



The Influence of Visual Attractiveness and Price Discounts in Live Streaming Selling on TikTok Shop Purchase Decisions among TikTok Users in Denpasar City

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Abstract. The increasingly intense competition among e-commerce platforms encourages TikTok Shop to optimize various digital marketing strategies to improve consumers' purchasing decisions. However, the large number of TikTok users has not been fully reflected in purchasing decisions made through the platform. This study aims to analyze the influence of live streaming selling, visual attractiveness, and price discounts on purchasing decisions on TikTok Shop among TikTok users in Denpasar City. This research employed a quantitative approach by collecting data through questionnaire distribution. The population consisted of TikTok users in Denpasar City. The sample was determined using a non-probability sampling method with a purposive sampling technique, resulting in one hundred respondents who met the predetermined criteria. The data were analyzed using multiple linear regression with the assistance of the Statistical Package for the Social Sciences. The findings reveal that live streaming selling, visual attractiveness, and price discounts have a positive and significant effect on purchasing decisions, both partially and simultaneously. Price discounts were found to have the strongest influence on purchasing decisions, followed by live streaming selling and visual attractiveness. The implications of this study indicate that purchasing decisions on TikTok Shop can be strengthened by prioritizing attractive price discount strategies, supported by interactive and credible live streaming selling activities, as well as informative and visually appealing product presentations that enhance consumers' shopping experience and confidence in making purchasing decisions.

Keywords: Live Streaming Selling; Price Discounts; Purchasing Decisions; TikTok Shop; Visual Attractiveness.

1. INTRODUCTION

Various digital platforms have evolved significantly to facilitate human activities, such as online transactions for purchasing goods and services. One technological advancement currently experienced firsthand by the public is e-commerce. For frequent online shoppers, e-commerce platforms have become a daily necessity. Digital infrastructure developed by companies and the government has accelerated the progress of information technology. The integration of technology into various aspects of life has also significantly driven the growth of the electronic commerce sector (Nida et al., 2024).

Consumer purchasing behavior is heavily influenced by easy access to information, price comparisons, and the ability to transact without time or location constraints. The series of factors and processes influencing a consumer's decision to purchase goods or services is known as consumer behavior. This behavior encompasses activities such as seeking information, analyzing options, and evaluating goods or services before making a final decision (Mardhiyah, 2021). The spread of online retail in the modern era has reached all segments of society. Consumers can acquire goods from various locations and at any time through e-commerce platforms. As of 2025, Indonesia's e-commerce ecosystem is dominated by six

major players Tokopedia, Shopee, Lazada, Blibli, Bukalapak, and TikTok Shop amidst increasingly competitive market dynamics (Alamin et al., 2023).

According to Khairani et al. (2024), TikTok is a social media platform that allows users to create short videos up to three minutes in duration featuring music, filters, and various other creative tools. TikTok has also integrated shopping features into its application, enabling users to make purchases without switching apps. In late 2023, TikTok officially partnered with Tokopedia to launch TikTok Shop, aiming to expand the e-commerce sector. Consequently, TikTok now functions not only as a social media platform but also as an online shopping platform.

According to Afkar (2023), micro, small, and medium enterprises (MSMEs) have significant opportunities for digital growth thanks to the TikTok Shop business model. Business owners can boost brand awareness and establish direct relationships with potential customers through engaging visual content. TikTok Shop serves as a platform that strongly supports MSMEs and online purchasing transactions. The platform offers an interactive and responsive digital shopping experience by integrating e-commerce systems with social networking features. TikTok Shop can display relevant and effective product recommendations using smart algorithms that track user behavior and preferences. This feature enhances user engagement and accelerates the product discovery process. However, TikTok Shop also faces various challenges and concerns, including intense competition from established e-commerce platforms that already dominate the market, such as Shopee, Tokopedia, Lazada, and Blibli (Ma & Hu, 2021). Consequently, TikTok Shop needs to devise effective marketing strategies to survive and thrive in this competitive market. Furthermore, mastering digital skills is a crucial factor for TikTok Shop's success in Indonesia (Jannah & Pramono, 2024).

