

**The Influence of Affiliate Marketing, Live Streaming, and Price Discount on the
Purchase Decision of Fashion Products Among TikTok Users in South Jakarta**

TESIS



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TESIS

Submitted as part of the fulfillment of the requirements for
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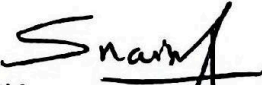
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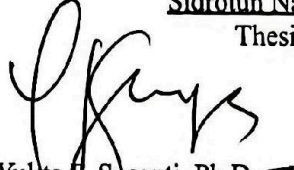
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We hereby declare that this Thesis is from student's own work, has been read and presented to Institut IPMI Board of Examiners, and has been accepted as part of the requirements needed to obtain a Master of Business Administration Degree and has been found to be satisfactory.

Jakarta,24 August 2026

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Vice Rector of Academic and Student Affairs

NON-PLAGIARISM DECLARATION FORM

This Thesis is a presentation of our original research work. Wherever contribution of others are involved, every effort is made to indicate this clearly, with due reference to the literature, and acknowledgement of collaborative research and discussions.

Also, this work is being submitted in partial fulfillment of the requirements for the Master of Business Administration degree and has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

Jakarta,21 Agustus..... 2026



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[M. Saepul Bahri]

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ABSTRACT

This study investigates the influence of affiliate marketing, live streaming, and price discount on the purchase decisions of fashion products among TikTok users in South Jakarta, an emerging hub of social commerce. The problem addressed is the effectiveness of these digital marketing strategies, which, despite the rapid growth of e-commerce, remains inconsistent across previous findings and requires further re-examination. Data were collected from 120 valid respondents using an online questionnaire distributed through purposive sampling, focusing on TikTok Shop fashion buyers in South Jakarta. The survey sought to understand how these three variables, acting as external stimuli within the Stimulus–Organism–Response (SOR) framework, influence consumers' purchase decisions. Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 was employed for analysis. Findings indicate that affiliate marketing, live streaming, and price discount each have a positive and significant effect on purchase decisions, with price discount showing the strongest effect while affiliate marketing and live streaming show comparable effects. This highlights that the model explains 67.4% of the variance in purchase decision, confirming the applicability of SOR theory in social commerce. The results provide insights into effective digital marketing strategies and offer practical implications for fashion businesses to optimize affiliate content, live streaming, and price discount strategies to drive purchase decisions on TikTok Shop.

Keywords: Affiliate Marketing, Live Streaming, Price Discount, Purchase Decision, Social Commerce, TikTok Shop

CHAPTER 1

INTRODUCTION

1.1 Background

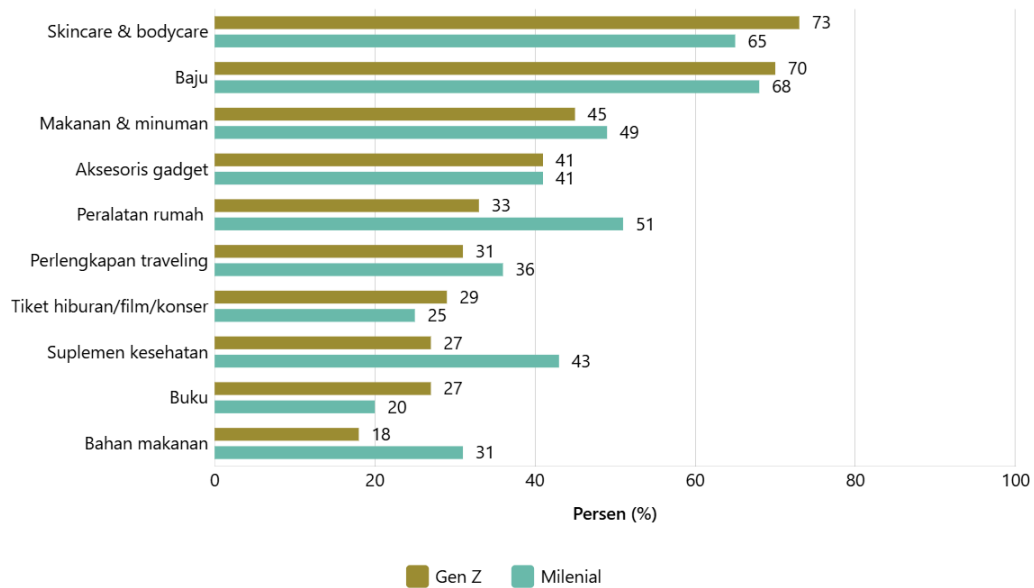
The fashion industry is one of the sectors experiencing rapid growth, in line with changing lifestyles and increasing consumer demand for appearance as a means of expressing individual identity and social status (Zalfa et al., 2024; Purwar, 2019).

This growth is accelerated by advances in digital technology, which drastically changes marketing activities and consumer behavior, shifting from conventional shopping systems to digital-based easy-to-use system, efficient, and easily accessible (Dewi & Munawaroh, 2025; Fitriningrum & Mulyana, 2025), encouraging companies to use digital platforms as a means of marketing products and interacting with consumers.

This is supported by data from Badan Pusat Statistik (Statistics Indonesia), which states that the number of e-commerce businesses in Indonesia reached approximately 4.40 million in 2024, an increase of 15.30% compared to the previous year, with a total transaction value of IDR 1,288.93 trillion (Badan Pusat Statistik, 2025), indicating the growth of digital economic activity and its impact on consumer behavior in making decisions to purchase online (Marsally & Dwiani, 2025; Dewi & Munawaroh, 2025).

In line with this trend, online purchases of fashion products have increased, particularly clothing, which is one of the most frequently purchased products among young people (Putri et al., 2026). This is also supported by a survey conducted by Populix (2023), which showed that approximately 70% of Generation Z and 68% of millennials purchased fashion products such as clothing through online shopping activities.

Kategori Barang yang Paling Banyak Dibeli Gen Z dan Milenial Indonesia (Maret 2023)



Sumber:
Populix

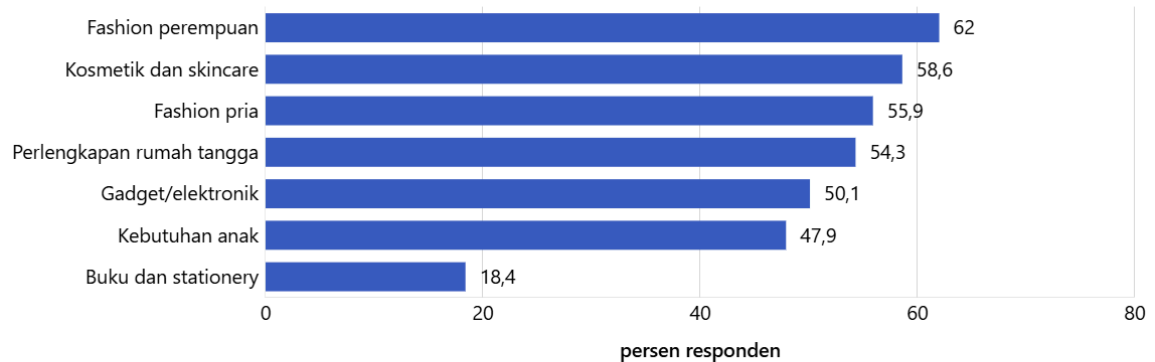
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Figure 1.1 Categories of Products Most Purchased by Indonesian Gen Z and Millennials (March 2023)

Source: Databoks Katadata, processed from the Populix survey (2023)

On the other hand, consumers tend to consider price before making a purchase. Price discount is one of the factors influencing purchase decisions because it enhances perceived value and creates a sense of urgency and an immediate desire to buy (Ranto et al., 2021; Sembiring & Simangunsong, 2024). This finding is reinforced by a survey conducted by the KedaiKOPI Survey Institute (2025), which showed that 94.5% of middle-class consumers in Indonesia compare prices between online and offline stores, with 62% of them comparing the prices of women's fashion products.

Proporsi Kelas Menengah Indonesia yang Membandingkan Harga di Toko Offline dan Online Berdasarkan Jenis Produk (Oktober 2025)



Sumber:
Kelompok Diskusi dan Kajian Opini Publik Indonesia (Kedai Kopi)

Informasi Lain:

Figure 1.2 Proportion of the Indonesian Middle Class Comparing Prices Between Offline and Online Stores by Product Type (October 2025)

Source: Databoks Katadata, processed from the KedaiKOPI Survey Institute (2025)

The development of e-commerce has given rise to social commerce, where social media platforms are used not only for communication and entertainment but also as integrated platforms for sales and marketing (Andarwati & Nurcholis, 2026). TikTok has become one of the fastest-growing platforms, combining entertainment content with direct purchasing features that create a new shopping experience known as “shoppertainment” (Ibrahim & Suhermin, 2025).

Companies operating in the digital marketing environment employ numerous strategies to attract consumer attention, such as affiliate marketing. Affiliate marketing is a performance-based marketing strategy in which a third party promotes a product and earns a commission from the resulting transactions. Providing recommendations and tips on product combinations can influence consumer trust and purchase decisions (Marsally & Dwiani, 2025; Lathifah et al., 2024). Several previous studies have shown that affiliate marketing can have a strong impact on purchase decisions, provided it is accompanied by credibility and transparency (Prasetyo et al., 2025).

In addition, live streaming has become a widely used marketing tool that enables businesses to interact with buyers directly, providing product demonstrations, product information, and real-time answers to questions to enhance consumer trust and engagement (Chandrruangphen et al., 2022; Izumi & Nengsih, 2024). This interactivity is an important tool for influencing consumer perceptions and purchase decisions.

Meanwhile, the price discount strategy remains one of the most dominant factors influencing purchase decisions. This strategy creates a greater sense of value for a product, encouraging consumers to make purchase decisions more quickly (Ranto et al., 2021; Sembiring & Simangunsong, 2024).

