of innovation by sales promoters, namely a sales activity that distributes intensive prices to the marketing force and to distributors and can encourage direct sales. Users' motivation for watching promotional videos is to find out reviews and information about products and to understand the various features of a particular product and their benefits before making a purchase decision, so that the quality of promotional video content on Instagram can make users more trusting and better informed and strongly influences user behaviour (Sihombing & Febriansyah, 2025). Flash sale selling is defined as a specific transaction and a limited promotion lasting 24-36 hours on particular goods with the aim of encouraging customers to buy the product (Agrawal & Sareen, 2016). Based on the views of the experts, flash sale is interpreted as a feature that provides products along with discounts and price reductions within a limited period of time and a limited product quantity.

The indicators of flash sale are as follows: according to Belch and Belch (2018), the indicators of flash sale are:

**Discount,** this refers to the size of the price reduction given during a flash sale. An attractive discount can increase consumers' interest in making a purchase. **Frequency,** this shows how often flash sale promotions are held within a certain period. High frequency can create expectations and anticipation among consumers. **Duration,** that is, the length of time the flash sale promotion lasts. A limited duration often creates a sense of urgency, encouraging consumers to make a purchase decision immediately before the opportunity is lost. **Availability,** that is, it refers to the total quantity of goods available during a flash sale. Sufficient availability can prevent disappointment among consumers if goods sell out quickly and can increase sales opportunities. **Attractive promotion,** that is, an evaluation of the attractive methods used in promotions during a flash sale. An attractive promotion, whether through advertising, design, or additional offers, can increase appeal and sales effectiveness.

### *2.4 Impulsive Buying*

Impulsive buying is a transaction that is not reasonably planned, especially when it relates to objective evaluation and emotional preference when buying an item (Kanok, 2021). According to Afif &

Purwanto (2020), impulsive buying occurs when a person approaches a store or sees a catalogue and online offers without first making a purchase decision. Furthermore, a study conducted by Damayanti et al (2023) states that impulsive buying occurs when consumers choose to buy an item immediately after seeing it, which is characterised by unplanned and spontaneous spending triggered by a sudden situation. Consumers tend to become more critical and selective in choosing products or services by taking into account online reviews, price comparisons, and available features (Yeni & Wahap, 2024).

This means that after seeing an item in a store or online, a desire suddenly arises to buy something spontaneously without prior planning. For business owners, an increase in sales resulting from customers' purchasing behaviour in an impulsive manner can ultimately lead to increased profits, so that the business can develop and grow larger. The use of marketing strategies that are excessive or that deceive consumers into making impulsive purchases can damage a business's reputation in the long term. Therefore, businesses need to strive to establish solid and sustainable relationships with consumers, as well as to offer quality products and services. According to Kertiana & Artini (2019), the indicators of impulsive buying are:

**Spontaneous purchase,** that is, consumers make a purchase without prior planning. This is often derived from a particular situation or a stimulus from the surrounding environment. **Purchase without deliberation,** that is, the decision to buy is taken quickly, without considering the consequences. Consumers tend to act based on the impulse of the moment. **Emotional state influencing the purchase,** that is, consumers' emotions, such as excitement, stress, or happiness, can influence the decision to buy. When in a particular emotional state, consumers are more inclined to engage in impulsive buying. **Product purchase influenced by following trends**, that is, the desire to follow a trend or a currently popular lifestyle can encourage consumers to buy products impulsively, even if consumers are genuinely interested.

### *2.5 Conceptual Framework*

A framework of thought is a conceptual design that describes how a concept relates to several causes that have been defined as important issues. This framework of thought elaborates the relationship between the variables being analysed in accordance with the formulation of the problem (Sugiyono, 2017, Novalia et al., 2024). In this analysis, there are two independent variables, namely live streaming ($X_1$) and flash sale ($X_2$), which affect the dependent or bound variable, namely impulsive buying ($Y$). The conceptual framework in this study is presented in Figure 2.