The purchasing decision is a crucial phase for consumers in selecting products and services; it arises from a process that encompasses the emergence of a need, pre-purchase steps, purchasing behavior, the actual decision to buy, and post-purchase satisfaction (Anisa, 2022). According to Tonce & Ranga, (2022), a purchasing decision is a systematic process of evaluating and choosing among various alternatives based on specific interests by identifying the option deemed most advantageous. Research by Aziz et al. (2024) identifies specific indicators of purchasing decisions: product selection, brand selection, choice of distribution outlet, timing of purchase, purchase quantity, and payment method.

Observations and interviews with 30 TikTok Shop users in Denpasar reveal issues within the purchasing decision process. Respondents tend to lack full confidence in the products showcased during live streams, often making choices without a clear sense of need.

This situation reflects uncertainty regarding how well the products align with personal preferences. Furthermore, respondents show a lack of strong confidence in the brands featured during live streams; purchasing decisions are frequently driven by immediate visual appeal rather than careful consideration of product quality or brand reputation. These findings indicate that a lack of brand trust remains a barrier to driving purchasing decisions.

TikTok Shop employs various strategies to boost sales amidst fierce competition from other e-commerce platforms. A key approach involves leveraging live streaming sales features, which enable sellers to communicate directly with buyers (Oktaviani et al., 2023). Observations and interviews with 30 TikTok Shop users in Denpasar reveal specific issues within live streaming activities that impact purchasing decisions. Many participants felt that hosts failed to fully establish trust when presenting product information. An overly dramatic delivery style and a lack of convincing explanations caused the audience to doubt the authenticity and quality of the products on offer. Further findings indicate that interaction during live streams was suboptimal; participants often failed to receive prompt responses to their inquiries, leading to a sense of being overlooked. These factors resulted in low audience engagement and diminished interest in proceeding to the purchase stage. Additionally, the information provided during live streams did not fully meet audience needs; explanations tended to be limited and lacking in detail, often failing to comprehensively address the information required.

Research conducted by Mawarizki et al. (2025), Solekhah & Sulton, (2025), Ibrahim (2025), Azis & Bakarama, (2025), and Susilowati et al. (2025) indicates that live streaming selling has a positive and significant effect on purchasing decisions. Conversely, studies by Husin & Subagyo, (2025), Putri & Miswanto, (2025), Sitepu & Gunawan, (2025), and Wicaksana & Nuryanto, (2024) suggest otherwise, finding that live streaming selling does not have a significant impact on purchasing decisions.

One factor hypothesized to influence purchasing decisions is visual attractiveness. TikTok Shop focuses on creating engaging and creative content by prioritizing elements such as good lighting to enhance video quality and establish a desired atmosphere. Furthermore, a key strategy involves collaborating with influencers who possess the ability to present products in a visually appealing manner utilizing photos, videos, and an aesthetic personal style a quality known as visual attractiveness (Rahmawati & Nefianto, 2023). Influencers typically possess an image, appearance, and visual storytelling skills that enhance the product's visual appeal, making it look more attractive, professional, and memorable. This visual attractiveness plays a crucial role in capturing audience attention, creating a positive impression, stimulating

purchase interest in the promoted products, and increasing product visibility to reach a wider audience (Priyono & Sari, 2023).

Observations and interviews with 30 TikTok Shop users in Denpasar City revealed several issues regarding the visual presentation of live streaming activities that impact purchasing decisions. Many participants felt that the visual presentation of products appeared generic and lacked the appeal needed to distinguish them from similar content. A tendency toward monotonous visuals failed to sustain audience attention, thereby limiting interest in further exploring the products. Some participants also noted that the information conveyed through visual elements did not fully aid their understanding of the products. Visual elements such as text, images, and demonstrations often failed to provide clear explanations, forcing the audience to seek additional information from other sources. This situation hindered the formation of a comprehensive understanding of the products being offered.