However, several previous studies have shown mixed results regarding the influence of affiliate marketing and live streaming on purchase decisions. Some studies indicate that these variables have a positive and significant effect (Ibrahim & Suhermin, 2025; Dewi & Munawaroh, 2025), while others show that the effect is not significant (Imron et al., 2024; Sembiring & Simangunsong, 2024). Furthermore, affiliate marketing has been found to have an indirect effect through mediating variables such as trust, rather than a direct effect on purchase decisions (Putri et al., 2026).

These differences indicate inconsistent research findings, highlighting a research gap that requires further investigation, particularly on rapidly growing social commerce platforms such as TikTok, where businesses offer fashion products with ever-changing trends and diverse themes.

Therefore, this study aims to analyze the influence of affiliate marketing, live streaming, and price discount on the purchase decisions of fashion products among TikTok users in South Jakarta (Ibrahim & Suhermin, 2025; Putri et al., 2026).

1.2 Problem Statement

Despite the rapid growth of e-commerce and the increasing adoption of social commerce platforms such as TikTok, the effectiveness of digital marketing strategies in influencing consumer purchase decisions still needs to be re-examined.

Various businesses employ a range of digital marketing strategies, including affiliate marketing, live streaming, and price discount, to attract consumers and encourage purchasing behavior. However, previous studies have reported inconsistent findings regarding how these variables influence purchase decisions.

Some studies indicate that affiliate marketing and live streaming have a positive and significant effect on purchase decisions (Ibrahim & Suhermin, 2025; Dewi & Munawaroh, 2025), while others show that these variables have no significant effect (Imron et al., 2024; Sembiring & Simangunsong, 2024). Furthermore, affiliate marketing has also been found to influence purchase decisions indirectly through mediating variables such as trust, rather than having a direct effect (Putri et al., 2026).

Although price discount has generally been shown to have a significant effect on purchase decisions, its role in relation to other digital marketing strategies such as affiliate marketing and live streaming still requires further investigation.

Therefore, it is necessary to re-examine the influence of affiliate marketing, live streaming, and price discount on purchase decisions, particularly in the context of social commerce platforms such as TikTok and within the fashion product category among consumers in South Jakarta.

1.3 Research Questions

- Does affiliate marketing have a significant effect on the purchase decisions of fashion products among TikTok users in South Jakarta?
- Does live streaming have a significant effect on the purchase decisions of fashion products among TikTok users in South Jakarta?
- Does price discount have a significant effect on the purchase decisions of fashion products among TikTok users in South Jakarta?

1.4 Research Objectives

- To analyze the effect of affiliate marketing on the purchase decisions of fashion products among TikTok users in South Jakarta.
- To analyze the effect of live streaming on the purchase decisions of fashion products among TikTok users in South Jakarta.
- To analyze the effect of price discount on the purchase decisions of fashion products among TikTok users in South Jakarta.

1.5 Research Benefits

1.5.1 Theoretical Benefits

This study contributes to the existing body of knowledge in the field of marketing management, particularly in digital marketing and consumer behavior. It offers empirical evidence on the influence of affiliate marketing, live streaming, and price discount on purchase decisions within the context of social commerce. In addition, this study extends the application of the Stimulus–Organism–Response (SOR) theory in explaining consumer behavior in digital environments, particularly in the context of TikTok as a social commerce platform.

1.5.2 Practical Benefits

This study provides practical recommendations for business practitioners, particularly in the fashion industry, to design effective digital marketing strategies. The findings can help businesses optimize the use of affiliate marketing, live streaming, and price discount strategies to influence consumer purchase decisions. Furthermore, this study is expected to help marketers understand consumer behavior on social commerce platforms such as TikTok, enabling them to develop more targeted and effective marketing strategies.

1.5.3 Academic Benefits

This study is expected to make an academic contribution to the development of knowledge in the fields of digital marketing, social commerce, and consumer behavior, particularly regarding the influence of affiliate marketing, live streaming,

and price discount on purchase decisions in TikTok Shop. In addition, this study is expected to enrich the literature related to marketing strategies on social commerce platforms and serve as a reference for future researchers conducting studies on affiliate marketing, live streaming, price discount, and purchase decisions.

1.6 Research Flow

This research flow illustrates the systematic stages of the study, beginning with the identification of the research background and problem, followed by a review of relevant literature, hypothesis development, data collection, data analysis using PLS-SEM, and finally the presentation of conclusions and recommendations.

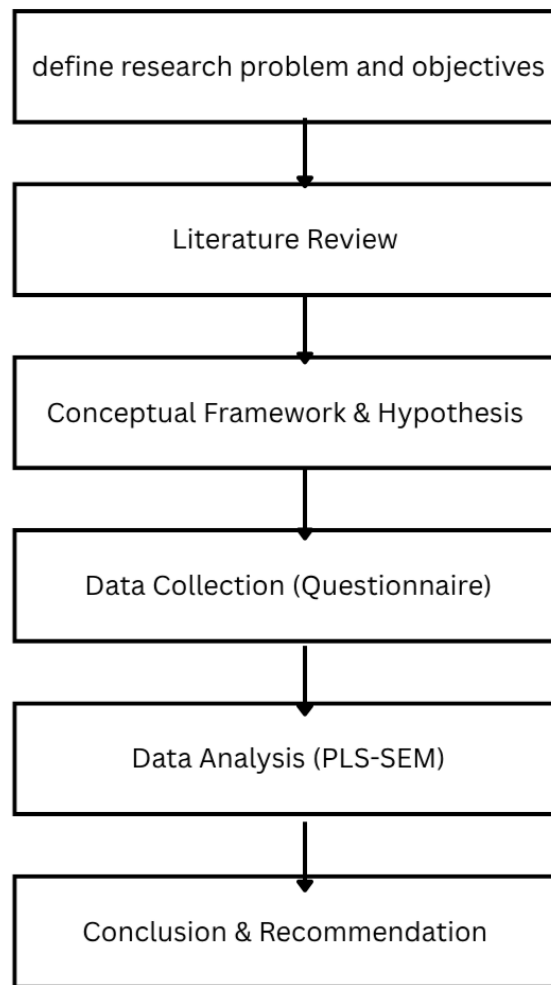


Figure 1.3 Research Flow

1.7 Thesis Structure

This study is organized into five chapters to present it systematically.

Chapter One presents the research background, highlighting the urgency and motivation of the study. It discusses the rapid advancement of digital technology, the growth of TikTok as a social commerce platform, and the emergence of marketing strategies such as affiliate marketing, live streaming, and price discount. This chapter also addresses the research problem, objectives, and the importance of understanding how these strategies influence consumer purchase decisions.

Chapter Two reviews the existing literature related to the variables examined in this study. It covers definitions, theories, and previous studies on affiliate marketing, live streaming, price discount, and purchase decisions. This chapter also discusses the relationships among the variables and develops the conceptual framework and research hypotheses.

Chapter Three describes the research methodology in detail. It includes the research design, data collection techniques, and sampling technique to target TikTok users in South Jakarta. In addition, this chapter explains the measurement of variables, including operational definitions and indicators, as well as the data analysis technique using Partial Least Squares Structural Equation Modeling (PLS-SEM).

Chapter Four presents and discusses the results of the data analysis. The data collected from respondents were analyzed using the PLS-SEM method, including descriptive analysis, validity and reliability testing, and structural model evaluation. This chapter also tests the research hypotheses to determine whether they are accepted or rejected based on the findings.

Chapter Five concludes the study with a summary of the research findings and provides theoretical and practical implications. This chapter also discusses the limitations of the study and offers recommendations for future research to further develop knowledge in the fields of digital marketing and consumer behavior.

CHAPTER 2

LITERATURE REVIEW

2.1 Literature Review

The principal theoretical lens through which the researcher approaches this investigation is the Stimulus–Organism–Response (SOR) model, which also stands as the study's guiding theory.

2.1.1 Stimulus–Organism–Response (SOR) Theory

Mehrabian and Russell (1974) proposed the Stimulus–Organism–Response (SOR) theory, which explains how an external stimulus (S) influences an individual's internal state (O) and leads to a behavioral response (R). This theory is widely used in marketing research to understand consumer reactions to various marketing stimuli.

In the context of consumer behavior, stimuli are external factors such as marketing strategies, promotional materials, digital interactions, and recommendations, which influence consumers' internal psychological processes, such as perception, beliefs, and evaluation, and subsequently generate a response that drives the purchase decision.

In digital environments, particularly on social commerce platforms, consumers are exposed to various marketing stimuli, including affiliate marketing content, live streaming, and price discount. These stimuli influence consumers' cognitive and emotional states, which ultimately determine their purchasing behavior.

Previous studies have confirmed the applicability of the SOR model in digital marketing. According to Andarwati and Nurcholis (2026), social shopping platforms create an environment in which marketing stimuli influence consumer perceptions and behavior. Researchers has shown that digital interactions and content-focused marketing tactics significantly affect consumer engagement and decision-making (Fitriiningrum & Mulyana, 2025).

In addition, live streaming, which serves as a digital stimulus, has been shown to influence buyers' beliefs and purchase intentions through direct interaction and

product display (Chandrruangphen et al., 2022). This demonstrates the significant impact of marketing stimuli on digital platforms in shaping consumer reactions.

2.1.2 Social Commerce

Social commerce describes the use of social media platforms to enable online transactions and interaction between buyers and sellers (Andarwati & Nurcholis, 2026). It combines social interaction, user-generated content, and digital transactions within a single platform, empowering consumers to engage with content and make informed shopping choices. While traditional e-commerce focuses on transaction efficiency, social commerce focuses on social interaction, engagement, and content-driven purchasing behavior. In addition to product information, interactions, reviews, and recommendations from other users and content creators also influence consumers.