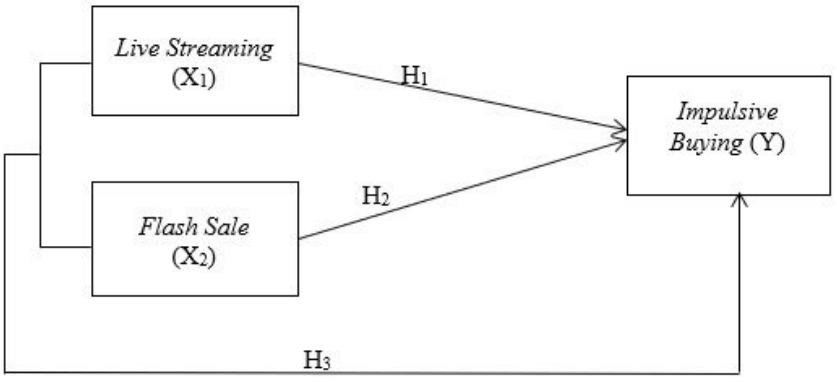



Figure 2. Conceptual framework

## 3. Research Methodology

Research method is a scientific approach used as a method of collecting data with specific objectives and uses (Sugiyono, 2022). There are four keywords that must be observed, namely scientific approach, data, objectives, and specific uses. Sugiyono (2022) states that quantitative research is a research strategy based on the philosophy of positivism; this method is carried out to study population

and sample, with data collection through research instruments. Its data analysis is quantitative or statistical in nature, aiming to explain and test the hypotheses that have been agreed upon. Thus, the research method used is the quantitative research method and the data were obtained by distributing questionnaires and then processed using SPSS V 26.

### *3.1 Population and Sample*

The population in this study is undergraduate (Strata 1/S1) students at University PGRI Palembang, consisting of six faculties, namely the Faculty of Teacher Training and Education (FKIP), the Faculty of Economics and Business (FEB), the Faculty of Engineering (FT), the Faculty of Science and Technology (FST), the Faculty of Fisheries and Marine Science (FPK), and the Faculty of Law, with a total of 7,810 students. The number of samples in this study is 100 boarding student respondents.

### *3.2 Data Collection Technique*

Data collection in this study used a questionnaire. The Likert scale measurement scale was used to calculate scores.

## 4. Results and Discussions

### *4.1 Validity and Reliability Tests*

All question items can be declared valid after the validity test was carried out. This is evidenced by the fact that all question items in each variable have an r_calculated value > r_table, namely 0.206. The validity test results are presented in Table 2:

Table 2. Validity test results

| No | Question | Variables | r_calculated | r_table | Remark |
|---|---|---|---|---|---|
| 1 | P1 | Live Streaming | 0.485 | 0.206 | Valid |
| 2 | P2 | Live Streaming | 0.426 | 0.206 | Valid |
| 3 | P3 | Live Streaming | 0.708 | 0.206 | Valid |
| 4 | P4 | Live Streaming | 0.596 | 0.206 | Valid |
| 5 | P5 | Live Streaming | 0.658 | 0.206 | Valid |
| 6 | P6 | Live Streaming | 0.539 | 0.206 | Valid |
| 7 | P7 | Live Streaming | 0.459 | 0.206 | Valid |
| 8 | P8 | Live Streaming | 0.245 | 0.206 | Valid |
| 9 | P9 | Live Streaming | 0.658 | 0.206 | Valid |
| 10 | P10 | Live Streaming | 0.733 | 0.206 | Valid |
| 11 | P11 | Live Streaming | 0.726 | 0.206 | Valid |
| 12 | P12 | Live Streaming | 0.584 | 0.206 | Valid |
| 1 | P1 | Flash Sale | 0.543 | 0.206 | Valid |
| 2 | P2 | Flash Sale | 0.557 | 0.206 | Valid |
| 3 | P3 | Flash Sale | 0.662 | 0.206 | Valid |
| 4 | P4 | Flash Sale | 0.687 | 0.206 | Valid |
| 5 | P5 | Flash Sale | 0.534 | 0.206 | Valid |
| 6 | P6 | Flash Sale | 0.520 | 0.206 | Valid |
| 7 | P7 | Flash Sale | 0.685 | 0.206 | Valid |
| 8 | P8 | Flash Sale | 0.519 | 0.206 | Valid |
| 9 | P9 | Flash Sale | 0.699 | 0.206 | Valid |
| 10 | P10 | Flash Sale | 0.637 | 0.206 | Valid |
| 1 | P1 | Impulsive Buying | 0.694 | 0.206 | Valid |
| 2 | P2 | Impulsive Buying | 0.622 | 0.206 | Valid |
| 3 | P3 | Impulsive Buying | 0.699 | 0.206 | Valid |
| 4 | P4 | Impulsive Buying | 0.500 | 0.206 | Valid |
| 5 | P5 | Impulsive Buying | 0.507 | 0.206 | Valid |
| 6 | P6 | Impulsive Buying | 0.598 | 0.206 | Valid |
| 7 | P7 | Impulsive Buying | 0.699 | 0.206 | Valid |

| No | Question | Variables | r_calculated | r_table | Remark |
|---|---|---|---|---|---|
| 8 | P8 | Impulsive Buying | 0.627 | 0.206 | Valid |