Research by Febriana & Purwanto, (2023), Nugroho & Muslikh, (2023), Elsani & Ratih, (2025), Aziz et al. (2024), and Melita & Astuti, (2024) indicates that visual attractiveness has a positive and significant effect on purchasing decisions. Conversely, studies by Yehezkiel et al. (2023), Taufiq et al. (2025), Wagiah (2023), Sasongko & Setyawati, (2022), and Shintia & Wardhana, (2023) state that visual attractiveness does not significantly influence purchasing decisions.

Regarding the goal of increasing e-commerce sales, Felix et al. (2024) identify price discounts as a proven effective strategy. Such discounts serve not merely as a promotional add-on but play a strategic role in capturing consumer attention and driving purchasing decisions by creating a sense of urgency or facilitating unplanned purchases (GoodStats, 2025).

Observations and interviews with 30 TikTok Shop users in Denpasar City revealed various issues regarding price discounts during purchasing activities. Many respondents felt the discounts offered were insufficient to generate strong interest. The discount amounts were often perceived as not significantly different from regular prices, failing to drive the desire to make an immediate purchase. Some respondents also noted that the discount validity periods felt too short, offering inadequate time to consider the purchase. This situation created a sense of rush while simultaneously fostering doubt, as decisions were made without careful deliberation. Consequently, the effectiveness of discounts as a trigger for purchasing decisions was diminished. Details regarding discount amounts and terms and conditions were often insufficiently explained, leading to confusion.

Research by Suryani & Kurniasari, (2024), Lestari et al. (2024), Jannah (2024), Akhirina (2025), and Rohmah (2025) indicates that price discounts have a positive and significant effect on purchasing decisions. Conversely, studies by Febriah & Febriyantoro, (2023), Nahdliana (2024), and Syafira (2023) suggest that price discounts do not have a significant impact on purchasing decisions.

Live streaming, a form of digital marketing innovation, offers a unique, interactive shopping experience with visual appeal that instantly captures consumer interest. The engaging visual elements of live streaming sales foster deeper emotional and cognitive engagement among consumers, directly influencing purchasing decisions. Discounts presented during live streaming sessions add a powerful layer of motivation, as time-limited offers create a sense of urgency among viewers.

The combined impact of visual appeal and price discounts in live streaming sales is highly relevant to understanding the significant shifts in consumer behavior within the digital era. Therefore, further exploration of the integration between live streaming sales and pricing strategies is valuable for enhancing digital literacy and marketing acumen among academics and business practitioners alike. This indicates that live streaming sales represent not merely a modern marketing tool but also a cultural phenomenon that shapes the consumption patterns of the current generation. By linking live streaming sales, visual appeal, and price discounts to purchasing decisions, this study is expected to provide valuable insights into the dynamics between visual elements and discount strategies within the ever-evolving e-commerce landscape.

Based on the observed phenomena, the background of the problem, and the results of previous studies, the researcher is interested in conducting a study titled "The Influence of Live Streaming Selling, Visual Attractiveness, and Price Discounts on Purchase Decisions at TikTok Shop among TikTok Users in Denpasar City".

2. LITERATURE REVIEW

Live streaming selling involves broadcasting video content directly to an audience, allowing viewers to see the presenter's actions in real-time. This method facilitates an interactive sales experience via platforms that offer live streaming services (Valentina et al., 2024). On TikTok, live streaming selling can influence purchasing decisions by creating an interactive and urgent atmosphere. Consumers may make quick, unplanned purchases driven by live product showcases, price discounts, and direct interaction with sellers. Research by Mawarizki et al. (2025), Solekhah & Sulton, (2025), Ibrahim (2025), Azis & Bakarama, (2025),

and Susilowati et al. (2025) indicates that live streaming selling has a positive and significant impact on purchasing decisions. Visual attractiveness has emerged as a crucial element in capturing customer attention, serving as a primary factor influencing purchasing decisions. The online visual experience parallels the in-store environment, where the presentation of information through visual media can effectively influence a customer's decision to make additional purchases (Fajar & Otok, 2024). Visual attractiveness significantly impacts purchasing decisions; visually appealing content captures user attention and fosters greater interest in the product, thereby increasing the desire to buy. Such content can also evoke positive emotions, contributing to a perception of higher product quality. Studies by Febriana & Purwanto, (2023), Nugroho & Muslikh, (2023), Elsani & Ratih, (2025), Aziz et al. (2024), and Melita & Astuti, (2024) confirm that visual attractiveness has a positive effect on purchasing decisions.