With the rapid advancement of digital technology, social media platforms have become highly effective tools for marketing and sales. Social media sites are no longer merely a means of communication and entertainment, but also integrated platforms for marketing as well as buying and selling activities (Fitriiningrum & Mulyana, 2025). TikTok is one of the fastest-growing social commerce applications, combining entertainment content with direct shopping features to create a unique shopping experience known as “shoppertainment” (Ibrahim & Suhermin, 2025). Various features such as live streaming and affiliate marketing give consumers the opportunity to view products, interact with sellers, and make purchase decisions directly.

The social commerce environment is influenced by interactive elements such as live streaming, affiliate marketing, and promotional tactics, which significantly affect consumer behavior. These elements provide information quickly, reduce uncertainty, and enhance consumer trust, which ultimately influences purchase decisions (Izumi & Nengsih, 2024).

Based on the SOR theory, social commerce is a digital space in which marketing stimuli (such as affiliate marketing, live streaming, and discounts) influence

consumer perceptions (the individual) and lead to a behavioral response (the purchase decision). Therefore, the main focus of this study is social commerce, particularly on TikTok, where digital marketing tactics are used to influence consumers' purchase decisions regarding fashion products.

2.2 Variable Definitions

2.2.1 Affiliate Marketing

Affiliate marketing may be understood as a performance-based approach to online promotion in which an outside party, referred to as an affiliate, introduces and endorses a product or service through digital channels and, in return, earns a commission whenever a sale results from that effort. Through this arrangement, a company is able to widen the reach of its promotion by drawing in figures such as influencers or content creators whose voices carry weight over the choices of prospective buyers (Lathifah et al., 2024).

Within social commerce, the persuasive power of affiliate marketing tends to operate through the recommendations, reviews, and promotional posts that affiliates share with their audiences. What sets this content apart from conventional advertising is that audiences frequently read it as more genuine and trustworthy, and that heightened sense of credibility tends to strengthen the confidence with which they arrive at a purchase (Marsally & Dwiani, 2025).

That said, how far affiliate marketing succeeds is shaped by a mix of conditions, among them the affiliate's own credibility, the quality of the material shared, and the degree of trust the buyer already holds. Shoppers are more inclined to act on an affiliate's suggestion, and to move toward a purchase, when the information they receive is clear, open, and persuasive (Prasetyo et al., 2025).

A number of earlier studies point to a positive and meaningful link between affiliate marketing and purchase decisions. Ibrahim and Suhermin (2025), for instance, report that affiliate marketing exerts a notable pull on how consumers decide to buy within TikTok Shop, and Dewi and Munawaroh (2025) similarly

observe that digital marketing tactics, affiliate marketing among them, leave a clear mark on consumer purchasing behavior.

The evidence is not entirely one-sided, however. Sembiring and Simangunsong (2024) found no significant effect of affiliate marketing on the decision to buy, while Putri et al. (2026) concluded that its influence is not direct at all but instead travels through consumer trust, which serves as a mediating factor.

Taken together, these mixed outcomes hint that the sway of affiliate marketing over purchase decisions is likely conditioned by the trust consumers place in it, the quality of the content, and the credibility of the affiliate. On that reading, affiliate marketing remains a factor worth taking seriously in shaping how consumers buy, especially on social commerce platforms of the kind TikTok represents.

2.2.2 Live Streaming

Live streaming denotes a digital marketing method in which sellers showcase and demonstrate their goods in real time over live online video, opening a channel through which sellers and buyers can talk to one another as events unfold. Its appeal within social commerce owes much to the way it folds conversation, entertainment, and buying into a single moment (Chandruangphen et al., 2022). Research on buyer behavior notes that a live broadcast lets viewers gather product details firsthand, watch items being shown, and put questions directly to the seller; this back-and-forth eases hesitation and builds trust, both of which weigh heavily on the decision to purchase (Izumi & Nengsih, 2024).

By blending shopping with entertainment, live streaming pulls audiences into closer engagement, a mix popularly captured by the term “shoppertainment.” The immersive, interactive quality of the format can color how viewers think and feel, and those inner reactions in turn steer the way they shop (Ibrahim & Suhermin, 2025). Whether a broadcast achieves this hinges on a few things, including how well the product is presented, how lively the exchange between seller and viewer is, and how much the seller is trusted. When these come together, live streaming can markedly move purchase decisions by lifting both trust and perceived value (Chandruangphen et al., 2022).

Several earlier studies read live streaming as having a positive and significant bearing on purchase decisions, observing that the interactive, direct conversation it allows can deepen consumer trust and nudge viewers toward buying (Ibrahim & Suhermin, 2025; Izumi & Nengsih, 2024).

Not all findings agree, though. Imron et al. (2024) reported that live streaming carries no significant effect on the decision to purchase, and Zalfa et al. (2025) reached a similar conclusion, noting that while it may not sway the purchase itself, it does lift customer engagement and interaction.

Such disagreement suggests that the weight live streaming carries over purchase decisions can shift with circumstances, among them the quality of the interaction, the manner in which content is delivered, and the level of trust consumers feel. Even so, live streaming stands as an important digital marketing method capable of shaping how consumers buy, especially in social commerce settings of the sort TikTok provides.

2.2.3 Price Discount

A price discount is a promotional tool by which a seller cuts a product's original price so as to draw buyers in and prompt them to complete a purchase. Marketers in the digital space lean on it frequently to make their offerings look more tempting and to move shoppers toward a buying decision (Ranto et al., 2021).

Discounts occupy a meaningful place in consumer behavior, shaping purchase decisions largely by raising a product's perceived value. Because buyers tend to weigh what they gain against what they pay, a discount can tip that calculation in the product's favor and, in doing so, spur them to buy (Ranto et al., 2021).

Beyond that, price discounts can trigger impulse buying, a tendency sharpened in the online world, where promotional details are easy to reach and prices are easy to line up side by side. This makes discounts a particularly potent lever over consumer choice. The weight of prior research points the same way, tying discounts to a positive and significant effect on purchase decisions, lifting the intention to buy and hurrying shoppers toward completing the transaction (Ranto et al., 2021; Sembiring & Simangunsong, 2024).

The pull of discounts grows stronger still within social commerce, where promotional messages reach consumers in the very flow of their scrolling and interaction. Evidence suggests that shoppers respond more readily to marketing that hands them a financial gain, and that responsiveness feeds directly into their purchase decisions (Sembiring & Simangunsong, 2024).

Read together, these points mark price discount as a firm and reliable driver of how consumers decide to buy, all the more so within digital and social commerce spaces of the kind TikTok exemplifies.

2.2.4 Purchase Decision

A purchase decision describes the process by which a buyer arrives at and commits to a product, guided by personal needs, wants, and whatever information is at hand. That sequence is generally understood to move through problem recognition, a search for information, the weighing of alternatives, the decision itself, and the behavior that follows the purchase (Putri et al., 2026).

In the realm of internet and social media marketing, a range of elements, product information, trust, promotion, and social interaction among them, can bear on the decision to buy. This is especially true online, where the inability to inspect a product firsthand pushes customers to lean on digital content, reviews, and the recommendations of others (Fitriningrum & Mulyana, 2025).

Trust, too, stands out as a key influence on purchase decisions. It works to dispel uncertainty and to firm up a buyer's confidence in a transaction, a role that matters all the more on social commerce platforms, where dealings between seller and buyer play out entirely online (Putri et al., 2026).

Perceived value carries its own weight in the decision, particularly where promotional tactics such as discounts are in play. Buyers lean toward completing a purchase when they sense they are getting more in return for what they spend.

On the whole, then, a purchase decision may be read as the outcome of consumers reacting to an array of marketing stimuli, a dynamic especially visible within social commerce settings like TikTok, where interaction, trust, and promotional strategy all prove decisive.

2.3 Hypothesis Development

2.3.1 The Effect of Affiliate Marketing on Purchase Decision

Affiliate marketing has earned a reputation as an effective digital route for swaying the way consumers decide to buy, nowhere more so than within social commerce. In this model, products reach audiences by way of third parties, influencers or content creators, whose involvement lends added credibility to the message and shapes how consumers come to perceive a product.

Audiences are inclined to place their faith in what affiliates recommend, chiefly because such recommendations strike them as more sincere and believable than ordinary advertisements. That sense of authenticity feeds consumer trust and takes on a meaningful role in guiding purchase decisions (Lathifah et al., 2024). Alongside this, factors such as the quality of the content, the affiliate's credibility, and the trust consumers already extend are tightly bound up with how well affiliate marketing works. Where affiliates deliver clear and convincing information, they stand a better chance of leading consumers to heed their advice and go on to buy (Prasetyo et al., 2025).

Findings from earlier work generally record a positive and significant tie between affiliate marketing and purchase decisions (Ibrahim & Suhermin, 2025; Dewi & Munawaroh, 2025). Yet the picture is not uniform. Sembiring and Simangunsong (2024) detected no significant effect, whereas Putri et al. (2026) found the effect to be only indirect, operating by way of consumer trust. Read side by side, these contrasting results imply that how much affiliate marketing shapes buying may rest on the depth of consumer trust, the calibre of the content, and the standing of the affiliate.

H1: Affiliate marketing has a positive and significant effect on the purchase decision of fashion products among TikTok users in South Jakarta.

2.3.2 The Effect of Live Streaming on Purchase Decision

Live streaming has risen to become a strongly persuasive digital marketing method inside social commerce, particularly for its bearing on how consumers decide

to buy. It hands sellers the chance to put products on display in real time, show how they are used, and field viewers' questions on the spot, all of which trims away hesitation and makes the shopping experience livelier and more engaging than ordinary online shopping. This face-to-face quality lowers uncertainty and builds trust, a factor that proves pivotal when a purchase is being weighed (Izumi & Nengsih, 2024).