### *4.2 Reliability Test*

According to the reliability test results shown in the Table 3, it can be concluded that every indicator used in the question items of this study is reliable. This is because all questions in the indicators used have values above 0.60.

Table 3. Reliability test results

| Variables | Cronbach Alpha | Reliability Standard | Remark |
|---|---|---|---|
| Live Streaming ($X_1$) | 0.820 | 0.60 | Reliable |
| Flash Sale ($X_2$) | 0.765 | 0.60 | Reliable |
| Impulsive Buying ($Y$) | 0.764 | 0.60 | Reliable |

### *4.3 Normality Test*

Based on the results of the One-Sample Kolmogorov-Smirnov statistical test in Table 4, the Asymp.Sig (2-Tailed) value is 0.074 > 0.05, so it can be said to be normal.

Table 4. Normality test results

| **One-Sample Kolmogorov-Smirnov Test** | | |
|---|---|---|
| | | Unstandardized Residual |
| N | | 91 |
| Normal Parameters a,b | Mean | .0000000 |
| Normal Parameters a,b | Std. Deviation | 3.92270951 |
| Most Extreme Differences | Absolute | .089 |
| Most Extreme Differences | Positive | .060 |
| Most Extreme Differences | Negative | -.089 |
| Test Statistic | Test Statistic | .089 |
| Asymp. Sig. (2-tailed) | | .074c |
| a. Test distribution is Normal | | |
| b. Calculated from data | | |
| c. Lilliefors Significance Correction | | |

### *4.4 Multicollinearity Test*

Table 5. Multicollinearity test results

| **Coefficientsa** | | | | | |
|---|---|---|---|---|---|
| Model | Unstandardized Coefficients | | Standardized Coefficients | Collinearity Statistics | |
| | B | Std.Error | Beta | Tolerance | VIF |
| 1. (Constant) | 6.277 | 4.104 | | | |
| Flash Sale | .273 | .087 | .354 | .637 | 1.569 |
| Live Streaming | .258 | .117 | .249 | .637 | 1.569 |

Based on Table 5, it can be seen that the VIF value for all variables is not less than 10 or < 10. Therefore, it can be interpreted that multicollinearity does not occur among all the independent variables.

### *4.5 Heteroscedasticity Test*

Based on the scatterplot results in Figure 3, it can be seen that the points are scattered irregularly, both above and below the number 0 on the Y axis. Thus, it can be interpreted that heteroscedasticity does not occur.

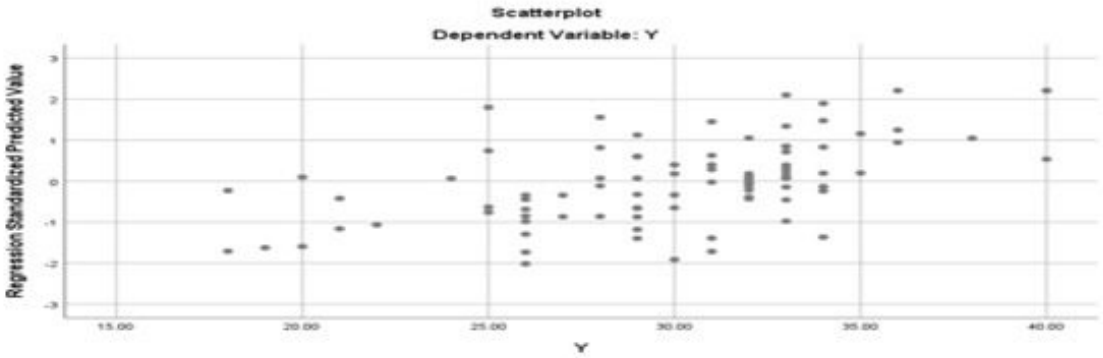



Figure 3. Scatterplot

### *4.6 t-Test (Partial)*

According to Ghozali (2021), the t-test is a test carried out to analyse the magnitude of the influence of the independent variables used in the study individually in explaining the dependent variable.Based on the results of the t-test (partial) in Table 6, the following can be interpreted:

Table 6. t-test (partial) results

| Coefficients a | | | | | |
|---|---|---|---|---|---|
| | Unstandardized Coefficients | | Standardized Coefficients | | |
| Model | B | Std. Error | Beta | t | Sig |
| 1 (Constant) | 6.277 | 4.104 | | 1.529 | .130 |
| Live Streaming | .273 | .087 | .354 | 3.148 | .002 |
| Flash Sale | 258 | .117 | .249 | 2.214 | .029 |

The results of the t-test (partial) for the live streaming variable have a significant value of 0.002 < 0.05, which can be interpreted to mean that the live streaming variable has a positive and significant partial influence on the impulsive buying of boarding students in the use of the TikTok Shop application. Furthermore, from the results of distributing questionnaires to 91 respondents who used the 6 indicators of the live streaming variable ($X_1$), namely number of viewers, average watch duration, user interaction, streaming quality, retention rate, and audience engagement, by giving 12 question items to 91 respondents, it is stated that 23.1% to 56.0% of respondents chose agree and 15.4% to 46.2% of respondents answered strongly agree and only 1.1% to 4.4% of respondents chose strongly disagree, meaning that the live streaming variable has an influence on the impulsive buying of boarding students.

The results of this study differ from the research conducted by Kurniawan and Nugroho (2024), the result of which is that live streaming has a negative influence on impulsive buying. This analysis is in line with the results of the research conducted by Ramadhani and Nugroho (2024), where live streaming has a positive and significant influence on impulsive buying.

Furthermore, it can be concluded that live streaming with attractive content that displays products realistically can encourage appeal and foster students' trust in carrying out transactions directly through live streaming, and live streaming also makes it easier for consumers to communicate directly with sellers, so that the implementation of a live streaming selling strategy when promoting products while selling in the current era is highly favoured by buyers, especially boarding students who use the TikTok Shop application. Therefore, increasing sales through live streaming can certainly increase consumers' desire to engage in impulsive buying.

The results of the t-test (partial) for the flash sale variable have a significant value of 0.029 < 0.05, so it can be concluded that the flash sale variable has a positive and significant influence on the impulsive buying of boarding students in the use of the TikTok Shop application. Furthermore, based

on the results of the questionnaire answers using the 5 flash sale indicators, namely discount, frequency, duration, availability, and attractive promotion, and the 10 questions distributed to 91 respondents, it is shown that 33% to 61.5% of respondents answered agree and strongly agree, whereas 1.1% to 8.8% answered strongly disagree and disagree, while those who answered neutral were 14.3%; from this it can be concluded that flash sale has an influence on the impulsive buying of boarding students.

The results of this study are not in line with the research conducted by Dinova and Suharyati (2023), the result of which is that flash sale does not have a significant partial influence on impulsive buying. However, this study is in line with the research conducted by Maulidia, Afifah, Pebrianti, Juniwati, and Heriyadi (2026), where flash sale has a significant partial influence on impulsive buying.

From the discussion above, it can be interpreted that with the presence of a flash sale programme consumers will be more inclined to buy products sold at a more affordable price; the existence of limited time and limited stock provided by sellers during a flash sale makes consumers more easily encouraged to engage in impulsive buying, so that increasing flash sale promotions during sales on TikTok Shop will increase impulsive buying behaviour among boarding students.

***4.7 F-Test (Simultaneous)***

The F-test is an indication for testing t partially and is not a simultaneous test, which is often misunderstood by researchers (Ghozali, 2021). The F-test (simultaneous) is carried out to see whether the independent variables have a significant influence on the dependent variable. The testing criterion is that if sig > 0.05, this means there is no simultaneous influence of the independent variables on the dependent variable, so $H_0$ is accepted and *Ha* is rejected; whereas if sig < 0.05, this means there is a simultaneous influence of the independent variables on the dependent variable, so $H_0$ is rejected and *Ha* is accepted. The results of the F-test are as follows in Table 7:

Table 7. F-test (simultaneous) results

| ANOVA a | | | | | |
|---|---|---|---|---|---|
| Model | Sum of Squares | df | Mean Square | F | Sig |
| 1 Regression | 573.112 | 2 | 286.556 | 18.209 | .000b |
| Residual | 1384.888 | 88 | 15.737 | | |
| Total | 1958.0000 | 90 | | | |