Price discounts represent a reduction from a previously established price. Manufacturers or sellers frequently employ discounts to boost sales, as they attract buyers interested in acquiring needed goods. Such discounts are typically implemented by deducting a certain percentage from the original price (Aziz et al., 2024). Price discounts significantly influence customer purchasing decisions, particularly among teenagers. Often driven by the "fear of missing out" (FOMO) and an active shopping lifestyle, discounts capture attention and create a sense of urgency, prompting consumers to make a purchase (Azhar, 2025). Research by Suryani & Kurniasari, (2024), Lestari et al. (2024), Jannah (2024), Akhirina (2025), and Rohmah (2025) indicates that price discounts have a positive and significant impact on purchasing decisions.

A purchasing decision can be described as a process or stage wherein a consumer recognizes a problem, seeks factual information about a specific product, and evaluates alternatives capable of addressing that problem, ultimately leading to the decision to purchase (Baswara & Yoestini, 2025). It is the stage where a consumer solidifies their purchase intention following various considerations, including the evaluation of alternatives similar to the desired product (Rahmatillah & Patma, 2024). Several factors influence purchasing decisions, namely live streaming selling, visual attractiveness, and price discounts.

Live streaming selling is a medium that enables the real-time recording and broadcasting of images and audio utilizing one or more communication technologies to give customers the impression of being physically present. Many customers find shopping via live streaming more comfortable because it allows them to view products from various angles and ask product-related questions (Jannah, 2024).

According to Putri & Sudaryanto, (2022), visual attractiveness is another factor that drives consumers to purchase products online. Visual attractiveness, by fostering an emotional connection with customers, can enhance customer satisfaction and the desire to purchase products.

Price discounts are a promotional strategy frequently used to capture customer attention. While discounts often encourage customers to buy more items, they can also give rise to negative perceptions such as the assumption that discounted products are of low quality or are being phased out in favor of new models. Nevertheless, many buyers appreciate discounts and will purchase items regardless of such negative stigma. Discounts are typically implemented at specific times, such as when clearing out old stock prior to the introduction of new products; in these instances, older items are sold at significant markdowns to reduce warehouse inventory (Jannah, 2024).

Research by Azis & Bakarama, (2025), Susilowati et al. (2025), Aziz et al. (2024), Melita & Astuti, (2024), Akhirina (2025), and Rohmah (2025) indicates that live streaming sales, visual attractiveness, and price discounts all have a positive and significant impact on purchasing decisions.

3. RESEARCH METHOD

This study employs a quantitative method with a descriptive and associative research design to analyze the influence of live streaming selling, visual attractiveness, and price discounts on the purchasing decisions of TikTok Shop consumers in Denpasar City. The study population consists of 673,270 individuals; consequently, the sampling approach utilizes probability sampling combined with purposive sampling techniques. Slovin's formula was used to determine the sample size, resulting in a total sample of 100 respondents. (Sugiyono, 2022). While secondary data was collected from relevant papers, publications, and literature, primary data was obtained through questionnaires, interviews, and observations.

SPSS software (version 25.00) was used to analyze the data. Validity and reliability assessments of the research instrument were conducted prior to hypothesis testing. Subsequently, classical assumption tests specifically tests for normality, multicollinearity, and heteroscedasticity were performed. Hypothesis testing was carried out using multiple linear regression analysis. Furthermore, the coefficient of determination was used to measure the extent of the independent variables' contribution to the dependent variable; the t-test was used to determine the partial effect of each variable; and the F-test was used to determine the simultaneous effect of the independent variables on purchasing decisions. (Ghozali, 2020).

4. RESULTS AND DISCUSSION

Results

Validity Test

Table 1 below presents the results of the validity test.

Table 1. Validity Test.