Live streaming further deepens engagement by weaving shopping together with entertainment, a blend widely known as “shoppertainment.” This interactive experience plays on the thoughts and feelings of viewers and, in the end, colors the choices they make (Chandrruangphen et al., 2022). How effective a broadcast turns out to be rests on several elements, among them how well the product is showcased, how the seller and viewers interact, and how credible the seller appears.

Prior research often finds live streaming to hold a positive and significant sway over purchase decisions (Ibrahim & Suhermin, 2025). The evidence is not unanimous, however. Imron et al. (2024) observed no significant effect, and Zalfa et al. (2025) likewise concluded that live streaming does little to move the purchase itself, though it does raise consumer engagement and interaction. These divergences hint that the influence of live streaming may hinge on the quality of the interaction, the manner in which content is conveyed, and the trust consumers place in it.

H2: Live streaming has a positive and significant effect on the purchase decision of fashion products among TikTok users in South Jakarta.

2.3.3 The Effect of Price Discount on Purchase Decision

Price discount is a promotional instrument turned to often when the aim is to steer consumers' buying choices, especially across digital marketing and social commerce. A reduced price can catch a consumer's eye and raise the odds that a purchase will follow.

The reason price discount weighs so heavily on consumer behavior is that it can lift a product's perceived value. Shoppers set the benefits they stand to gain against the price they must pay, and a discount enlarges that sense of worth, prodding

them toward a purchase (Ranto et al., 2021). On top of this, discounts can feed impulsive buying, an effect especially pronounced online, where promotional details are within easy reach and comparing prices takes little effort.

The clout of price discount grows even greater on social commerce platforms, where promotional content keeps meeting consumers as they make use of features such as live streaming and affiliate marketing. A steady stream of earlier studies reports that price discount weighs positively and significantly on purchase decisions, sharpening the intention to buy and hastening the completion of transactions (Ranto et al., 2021; Sembiring & Simangunsong, 2024).

H3: Price discount has a positive and significant effect on the purchase decision of fashion products among TikTok users in South Jakarta.

Table 2.1 List of Previous Studies

No.	Researcher & Year	Title	Variables	Findings
1	Ibrahim & Suhermin (2025)	Live Shopping and Affiliate Content: Their Influence on Purchase Decisions at TikTok Shop	X1: Live Streaming; X2: Affiliate Marketing; Y: Purchase Decision	Live streaming and affiliate marketing have a positive and significant effect on purchase decisions.
2	Dewi & Munawaroh (2025)	Analysis of the Role of Affiliate Marketing and Live Streaming on Product Purchase Decisions at Shopee	X1: Affiliate Marketing; X2: Live Streaming; Y: Purchase Decision	Affiliate marketing and live streaming positively and significantly influence purchase decisions.
3	Imron et al. (2024)	The Influence of Affiliate Marketing, Live Streaming, Free Shipping Programs, and Flash Sales on Purchase Decisions in TikTok Shop	X1: Affiliate Marketing; X2: Live Streaming; Y: Purchase Decision	Affiliate marketing is highly significant, whereas live streaming is less significant.
4	Sembiring & Simangunsong (2024)	The Influence of TikTok Affiliate Marketing and Price Discount on Purchase Decisions in Durin Tonggal Village	X1: Affiliate Marketing; X2: Price Discount; Y: Purchase Decision	Affiliate marketing is not significant, whereas price discount is positive and significant.

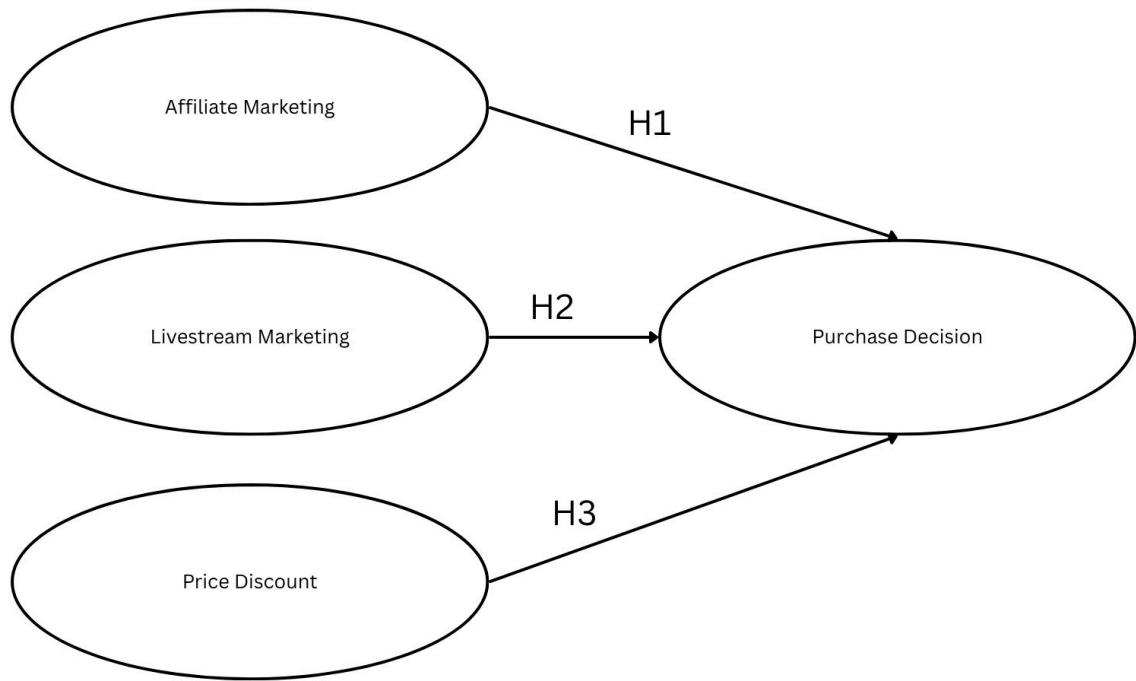
No.	Researcher & Year	Title	Variables	Findings
5	Putri et al. (2026)	Consumer Purchase Decision-Making Behavior for Fashion Products on Shopee in Surabaya	X1: Affiliate Marketing; Z: Trust; Y: Purchase Decision	Affiliate marketing is not directly significant, but has an indirect effect through trust.

2.4 Conceptual Framework

The conceptual framework in this study illustrates the relationship between affiliate marketing, live streaming, and price discount as independent variables, and purchase decision as the dependent variable. This framework was developed based on previous studies and relevant theories related to digital marketing and consumer behavior on social commerce platforms, particularly TikTok Shop. Its purpose is to explain how marketing strategies on TikTok Shop influence consumers' purchase decisions regarding fashion products among TikTok users in South Jakarta.

Figure 2.1 Conceptual Framework

Source: Adapted from Zalfa et al. (2025)



BAB 3

RESEARCH METHODOLOGY

3.1 Research Approach

This investigation was designed to examine how three digital marketing stimuli affiliate marketing, live streaming, and price discount—shape the way TikTok users in South Jakarta decide to purchase fashion products. To pursue this objective and to test the hypotheses that had been formulated, the researcher adopted an explanatory quantitative design, following the guidance of Sekaran and Bougie (2016). A quantitative route was chosen because the questions raised in this study call for numerical evidence that can be measured, compared, and interpreted objectively, allowing the influence of each independent variable on the dependent variable to be assessed in a structured and replicable manner.

The design of this study is explanatory in nature, since its central concern is to clarify the causal links that run from affiliate marketing, live streaming, and price discount toward the purchase decision as the outcome variable (Sekaran & Bougie, 2016). In line with this aim, the researcher relied on a cross-sectional strategy, meaning that responses were gathered from participants at one particular moment rather than being tracked repeatedly over time (Sekaran & Bougie, 2016). The primary instrument for capturing these responses was a questionnaire, which was circulated only to individuals who satisfied the eligibility requirements set for this study.

Once the responses had been collected, the data were processed and examined with the help of SmartPLS 4 through the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. This technique was considered the most suitable for the present study because it is capable of handling intricate associations among several latent constructs at the same time, and because it remains dependable even when the data do not meet demanding statistical requirements such as a normal distribution (Hair et al., 2022).

3.2 Population and Sample

3.2.1 Population

The population of this study was TikTok users in South Jakarta who had experience using TikTok as a platform for viewing product advertisements and shopping online, particularly for fashion products. This group was selected because TikTok has become one of the most popular social commerce platforms, and its various engaging and creative features, such as affiliate marketing and live streaming, are widely used to influence consumer purchasing decisions.

3.2.2 Sample

This study employed a non-probability sampling method, namely purposive sampling, in which respondents were selected based on specific criteria related to the research objectives. Respondents must be at least 18 years old, active TikTok users, and have purchased fashion products through TikTok Shop. Furthermore, their transactions must have been influenced by marketing strategies on TikTok, such as affiliate marketing, live streaming, or special price offers, and they must reside in South Jakarta. The sample size determination refers to the guidelines of Hair et al. (2022), which state that the minimum sample size for PLS-SEM analysis is five to ten times the number of indicators in the research model. This study used 20 indicators measuring four variables, so the recommended sample size range is 100 to 200 respondents. Based on these guidelines, this study obtained 120 respondents who met the required range, thus being deemed adequate for PLS-SEM analysis.

The minimum sample size in this study was determined using the following formula (Hair et al., 2022):

$$n = \text{Number of Indicators} \times (5 \text{ to } 10)$$

With 20 indicators in the research model, the minimum sample size is $n = 20 \times 5 = 100$ respondents, and the maximum is $n = 20 \times 10 = 200$ respondents. Therefore, the recommended sample size ranges from 100 to 200 respondents. The 120 respondents obtained in this study fall within this range and are therefore considered adequate for PLS-SEM analysis.

3.3 Data Collection Method

3.3.1 Data Collection Technique

This quantitative research analyzes the influence of affiliate marketing, live streaming, and price discounts on fashion product purchasing decisions among TikTok users in South Jakarta.