The results of the F-test (simultaneous) for the live streaming and flash sale variables have a significant value of 0.000 < 0.05, so it can be concluded that the live streaming and flash sale variables simultaneously have a significant influence on impulsive buying. The results of the respondents' answers using 4 indicators, namely spontaneous purchase, purchase without deliberation, emotional state influencing the purchase, and product purchase following trends, and the 8 questions posed to the boarding student respondents state that 34.1% to 56.0% answered agree and 11.0% to 35.2% answered strongly agree and 1.1% to 6.6% answered strongly disagree. This means that the majority of respondents agree and strongly agree that live streaming and flash sale influence the impulsive buying of boarding students.

Then, overall, it can be concluded that live streaming has become one of the popular marketing methods. In this context, direct interaction between sellers and buyers can create a sense of urgency and emotional involvement. By displaying products in real time, consumers feel more connected and are encouraged to make impulsive purchases. Live streaming is able to arouse positive emotions, which often trigger unplanned purchase decisions.

In addition, flash sale offers large discounts within a short time, which creates a sense of urgency. This strategy encourages consumers to make purchases, often without considering their needs or their budget. The sense of urgency generated by flash sale serves as a major driver of impulsive buying; consumers feel afraid of missing the opportunity, which often results in unplanned purchases. Therefore, it can be concluded that if the live streaming and flash sale marketing strategies are

improved during sales, this will increase and more easily encourage consumers to engage in impulsive buying, especially for boarding students who have a limited budget.

## 5. Conclusions

### *5.1 Conclusion*

This study aims to examine the influence of live streaming and flash sales on impulsive buying among boarding students using the TikTok Shop application at Universitas PGRI Palembang. Based on the data analysis, live streaming ($X_1$) has a positive and significant influence on impulsive buying ($Y$), with a significance value of $0.002 < 0.05$. This finding indicates that marketing through live streaming effectively encourages impulsive purchasing decisions among boarding students, as consumers tend to be more attracted to products presented through interactive live broadcasts. Similarly, flash sales ($X_2$) have a positive and significant influence on impulsive buying, with a significance value of $0.029 < 0.05$. Limited-time promotional offers encourage consumers to make immediate purchasing decisions without carefully considering the necessity of the products.

Furthermore, the simultaneous analysis demonstrates that live streaming and flash sales jointly have a significant influence on impulsive buying among boarding students using TikTok Shop. The F-test results show a significance value of $0.000 < 0.05$, indicating that the alternative hypothesis ($Ha$) is accepted and the null hypothesis ($H_0$) is rejected. These findings suggest that the combination of interactive live streaming and time-limited flash sales effectively stimulates impulsive purchasing behavior. Consumers are more likely to develop trust in the products presented during live broadcasts while experiencing a sense of urgency created by flash sale promotions. Therefore, live streaming and flash sales represent effective marketing strategies for encouraging impulsive buying among boarding students at Universitas PGRI Palembang.

### *5.2 Suggestions and Directions for Future Research*

Future research is recommended to expand the study population by involving students from different universities, educational levels, and geographical regions to improve the generalizability of the findings. Additionally, future studies should consider incorporating other relevant variables, such as perceived trust, purchase motivation, promotional attractiveness, and consumer emotions, to provide a more comprehensive understanding of impulsive buying behavior. Further research could also examine different e-commerce platforms to compare the effects of live streaming and flash sales on consumer purchasing decisions.

### *5.3 Research Limitation*

This study is limited to undergraduate (Strata 1) boarding students at Universitas PGRI Palembang, which may restrict the generalizability of the findings to students from other universities or educational backgrounds. Furthermore, the study focuses only on three variables: live streaming, flash sales, and impulsive buying. Therefore, other factors that may influence impulsive purchasing behavior have not been examined. These limitations may affect the broader applicability of the findings in understanding consumer behavior on TikTok Shop.

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## Author Contributions

MIY contributed to the conceptualization, research design, data collection, data analysis, and preparation of the original manuscript. NN contributed to the development of the research methodology, supervision, interpretation of findings, and manuscript review and editing. MN contributed to data validation, research supervision, interpretation of results, and final manuscript revision. All authors have read and approved the final version of the manuscript.

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