Variable	Statement Item	Correlation Coefficient	Correlation Coefficient Standard	Note
Live Streaming Selling (X1)	X1.1	0,840	0,30	Valid
	X1.2	0,849	0,30	Valid
	X1.3	0,865	0,30	Valid
Visual Attractiveness (X2)	X2.1	0,889	0,30	Valid
	X2.2	0,722	0,30	Valid
	X2.3	0,771	0,30	Valid
	X2.4	0,901	0,30	Valid
Discounts (X3)	X3.1	0,932	0,30	Valid
	X3.2	0,934	0,30	Valid
	X3.3	0,887	0,30	Valid
Buying Decisions (Y)	Y1.1	0,917	0,30	Valid
	Y1.2	0,858	0,30	Valid
	Y1.3	0,910	0,30	Valid
	Y1.4	0,936	0,30	Valid
	Y1.5	0,937	0,30	Valid
	Y1.6	0,863	0,30	Valid

Source: Processed data (2026).

All indicator items across all variables yielded Pearson product-moment correlation coefficients (r) greater than 0.30. This indicates that all the variable items used are valid.

Reability Test

Table 2 presents the results of the reliability test.

Tabel 2. Reability Test Results.

Variable	Cronbach's alpha	Item of Delete	Note
Live Streaming Selling (X1)	0,809	>0,70	Reliabel
Visual Attractiveness (X2)	0,842	>0,70	Reliabel
Discounts (X3)	0,905	>0,70	Reliabel
Buying Decisions (Y)	0,954	>0,70	Reliabel

Source: Processed data (2026).

Based on the test results, the questionnaire items for all four variables demonstrated a high level of reliability (Cronbach's Alpha (α) coefficient > 0.60). The research instrument (questionnaire) is suitable for use and distribution to the entire target population selected for this study.

Classical Assumption Test

a. Normality Test

Table 3 below presents the results of the normality test.

Table 3. Normality Test Results.

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,02889225
Most Extreme Differences	Absolute	,059
	Positive	,050
	Negative	-,059
Test Statistic		,047
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: Processed data (2026).

The One-Sample Kolmogorov-Smirnov normality test results show an Asymp. Sig. (2-tailed) value of 0.60, which exceeds the study's significance level of 0.05; therefore, the data in this study are considered normally distributed. This indicates that the data do not exhibit significant deviations from normality. Since the normality assumption is met, further analysis in this study can be conducted using parametric statistical methods.

b. Heterokedasticity Test

Table 4 below presents the results of the heterokedasticity test.

Table 4. Heterokedasticity Test.

Table	Sig
1	(Constant)
	,040
	Live Streaming Selling (X1)
	,869
	Visual Attractivenees (X2)
	,341
	Discounts (X3)
	,222

Source: Processed data (2026).

The significance values for live streaming selling (0.869), visual attractiveness (0.341), and price discounts (0.222) are all greater than 0.05. Therefore, the regression model exhibits no signs of heteroscedasticity and meets the requirements for further analysis.

c. Multicollinearity Test

Table 5 below presents the results of the multicollinearity test.

Table 5. Multicollinearity Test Results.

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Live Streaming Selling (X1)	,705	1,419
	Visual Attractiveness (X2)	,613	1,631
	Discounts (X3)	,618	1,617

Source: Processed data (2026).

The table data shows that no independent variable has a tolerance value < 0.10 or a VIF > 10 . Therefore, multicollinearity is not an issue for the regression model above, and further analysis can be conducted.

Multiple Linear Regression Analysis

Table 6 below presents the results of the multiple linear regression analysis.

Table 6. Multiple Linear Regression Analysis Results.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	,059	1,945		,030	,976
	Live Streaming Selling (X1)	,710	,175	,317	4,062	,000
	Visual Attractiveness (X2)	,394	,142	,233	2,779	,007
	Discounts (X3)	,831	,182	,380	4,555	,000

Source: Processed data (2026).