This research uses primary and secondary data. Primary data was obtained directly from respondents through questionnaires, while secondary data was collected from books, journals, articles, websites, and other academic sources related to digital marketing, social commerce, and consumer behavior. According to Sekaran and Bougie (2016), primary data refers to information collected directly by researchers from respondents for specific research purposes, while secondary data is obtained from existing sources to support the research process.

To collect data, this study used a survey method, utilizing Google Forms as the primary instrument for questionnaire distribution. Online questionnaires are considered practical and efficient because they allow researchers to reach respondents more easily through digital platforms. Sekaran and Bougie (2016) explain that questionnaires are commonly used in quantitative research because they provide a standardized and systematic data collection procedure.

The questionnaire was divided into three sections. The first section served as a screening stage to ensure that respondents met the research criteria, including questions regarding TikTok usage and purchasing experiences through the TikTok Shop. The second section contains demographic information about respondents, including gender, age, occupation, domicile, and frequency of TikTok use. The third section focuses on statements related to the research variables, namely affiliate marketing, live streaming, price discounts, and purchasing decisions. The indicators used in the questionnaire were adapted from previous research related to TikTok Shop, social commerce, and consumer purchasing behavior (Izumi & Nengsih, 2024; Chandrruangphen et al., 2022).

3.3.2 Measurement Scale

This study used a five-point Likert scale to assess respondents' views on affiliate marketing, live streaming, price discounts, and purchasing decisions. Likert (1932) introduced this scale as an instrument used to measure attitudes, opinions, and views through varying degrees of agreement. In quantitative research, the use of Likert scales is very common because it provides an orderly and systematic way to assess respondents' views and behavioral tendencies.

Sekaran and Bougie (2016) explain that Likert scales are often used in questionnaire-based research to efficiently measure attitudes and views. Furthermore, Joshi et al. (2015) state that the Likert scale is one of the most commonly used assessment methods in social research because it is simple, reliable, and easy for respondents to understand.

The measurement scale used in this study ranges from 1 to 5, where 1 means "Strongly Disagree," 2 means "Disagree," 3 means "Neutral," 4 means "Agree," and 5 means "Strongly Agree." The use of a five-point Likert scale is considered appropriate because it provides an opportunity for respondents to clearly state their level of agreement, as well as supporting quantitative statistical analysis through the PLS-SEM method. Furthermore, to interpret the average value of respondents' answers in descriptive analysis, this study established a class interval range formula adapted from Sugiyono (2018). The average value was then classified into five interval categories, namely: 1.00–1.80 (Strongly Disagree), 1.81–2.60 (Disagree), 2.61–3.40 (Neutral), 3.41–4.20 (Agree), and 4.21–5.00 (Strongly Agree).

3.3.3 Questionnaire Design

This questionnaire was designed based on indicators obtained from previous studies related to affiliate marketing, live streaming, price discounts, and purchasing decisions. Each variable was measured using several indicators to ensure the reliability and validity of the data. The questionnaire consisted of three main sections: (1) a screening section, which included questions regarding TikTok usage and experiences purchasing fashion products through TikTok Shop; (2) a respondent

profile section, which included demographic information such as age, gender, and frequency of TikTok use; and (3) a research variable section, which contained statements related to the variables under study, measured using a Likert scale.

3.4 Operational Variables

There are four variables that we want to measure in this study using a Likert scale, with the following details:

Table 3.1 Operationalization of Variables

Variables	Indicator	Code	Sumber
Affiliate Marketing (X1)	The affiliate provides clear product information.	AM1	Lathifah et al. (2024)
	The affiliate is trustworthy.	AM2	Lathifah et al. (2024)
	The affiliate content is engaging and persuasive.	AM3	Prasetyo et al. (2025)
	The affiliate influences my interest in the product.	AM4	Ibrahim & Suhermin (2025)
	The affiliate encourages me to make a purchase.	AM5	Ibrahim & Suhermin (2025)
Live Streaming (X2)	The live streaming provides a clear product demonstration.	LS1	Chandruangphen et al. (2022)
Live Streaming (X2)	I can interact directly with the seller.	LS2	Izumi & Nengsih (2024)
	The live streaming increases my trust in the product.	LS3	Izumi & Nengsih (2024)
	The live streaming is engaging and enjoyable.	LS4	Ibrahim & Suhermin (2025)
	The live streaming influences my purchase decision.	LS5	Ibrahim & Suhermin (2025)
Price Discount (X3)	The price discount makes the product more attractive.	PD1	Ranto et al. (2021)
	The discount increases perceived value.	PD2	Ranto et al. (2021)
	The discount encourages me to buy more quickly.	PD3	Sembiring & Simangunsong (2024)
	The discount influences my purchase decision.	PD4	Sembiring & Simangunsong (2024)
	I prefer products that are discounted.	PD5	Ranto et al. (2021)

Variables	Indicator	Code	Sumber
Purchase Decision (Y)	I intend to buy the product.	PDe1	Putri et al. (2026)
	I choose products promoted on TikTok.	PDe2	Ibrahim & Suhermin (2025)
	I feel confident about making the purchase.	PDe3	Putri et al. (2026)
	I actually purchased the product.	PDe4	Ibrahim & Suhermin (2025)
	I am satisfied with my purchase decision.	PDe5	Putri et al. (2026)

3.5 Data Analysis Method

3.5.1 Descriptive Statistical Analysis

The data analysis process in this study began with descriptive statistical analysis, which was used to provide an overview of the data through an examination of key statistics such as maximum, minimum, mean, and standard deviation (Sekaran & Bougie, 2016). This descriptive analysis serves to explain the demographic profile of respondents and provides in-depth insight into the background of the sample used in the study. Furthermore, this method helps examine data variability to uncover any unusual patterns that may occur, thus enabling researchers to better interpret the results.

3.5.2 Data Analysis Technique

For the main analysis, the researcher processed the collected responses through Partial Least Squares Structural Equation Modeling (PLS-SEM), operated within the SmartPLS 4 program. Because the study is explanatory in character, its concern lies in tracing the cause-and-effect links that connect affiliate marketing, live streaming, and price discount to the fashion purchase decisions made by TikTok users in South Jakarta. Sekaran and Bougie (2016) note that explanatory work of this kind is carried out precisely to test, through hypotheses, how one variable acts upon another. PLS-SEM fits these needs well, since it can untangle several interrelated latent constructs at once and, unlike many alternatives, does not insist on stringent statistical conditions such as normally distributed data (Hair et al., 2022).

Working with PLS-SEM unfolds across two connected phases. The first examines the measurement model, or outer model, where the focus falls on how sound and dependable the indicators are; the second turns to the structural model, or inner model, where the links among the variables are weighed and the hypotheses are put to the test. Guided by this two-part logic, the researcher used SmartPLS to obtain the validity and reliability figures, the path coefficients, the coefficient of determination (R^2), the predictive relevance (Q^2), and the significance results generated through the bootstrapping routine.

3.5.3 Measurement Model (Outer Model)

The measurement model (outer model) in PLS-SEM is used to evaluate the relationship between latent variables and their indicators. This evaluation aims to ensure that the indicators used in the study are valid and reliable in measuring the construct. Because all variables in this study are treated as reflective constructs, the outer model evaluation includes convergent validity, discriminant validity, and reliability.

3.5.3.1 Convergent Validity

The coefficient of determination (R^2) reports how much of the movement in the dependent variable can be traced back to the independent variables working together inside the model (Hair et al., 2022). No single cut-off is universally fixed, yet Hair et al. (2022) and Henseler et al. (2009) offer a common guide in which readings near 0.75, 0.50, and 0.25 are taken to mean strong, moderate, and modest explanatory strength, respectively.

3.5.3.2 Discriminant Validity

Discriminant validity is used to evaluate whether a construct is truly different from other constructs in a research model (Hair et al., 2022). According to Hair et al. (2022), discriminant validity can be assessed using the Fornell-Larcker Criterion, cross-loading values, and the Heterotrait-Monotrait Ratio (HTMT). The HTMT ratio was introduced by Henseler et al. (2015) as a more accurate criterion in assessing discriminant validity, with a threshold HTMT value must be less than 0.90. The

Fornell-Larcker criterion indicates that the square root of a construct's AVE must be greater than its correlation with other constructs, while an indicator must have a higher loading value on its related construct than on other constructs.

3.5.3.3 Reliability

Reliability testing is conducted to evaluate the consistency and stability of indicators in measuring constructs (Hair et al., 2022). Reliability can be evaluated using Composite Reliability and Cronbach's Alpha values. Hair et al. (2022) recommend that both values exceed 0.70 to indicate satisfactory reliability, ensuring that the collected data is stable, consistent, and suitable for further statistical analysis.

3.5.4 Structural Model (Inner Model)

Structural models (internal models) are used to evaluate the relationships between latent variables and to test the hypotheses proposed in the study (Hair et al., 2022). According to Hair et al. (2022), structural model evaluation includes assessing the coefficient of determination (R^2), path coefficient analysis, hypothesis testing through bootstrapping procedures, and predictive relevance (Q^2).

3.5.4.1 Coefficient of Determination (R-Square)

The coefficient of determination (R^2) is used to measure the explanatory power of independent variables on the dependent variable in a structural model (Hair et al., 2019). Although there is no absolute standard for an acceptable R^2 value, values of 0.75, 0.50, and 0.25 are generally categorized as substantial, moderate, and weak explanatory power, respectively (Hair et al., 2019; Henseler et al., 2009).

3.5.4.2 Path Coefficient

The path coefficient tells the researcher both which way and how firmly two variables are tied together within the structural model. As Hair et al. (2022) describe, it is expressed as a standardized figure that falls somewhere between -1 and +1. When the sign is positive, the two variables rise and fall together; when it is negative, one climbs as the other declines. The closer the figure sits to either extreme, the more forceful the link between the constructs.

3.5.4.3 Hypothesis Testing

To decide whether each hypothesis could be accepted, the researcher applied the bootstrapping procedure available in SmartPLS. Hair et al. (2022) describe bootstrapping as a non-parametric resampling method that gauges how meaningful the tie between two variables really is. Judgment rested on two numbers produced by this routine, the t-statistic and the p-value. Since the three hypotheses in this research were all framed directionally, expecting a positive effect, a one-tailed test at the 5% level was chosen. On that basis, a hypothesis was treated as supported whenever its t-statistic exceeded 1.645 and its p-value dropped below 0.05.

3.5.4.4 Predictive Relevance (Q-Square)

Predictive relevance (Q^2) speaks to how capably the model can reproduce the observed scores of its endogenous constructs (Hair et al., 2019). Hair et al. (2022) point out that this figure is generated by running the PLSpredict procedure inside SmartPLS. A Q^2 predict reading above zero signals that the model does carry predictive worth, whereas a reading at or below zero points to the opposite, an absence of predictive capacity.

CHAPTER 4

FINDINGS, ANALYSIS, AND DISCUSSION

4.1 Descriptive Analysis

The descriptive analysis in this study aims to provide an overview and systematic summary of the primary data collected from the field (Sekaran & Bougie, 2016). Based on the raw data collected, the stages of this analysis are sequentially outlined as questionnaire data collection, questionnaire result screening, respondent demographic profile characteristics, and descriptive statistics of respondent answers for each research variable indicator (Joshi et al., 2015).

4.1.1 Data Collection

The primary data collection process was conducted digitally by distributing a structured questionnaire via a Google Forms link. This questionnaire was distributed periodically to reach active TikTok users residing in the South Jakarta area. Based on the final results of the field data collection phase, the researchers successfully collected a total of 120 questionnaire responses. After a thorough validity check, all responses from the 120 respondents were declared complete with no missing values, thus all primary response data was declared ready for use in the next stage, formal statistical analysis.

4.1.2 Screening Questionnaire

To ensure that the primary data analyzed aligned with the objectives and scope of the study, the questionnaire was supplemented with several screening questions. Based on purposive sampling, respondents eligible to participate in this study had to meet the following criteria: be at least 18 years old, reside in South Jakarta, be an active TikTok user, and have purchased clothing or fashion products through TikTok Shop. Furthermore, their purchasing decisions must have been influenced by one of the marketing strategies studied, namely affiliate marketing content, live broadcasts, or discounted price offers. Based on the results of examining the screening answers, all 120 respondents answered “Yes” to each question. Thus, all respondents met the research criteria and could be used as samples in the data analysis process.

4.1.3 Respondent Profile

The demographic characteristics of the 120 respondents who passed the questionnaire screening stage are described in this section. Respondent profiles were categorized by gender, age group, occupation, domicile, and daily TikTok usage intensity.

4.1.3.1 Gender

The first respondent profile classification was based on gender to identify the gender distribution of fashion product consumers on the TikTok Shop platform in South Jakarta. The frequency distribution of gender data is presented in Table 4.1 below:

Table 4.1 Respondent Profile - Gender

Gender	Frequency	Percentage (%)
Female	62	51,67%
Male	58	48,33%
Total	120	100,00%

Source: Data Processing (2026)

Table 4.1 presents the composition of the study respondents by gender. There were 62 female respondents (51.67%), while 58 were male respondents (48.33%). The predominance of female respondents indicates higher involvement in online fashion product shopping activities (Zalfa et al., 2025).

4.1.3.2 Age

The next classification aims to map the age range of consumers who actively purchase clothing through the TikTok Shop feature. The complete age distribution of respondents is presented in Table 4.2 below:

Table 4.2 Respondent Profile - Age

Age Group	Number of Respondents	Percentage (%)
18 – 24 years	57	47,50%
25 – 34 years	55	45,83%
35 – 44 years	8	6,67%
Total	120	100,00%

Source: Data Processing (2026)

Table 4.2 presents the age distribution of the study respondents. The 18–24 age group dominated with 57 respondents (47.50%), followed by the 25–34 age group with 55 respondents (45.83%), and the 35–44 age group with 8 respondents (6.67%). This distribution indicates that the report aligns with or is supported by Populix data (2023), which states that TikTok Shop is most widely used by Generation Z and millennials of productive age.

4.1.3.3 Place of Residence

In accordance with the geographic scope and inclusion criteria established in the research design, all respondents who participated in completing this questionnaire resided in South Jakarta. This indicates that the geographic area criteria for research subjects were fully met, in accordance with the research's methodological limitations.

4.1.3.4 Occupation

Classification of respondents based on occupational background was conducted to provide insight into the profile of the research sample. Details regarding the distribution of respondents' occupational status are presented in Table 4.3 below:

Table 4.3 Respondent Profile - Occupation

Occupation	Number of Respondents	Percentage (%)
Employee	78	65,00%
Entrepreneur	42	35,00%
Total	120	100,00%

Source: Data Processing (2026)

Table 4.3 presents the occupational backgrounds of the study respondents. The majority of respondents (78 respondents) were employees (65.00%), while 42 (35.00%) were entrepreneurs. This composition indicates that the respondents are a productive group with financial independence in making purchases (Marsally & Dwiani, 2025).

4.1.3.5 Frequency of TikTok Use

Respondents' media interaction intensity was measured based on how often they accessed the TikTok app in a single day. Data on the distribution of platform usage frequency is summarized in Table 4.4 below:

Table 4.4 Respondent Profile - Frequency of TikTok Use

Frequency of Use per Day	Frequency	Percentage (%)
1–2 hours per day	48	40,00%
3–4 hours per day	72	60,00%
Total	120	100,00%

Source: Data Processing (2026)

Table 4.4 shows the intensity of TikTok usage by respondents in a single day. Seventy-two respondents (60.00%) accessed TikTok for 3–4 hours per day, while 48 respondents (40.00%) used it for 1–2 hours per day. This high usage intensity increases the opportunity for exposure to digital marketing content, which can influence purchasing decisions (Fitriiningrum & Mulyana, 2025).

4.1.4 Descriptive Statistics

This descriptive statistical evaluation was applied to measure and interpret the level of trend in the average scores of respondents' responses to the variable statement indicators (Joshi et al., 2015). To classify these average scores into objective interpretation categories, this study adopted the formula for calculating the interval length of a continuum descriptive scale proposed by Sugiyono (2018), which divides the difference between the maximum and minimum Likert scale scores by the number of desired interpretation categories.

$$RS = \frac{\text{Maximum score} - \text{minimum score}}{\text{number of categories}}$$

Through this calculation, the interval length of the scale was obtained as 0.80, thus categorizing the average scores of respondents into five levels of interpretation, as presented in Table 4.5 below.

Likert	Mean Value Range	Interpretation Category
1	1,00 – 1,80	Strongly Disagree (SD)
2	1,81 – 2,60	Disagree (D)
3	2,61 – 3,40	Neutral (N)
4	3.41 – 4.20	Agree (A)
5	4.21 – 5.00	Strongly Agree (SA)

Source: Data Processing (2026)

Table 4.5 presents the classification of the average score interval ranges used to interpret respondents' responses (Sugiyono, 2018). The interval length of 0.80 is obtained by dividing the difference between the highest and lowest Likert scale scores by the number of categories (Likert, 1932). Based on these criteria, a score of 3.41–4.20 is categorized as "Agree" and a score of 4.21–5.00 is categorized as "Strongly Agree" (Joshi et al., 2015).

4.1.4.1 Affiliate Marketing Indicators

The independent variable Affiliate Marketing (X1) was evaluated using five statement indicators. Based on the data processing results, a summary of descriptive statistics for each indicator is outlined in Table 4.6 below:

Table 4.6 presents descriptive statistics for the five indicators of the Affiliate Marketing variable (X1). The highest average score was found in indicator AM1 at 4.133, while the lowest was found in indicator AM4 at 3.933. Overall, the Affiliate Marketing variable obtained an average score of 4.022, which falls into the "Agree" category. This positive perception indicates that credible affiliate content is considered capable of influencing respondents' purchasing decisions (Lathifah et al., 2024).

Table 4.6 Descriptive Statistics - Affiliate Marketing

Code	Indicator Statement	Mean
AM1	The affiliate provides clear information about the fashion product.	4,133
AM2	I trust the affiliates who promote fashion products on TikTok.	4,058
AM3	The content created by the affiliate is engaging and convincing.	3,967

Code	Indicator Statement	Mean
AM4	The affiliate program increases my interest in the promoted fashion product.	3,933
AM5	The affiliates encourage me to purchase fashion products on TikTok Shop.	4,017

Source: Data Processing (2026)

4.1.4.2 Live Streaming Indicators

Table 4.7 presents descriptive statistics for the five indicators of the Live Broadcast variable (X2). The highest average value was found in indicator LS1 at 4.125, while the lowest was found in indicator LS4 at 3.900. Overall, the Live Broadcast variable obtained an average value of 4.028, which falls into the "Agree" category. This positive perception aligns with the finding that live product demonstrations increase consumer trust and purchase intention (Chandruangphen et al., 2022).

Table 4.7 Descriptive Statistics - Live Streaming

Code	Indicator Statement	Mean
LS1	The live streaming provides a clear demonstration of the fashion product.	4,125
LS2	I can interact directly with the seller through live streaming.	3,933
LS3	The live streaming increases my trust in the products offered.	4,100
LS4	The live streaming is engaging and makes me interested in the product.	3,900
LS5	The live streaming influences my decision to purchase the fashion product.	4,083

Source: Data Processing (2026)

4.1.4.3 Price Discount Indicators

Table 4.8 presents descriptive statistics for the five indicators of the Price Discount variable (X3). The highest average value was found in indicator PD1 at 4.033, while the lowest was found in indicator PD4 at 3.592. Overall, the Price Discount variable obtained an average value of 3.785, which falls into the "Agree" category. This perception confirms that price discounts increase perceived value and encourage accelerated purchases (Ranto et al., 2021).