The multiple linear regression equation can be derived as follows:

$$Y = 0,059 + 0,710 X_1 + 0,394 X_2 + 0,831 X_3 \dots \dots \dots (i)$$

The relationship between the independent and dependent variables is represented by the multiple linear regression equation, which can be described as follows: a) α = If Attractiveness (X2) and Price Discounts (X3) are zero (0), the value of Purchase Decision (Y) remains at 0.059; b) β_1 = The Live Streaming Selling variable has a regression coefficient of 0.710. A one-unit increase in Live Streaming Selling increases the Purchase Decision by 0.710, assuming other variables remain constant. A significance value of $0.000 < 0.05$ indicates that Live Streaming Selling has a positive and significant effect on the Purchase Decision; c) β_2 = The Visual Attractiveness variable has a regression coefficient of 0.394. A one-unit increase in Visual Attractiveness increases the Purchase Decision by 0.394, assuming other variables remain constant. A significance value of $0.007 < 0.05$ indicates that Visual Attractiveness has a positive and significant effect on the Purchase Decision; d) β_3 = The Price Discount variable

has a regression coefficient of 0.831. A one-unit increase in Price Discount increases the Purchase Decision by 0.831, assuming other variables remain constant. A significance value of $0.000 < 0.05$ indicates that Price Discount has a positive and significant effect on the Purchase Decision.

Analysis of the Coefficient of Determination (R²)

Table 6 below presents the results of the coefficient of determination analysis.

Table 7. Analysis of the Coefficient of Determination Results.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.766 ^a	.587	.574	3,762

Source: Processed data (2026).

The coefficient of determination (Adjusted R-squared) value is 0.574. This indicates that the variance in Live Streaming Selling (X1), Visual Attractiveness (X2), and Price Discounts (X3) explains 57.4% of the variation in Purchase Decisions (Y), while the remaining 42.6% ($100\% - 57.4\% = 42.6\%$) is explained by factors outside the scope of this study.

Partial Test (t Test)

The influence of each independent variable specifically Live Streaming Selling, Visual Attractiveness, and Price Discounts on the dependent variable (Purchase Decision) was tested using a partial test (t-test).

a. The partial effect of the Live Streaming Selling variable on Purchase Decisions

Based on a calculated t-value of 4.062 (exceeding the t-table value of 1.984) and a significance level of 0.000 (below 0.05), H_0 is rejected and H_1 is accepted; this indicates that Live Streaming Selling has a positive and significant partial effect on Purchase Decisions.

b. The partial effect of the Visual Attractiveness variable on Purchase Decisions

Based on a calculated t-value of 2.779 (exceeding the t-table value of 1.984) and a significance level of 0.007 (below 0.05), H_0 is rejected and H_2 is accepted; this indicates that Visual Attractiveness has a positive and significant partial effect on Purchase Decisions.

c. The partial effect of the Price Discount variable on Purchase Decisions

Based on a calculated t-value of 4.555 (exceeding the t-table value of 1.984) and a significance level of 0.000 (below 0.05), H_0 is rejected and H_3 is accepted; this indicates that Price Discounts have a positive and significant partial effect on Purchase Decisions.

Simultaneous Test (Uji f)

Table 8 below presents the results of the simultaneous test.

Table 8. Simultaneous Test Results.

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1933,837	3	644,612	45,538	.000 ^b
	Residual	1358,913	96	14,155		
	Total	3292,750	99			

Source: Processed data (2026).

It was found that $F\text{-calculated} (45.538) > F\text{-table} (2.699)$, with a significance value of $0.000 < 0.05$; this indicates that Live Streaming Selling, Visual Attractiveness, and Price Discounts have a simultaneous, positive, and significant effect on Purchase Decisions at a 5% significance level.

Discussion

The Influence of Live Streaming Selling on Purchase Decisions

Based on the results of the first hypothesis test regarding the influence of live streaming selling on purchasing decisions where the calculated t-value (4.062) exceeded the t-table value (1.984) and the significance level was $0.000 (< 0.05)$ the null hypothesis (H_0) was rejected and the alternative hypothesis (H_1) was accepted. This indicates that live streaming selling has a positive and significant partial effect on purchasing decisions.