Table 4.8 Descriptive Statistics - Price Discount

Code	Indicator Statement	Mean
PD1	The price discount makes the fashion product more attractive.	4,033
PD2	The price discount increases my perceived value of a fashion product.	4,017
PD3	The price discount encourages me to purchase the product more quickly.	3,617
PD4	I prefer fashion products that are on discount.	3,592
PD5	The price discount influences my decision to purchase the fashion product.	3,667

Source: Data Processing (2026)

4.1.4.4 Purchase Decision Indicators

Table 4.9 presents descriptive statistics for the five indicators of the Purchase Decision variable (Y). The highest average value is found in the PDe2 indicator at 4.142, while the lowest is in the PDe5 indicator at 3.608. Overall, the Purchase Decision variable obtained an average value of 3.913, which falls into the "Agree" category. This value reflects a strong tendency to make purchasing decisions among TikTok Shop users (Putri et al., 2026).

Table 4.9 Descriptive Statistics - Purchase Decision

Code	Indicator Statement	Mean
PDe1	I want to buy the fashion products offered on TikTok Shop.	3,983
PDe2	I feel confident about buying fashion products on TikTok Shop.	4,142
PDe3	I decided to buy after considering the available information.	4,017
PDe4	I choose the fashion product that best suits my needs.	3,817
PDe5	I feel that my decision to buy the fashion product was the right one.	3,608

Source: Data Processing (2026)

4.2 PLS-SEM Results: Outer Model

Evaluasi *measurement model* (outer model) dilakukan untuk menguji validitas dan reliabilitas indikator pada variabel Affiliate Marketing (X1), Live Streaming (X2), Price Discount (X3), dan Purchase Decision (Y). Pengujian ini memastikan kuesioner dari 120 responden di Jakarta Selatan sah secara empiris sebelum pengujian model struktural. Sesuai ketentuan PLS-SEM, evaluasi ini berfokus pada tiga kriteria utama, yaitu validitas konvergen, validitas diskriminan, dan reliabilitas konstruk.

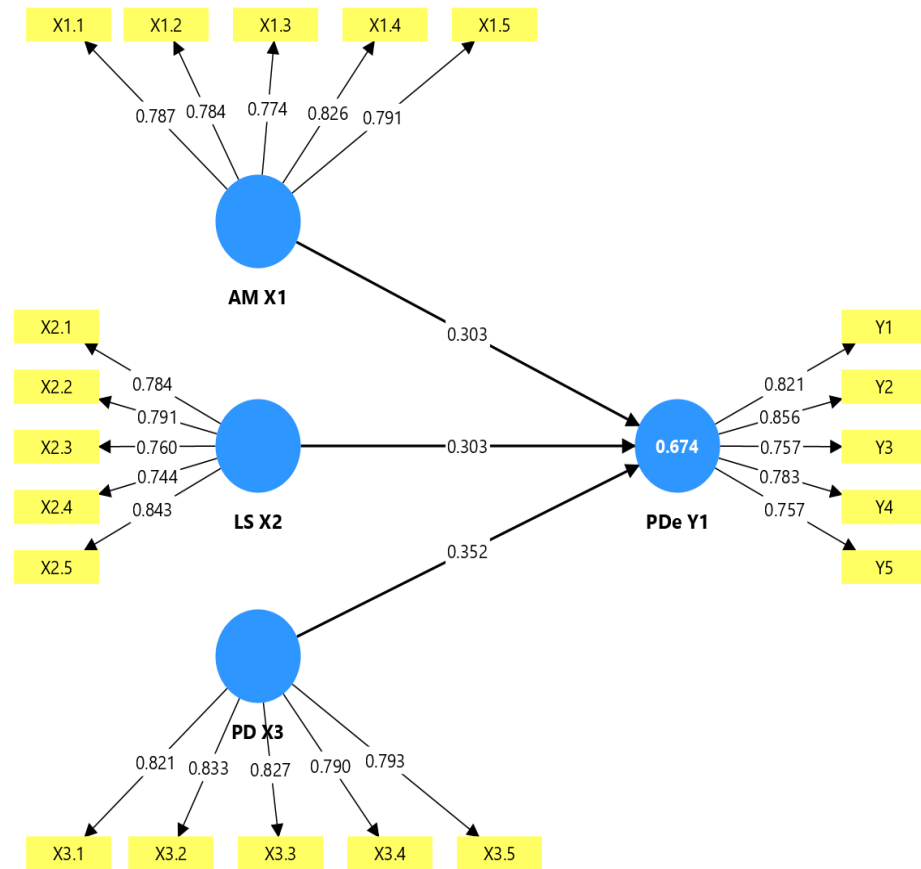


Figure 4.1 Path Diagram of the Measurement Model (Loading Values)

Source: Data Processing (2026)

4.2.1 Convergent Validity Test

Convergent validity assessment was conducted to ensure that all indicators consistently and accurately measure their latent constructs. According to Hair et al. (2022), the each indicator's outer loading is required to surpass 0.70, while the Average Variance Extracted (AVE) of every latent variable should stay above 0.50. Table 4.14 summarizes the outer loading test results.

4.2.1.1 Factor Loading Analysis of Affiliate Marketing (AM)

Following Hair et al. (2022), an indicator is considered valid when its factor loading surpasses 0.70. The first indicator (AM1), "Affiliates provide clear fashion product information," obtained a value of 0.787. The second indicator (AM2), "I trust

affiliates who promote fashion products on TikTok," obtained a value of 0.784. The third indicator (AM3), "Content created by affiliates is interesting and convincing," obtained a value of 0.774. The fourth indicator (AM4), "Affiliates increase my interest in the promoted fashion products," obtained a value of 0.826. The fifth indicator (AM5), "Affiliates encourage me to buy fashion products on TikTok Shop," obtained a value of 0.791. The highest value is found in indicator AM4 (0.826) and the lowest in indicator AM3 (0.774). Because all values exceed the threshold of 0.70, the five Affiliate Marketing indicators are all valid measures of their latent construct.

Table 4.10 Factor Loading Analysis - Affiliate Marketing

No.	Indicator	Outer Loading
1	The affiliate provides clear information about the fashion product.	0,787
2	I trust the affiliate programs that promote fashion products on TikTok.	0,784
3	The content created by the affiliate is engaging and convincing.	0,774
4	The affiliate program increases my interest in the promoted fashion product.	0,826
5	The affiliates encourage me to purchase fashion products on TikTok Shop.	0,791

Source: Data Processing (2026)

4.2.1.2 Factor Loading Analysis of Live Streaming (LS)

As Hair et al. (2022) specify, an indicator qualifies as valid once its loading value rises above 0.70. The first indicator (LS1), "Live broadcasts provide clear demonstrations of fashion products," obtained a value of 0.784. The second indicator (LS2), "I can interact directly with sellers through live broadcasts," obtained a value of 0.791. The third indicator (LS3), "Live broadcasts increase my trust in the products offered," obtained a value of 0.760. The fourth indicator (LS4), "Live broadcasts are interesting and make me interested in the product," obtained a value of 0.744. The fifth indicator (LS5), "Live broadcasts influence my decision to buy fashion products," obtained a value of 0.843. The highest value is found in indicator LS5 (0.843) and the lowest in indicator LS4 (0.744). Because all values exceed the threshold of 0.70, each Live Streaming indicator validly represents its latent construct.

Table 4.11 Factor Loading Analysis - Live Streaming

No.	Indicator	Outer Loading
1	The live streaming provides a clear demonstration of the fashion product.	0,784
2	I can interact directly with the seller through live streaming.	0,791
3	The live streaming increases my trust in the products offered.	0,760
4	The live streaming is engaging and makes me interested in learning more about the product.	0,744
5	The live streaming influences my decision to purchase the fashion product.	0,843

Source: Data Processing (2026)

4.2.1.3 Factor Loading Analysis of Price Discount (PD)

Based on the criterion of Hair et al. (2022), a loading value beyond 0.70 confirms that an indicator is valid. The first indicator (PD1), "Price discounts make fashion products more attractive," obtained a value of 0.821. The second indicator (PD2), "Price discounts increase the value I perceive for a fashion product," obtained a value of 0.833. The third indicator (PD3), "Price discounts encourage me to buy the product more quickly," obtained a value of 0.827. The fourth indicator (PD4), "I prefer discounted fashion products," obtained a value of 0.790. The fifth indicator (PD5), "Price discounts influence my decision to buy fashion products," obtained a value of 0.793. The highest value was found in indicator PD2 (0.833) and the lowest in indicator PD4 (0.790). Because all values exceeded the threshold of 0.70, every Price Discount indicator qualifies as a valid measure of its construct.

Table 4.12 Factor Loading Analysis - Price Discount

No.	Indicator	Outer Loading
1	The price discount makes the fashion product more attractive.	0,821
2	The price discount increases my perceived value of a fashion product.	0,833
3	The price discount encourages me to purchase the product more quickly.	0,827
4	I prefer fashion products that are on discount.	0,790
5	The price discount influences my decision to purchase the fashion product.	0,793

Source: Data Processing (2026)

4.2.1.4 Factor Loading Analysis of Purchase Decision (PDe)

An indicator satisfies the validity requirement when its factor loading exceeds the 0.70 mark (Hair et al., 2022). The first indicator (PDe1), "I want to buy fashion products offered on TikTok Shop", obtained a value of 0.821. The second indicator (PDe2), "I feel confident to buy fashion products on TikTok Shop", obtained a value of 0.856. The third indicator (PDe3), "I decided to buy after considering the available information", obtained a value of 0.757. The fourth indicator (PDe4), "I chose the fashion product that best suits my needs", obtained a value of 0.783. The fifth indicator (PDe5), "I feel that my decision to buy fashion products is the right decision", obtained a value of 0.757. The highest value is found in indicator PDe2 (0.856) and the lowest in indicators PDe3 and PDe5 (0.757). Because all values exceed the threshold of 0.70, all Purchase Decision indicators are confirmed valid for measuring the construct.