These findings align with consumer behavior theory, which posits that purchasing decisions are preceded by a process of information search and product evaluation before a consumer decides to buy (Febriana & Purwanto, 2023; Shintia & Wardhana, 2023). Live streaming selling activities on TikTok Shop provide users with the opportunity to obtain information directly, ask questions of the host, and compare products based on the explanations provided. This process helps users build confidence in the product, thereby encouraging purchasing decisions.

The results also align with the marketing mix concept specifically the promotion element which explains that promotion aims to introduce products, attract attention, persuade, and encourage consumers to make purchases via digital media (Lalu, 2021). The live streaming feature on TikTok Shop serves as a form of interactive promotion that not only introduces products but also fosters two-way communication between sellers and potential buyers. The direct delivery of information, product demonstrations, and host responses to user inquiries serve to heighten interest and reinforce purchasing decisions among TikTok users in Denpasar City.

These findings are consistent with research conducted by Mawarizki et al. (2025), Solekhah & Sulton, (2025), Ibrahim (2025), Azis & Bakarama, (2025), and Susilowati et al. (2025), all of which state that live streaming selling has a positive and significant effect on purchasing decisions.

The Influence of Visual Attractiveness on Purchasing Decisions

Based on the results of the second hypothesis test regarding the influence of visual attractiveness on purchasing decisions showing a calculated t-value of 2.779 (exceeding the t-table value of 1.984) and a significance level of 0.007 (below 0.05) the null hypothesis (H0) is rejected and the second hypothesis (H2) is accepted; this indicates that visual attractiveness has a positive and significant partial effect on purchasing decisions.

These findings align with consumer behavior theory, which posits that consumers evaluate a product before making a purchase decision, with the perceptions formed during this process being heavily influenced by the information received (Febriana & Purwanto, 2023; Shintia & Wardhana, 2023). Visual displays that are attractive, clear, and accurately reflect the product help TikTok Shop users gain a more comprehensive understanding of the product, thereby facilitating the pre-purchase evaluation process.

The results also support the marketing mix concept, specifically regarding the product and promotion elements (Lalu, 2021). Visual presentation is part of how companies showcase products to consumers via digital media. Presenting products with good lighting, clear camera angles, appealing colors, and live-streamed demonstrations enhances users' positive perceptions of product quality. These factors increase the confidence of TikTok users in Denpasar City when making purchasing decisions via TikTok Shop.

These findings are consistent with research conducted by Febriana & Purwanto, (2023), Nugroho & Muslikh, (2023), Elsani & Ratih, (2025), Aziz et al. (2024), and Melita & Astuti, (2024), all of which indicate that visual attractiveness positively influences purchasing decisions.

The Effect of Price Discounts on Purchasing Decisions

Based on the results of the third hypothesis test regarding the effect of price discounts on purchasing decisions where the calculated t-value (4.555) exceeded the t-table value (1.984) and the significance level was 0.000 (< 0.05) the null hypothesis (H0) was rejected and the third hypothesis (H3) was accepted; this indicates that price discounts have a positive and significant partial effect on purchasing decisions.

These findings align with consumer behavior theory, which posits that consumers consider various aspects before making a purchase, including the value or benefits derived from a product (Febriana & Purwanto, 2023; Shintia & Wardhana, 2023). Price discounts create a perception of greater value for TikTok Shop users, prompting them to view the product as a more advantageous choice compared to the pre-promotion period.

The results also align with the "price" element of the marketing mix concept, which identifies price as a factor influencing market demand and a primary consideration in purchasing decisions (Lalu, 2021). Offering price discounts on TikTok Shop allows users to perceive greater economic benefits, particularly when the discounts apply to products that meet their needs and are accompanied by a clear promotional period. Such conditions effectively increase the interest of TikTok users in Denpasar City in promptly completing purchase transactions.

These findings are consistent with research conducted by Suryani & Kurniasari, (2024), Lestari et al. (2024), Jannah (2024), Akhirina (2025), and Rohmah (2025), all of which state that price discounts have a positive and significant effect on purchasing decisions.

The Influence of Live Streaming Selling, Visual Attractiveness, and Price Discounts on Purchase Decisions

Based on the results of the fourth hypothesis test in this study regarding the influence of live streaming selling, visual attractiveness, and price discounts on purchasing decisions where the calculated F-value (45.538) exceeded the F-table value (2.699) and the significance value was 0.000 (< 0.05) the null hypothesis (H_0) was rejected and the fourth hypothesis (H_4) was accepted. This indicates that live streaming selling, visual attractiveness, and price discounts simultaneously exert a positive and significant influence on purchasing decisions.

These findings align with consumer behavior theory, which posits that purchasing decisions result from a process of weighing various factors before a consumer selects a product (Febriana & Purwanto, 2023; Shintia & Wardhana, 2023). TikTok users in Denpasar City evaluate not only the quality of information conveyed during live streams but also the visual presentation of products and the economic benefits derived from price discounts. These three factors form part of the evaluation process that shapes purchasing decisions.

The results also support the marketing mix concept, which holds that marketing success depends on an integrated combination of product, price, and promotion elements (Lalu, 2021). On TikTok Shop, live streaming selling serves as an interactive promotional strategy, visual attractiveness enhances product presentation to make it more appealing, and price discounts boost the perceived value for users. The combination of these three elements creates a more

engaging shopping experience, thereby encouraging TikTok users in Denpasar City to make purchasing decisions.

These findings are consistent with research conducted by Azis & Bakarama, (2025), Susilowati et al. (2025), Aziz et al. (2024), Melita & Astuti, (2024), Akhirina (2025), and Rohmah (2025), all of which indicate that live streaming selling, visual attractiveness, and price discounts have a positive and significant impact on purchasing decisions.

5. CONCLUSION

Purchase decisions on TikTok Shop in Denpasar City are positively and significantly influenced by live streaming selling. These findings indicate that the better the execution of live streaming selling, the higher the likelihood of purchase decisions among TikTok users in Denpasar City. Clear product information delivery, responsive interaction, and the host's ability to explain the product can boost user confidence in making a purchase. This demonstrates that live streaming selling is a factor that can drive users to make purchase decisions.

Purchase decisions on TikTok Shop in Denpasar City are positively and significantly influenced by visual attractiveness. These findings show that an attractive and informative visual presentation of the product can enhance user attention and confidence regarding purchase decisions. The greater the visual appeal of the product during the live stream, the stronger the tendency for TikTok users to make a purchase.

Purchase decisions on TikTok Shop in Denpasar City are positively and significantly influenced by price discounts. These results indicate that offering attractive discounts can enhance users' perceived benefits, thereby driving purchase decisions. The more attractive the discount offered, the higher the tendency for TikTok users to make a purchase decision.

Live streaming selling, visual attractiveness, and price discounts simultaneously exert a positive and significant influence on purchase decisions on TikTok Shop in Denpasar City. This indicates that these three variables collectively play a role in shaping user purchase decisions. Based on the coefficient of determination, these three variables explain 57.4% of the variation in purchase decisions, while the remaining 42.6% is influenced by factors outside the scope of this study.

Based on the conclusions above, the author offers the following recommendations: regarding the "Live Streaming Selling" variable, TikTok Shop should enhance host credibility by ensuring that product information is honest, clear, complete, and accurate to the actual product. Attention should also be paid to the "Visual Attractiveness" variable by improving the visual presentation of products during live streams; sellers can optimize lighting and camera

quality, as well as showcase products from various angles, to ensure information is clear and useful to users. Regarding the "Price Discount" variable, promotional periods should be structured to allow users sufficient time to consider their purchases; details concerning discount amounts and promotion validity must be clearly communicated so users understand the benefits being offered. TikTok Shop should also focus on the "Purchase Decision" variable by integrating strategies related to live streaming selling, visual attractiveness, and price discounts. Honest information delivery during live streams should be complemented by attractive product visuals and beneficial discounts, ensuring consumers have adequate information and time for consideration before making a purchase. Future research could expand upon this study by examining other factors influencing purchase decisions on TikTok Shop—such as trust, product quality, brand image, online customer reviews, product ratings, electronic word-of-mouth (e-WOM), influencer marketing, e-service quality, perceived ease of use, and general promotions while also investigating different research subjects and respondent characteristics.

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