Table 4.13 Factor Loading Analysis - Purchase Decision

No.	Indicator	Outer Loading
1	I want to buy the fashion products offered on TikTok Shop.	0,821
2	I feel confident about buying fashion products on TikTok Shop.	0,856
3	I decided to buy the fashion product after considering the available information.	0,757
4	I choose the fashion product that best suits my needs.	0,783
5	I feel that my decision to buy the fashion product was the right one.	0,757

Source: Data Processing (2026)

4.2.1.5 Summary of Factor Loading Analysis

Table 4.14 summarizes the results of the factor loading test for all indicators in this study, with a value greater than 0.70 as the criterion (Hair et al., 2022). All indicators had factor loading values above 0.70, so no indicators needed to be eliminated. Therefore, all indicators were declared valid and met the requirements for convergent validity.

Table 4.14 Outer Loading Test Results

Latent Variable	Indicator Code	Outer Loading	Result
Affiliate Marketing (X1)	AM1	0,787	Valid
	AM2	0,784	Valid
	AM3	0,774	Valid
	AM4	0,826	Valid
	AM5	0,791	Valid
Live Streaming (X2)	LS1	0,784	Valid
	LS2	0,791	Valid
	LS3	0,760	Valid
	LS4	0,744	Valid
	LS5	0,843	Valid
Price Discount (X3)	PD1	0,821	Valid
	PD2	0,833	Valid
	PD3	0,827	Valid

Latent Variable	Indicator Code	Outer Loading	Result
	PD4	0,790	Valid
	PD5	0,793	Valid
Purchase Decision (Y)	PDe1	0,821	Valid
	PDe2	0,856	Valid
	PDe3	0,757	Valid
	PDe4	0,783	Valid
	PDe5	0,757	Valid

Source: Data Processing (2026)

4.2.1.6 Average Variance Extracted (AVE)

Table 4.15 presents the Average Variance Extracted (AVE) values, which, according to Hair et al. (2022), needs to be above 0.50 for a construct to satisfy convergent validity. The AVE recorded for Affiliate Marketing is 0.628, Live Streaming 0.617, Price Discount 0.661, and Purchase Decision 0.633. Because every figure sits above 0.50, each construct accounts for more than half of the variance in its indicators and therefore meets convergent validity.

Table 4.15 Average Variance Extracted Results

Latent Variable	Average Variance Extracted (AVE)
Affiliate Marketing (X1)	0,628
Live Streaming (X2)	0,617
Price Discount (X3)	0,661
Purchase Decision (Y)	0,633

Source: Data Processing (2026)

4.2.2 Discriminant Validity Test

Discriminant validity was tested to ensure that each construct was truly distinct from the others. This study used cross-loading, the Heterotrait-Monotrait Ratio (HTMT), and the Fornell-Larcker Criterion to assess discriminant validity.

4.2.2.1 Cross-Loading

Table 4.16 presents cross-loading values, where an indicator's load on its own construct must be higher than on another construct (Hair et al., 2022). The results

show that each indicator has the highest loading value on the construct it measures. Thus, discriminant validity at the indicator level has been met.

Table 4.16 Cross-Loading Results

Indicator	Affiliate Marketing	Live Streaming	Price Discount	Purchase Decision
AM1	0,787	0,393	0,355	0,369
AM2	0,784	0,401	0,380	0,377
AM3	0,774	0,410	0,332	0,423
AM4	0,826	0,563	0,502	0,677
AM5	0,791	0,599	0,548	0,691
LS1	0,660	0,784	0,635	0,676
LS2	0,591	0,791	0,551	0,629
LS3	0,355	0,760	0,393	0,460
LS4	0,366	0,744	0,331	0,418
LS5	0,382	0,843	0,444	0,528
PD1	0,428	0,660	0,821	0,622
PD2	0,510	0,645	0,833	0,617
PD3	0,435	0,412	0,827	0,580
PD4	0,484	0,379	0,790	0,531
PD5	0,427	0,400	0,793	0,529
PDe1	0,587	0,639	0,554	0,821
PDe2	0,580	0,618	0,581	0,856
PDe3	0,469	0,490	0,505	0,757
PDe4	0,546	0,571	0,606	0,783
PDe5	0,553	0,497	0,577	0,757

Source: Data Processing (2026)

4.2.2.2 Heterotrait-Monotrait Ratio (HTMT)

Table 4.17 presents the Heterotrait-Monotrait Ratio (HTMT) values, which, according to Henseler et al. (2015), should fall below 0.90 for discriminant validity to hold. Across the constructs, the HTMT figures ranged between 0.608 and 0.819. As none reached 0.90, the constructs are empirically distinct from one another, so discriminant validity is satisfied.

Table 4.17 HTMT Test Results

Latent Variable	Affiliate Marketing	Live Streaming	Price Discount
Affiliate Marketing			
Live Streaming	0,657		
Price Discount	0,608	0,683	
Purchase Decision	0,733	0,804	0,819

Source: Data Processing (2026)

4.2.2.3 Fornell-Larcker Criterion

Table 4.18 presents the results of the Fornell-Larcker criterion, where the AVE square root of each construct is expected to exceed that construct's correlations with the others (Hair et al., 2022). The square root of the AVE values on the diagonal, namely Affiliate Marketing 0.793, Live Streaming 0.785, Price Discount 0.813, and Purchase Decision 0.796, all surpass the inter-construct correlations. Each construct therefore shares more variance with its own indicators, confirming discriminant validity.

Table 4.18 Fornell-Larcker Test Results

Latent Variable	Affiliate Marketing	Live Streaming	Price Discount	Purchase Decision
Affiliate Marketing	0,793			
Live Streaming	0,626	0,785		
Price Discount	0,562	0,623	0,813	
Purchase Decision	0,690	0,711	0,710	0,796

Source: Data Processing (2026)

4.2.3 Reliability Test

Reliability was assessed using Composite Reliability and Cronbach's Alpha, with both measures needing to stay above 0.70 (Hair et al., 2022). Tables 4.19 and 4.20 below present the results.

4.2.3.1 Composite Reliability

Table 4.19 presents composite reliability values, which according to Hair et al. (2022) must exceed 0.70 for a construct to be considered reliable. The rho_A value

for Affiliate Marketing is 0.892, Live Streaming 0.860, Price Discount 0.875, and Purchase Decision 0.858. The rho c values are 0.894; 0.889; 0.907; and 0.896, respectively. As both measures clear 0.70 for every construct, all constructs display strong internal consistency and are deemed reliable.

Table 4.19 Composite Reliability Results

Latent Variable	Composite Reliability (rho_A)	Composite Reliability (rho_c)
Affiliate Marketing (X1)	0,892	0,894
Live Streaming (X2)	0,860	0,889
Price Discount (X3)	0,875	0,907
Purchase Decision (Y)	0,858	0,896

Source: Data Processing (2026)

4.2.3.2 Cronbach's Alpha

Table 4.20 presents the Cronbach's Alpha values, which, according to Hair et al. (2022), should be above 0.70 for an instrument to count as reliable. Cronbach's Alpha reaches 0.862 for Affiliate Marketing, 0.848 for Live Streaming, 0.872 for Price Discount, and 0.854 for Purchase Decision. Since each value passes 0.70, the items within every construct hold together consistently and are regarded as reliable.

Table 4.20 Cronbach's Alpha Results

Latent Variable	Cronbach's Alpha
Affiliate Marketing (X1)	0,862
Live Streaming (X2)	0,848
Price Discount (X3)	0,872
Purchase Decision (Y)	0,854

Source: Data Processing (2026)

Composite Reliability and Cronbach's Alpha values for all constructs above 0.70 confirm the reliability of this research instrument (Hair et al., 2022). Furthermore, a multicollinearity test using the Variance Inflation Factor (VIF) was conducted to ensure there was no excessive correlation between the independent variables (Hair et al., 2022).

4.2.3.3 Multicollinearity Test

Table 4.21 presents the Variance Inflation Factor (VIF) values, which, according to Hair et al. (2022), should remain under 5.00 to rule out multicollinearity. The VIF value for the AM→PDe path is 1.786, LS→PDe is 2.000, and PD→PDe is 1.775. Because every VIF stays under 5.00, the model is free of multicollinearity problems.

Table 4.21 Multicollinearity Test Results

	VIF
AM → PDe	1,786
LS → PDe	2,000
PD → PDe	1,775

Source: Data Processing (2026)

4.3 PLS-SEM Results: Inner Model

After the external model was declared to meet all validity and reliability criteria, the analysis continued with an evaluation of the internal model (structural model). This evaluation aimed to assess the model's predictive ability and demonstrate the significance of the causal relationships between latent variables to answer the proposed hypotheses. Evaluation parameters included the coefficient of determination (R^2), predictive relevance (Q^2), and path coefficients obtained through a bootstrapping procedure (Hair et al., 2022).

4.3.1 Coefficient of Determination (R^2)

Table 4.22 presents the coefficient of determination (R^2) value, which indicates the proportion of the dependent variable's variance explained by the independent variables (Hair et al., 2019). An R^2 value of 0.674 indicates that affiliate marketing, live streaming, and price discounts jointly account for 67.4% of the variation in purchasing decisions. The slightly lower Adjusted R^2 value of 0.666 indicates that the model remains stable after adjusting for the number of independent variables. The remaining 32.6% is explained by other variables not examined in this model.

Table 4.22 Coefficient of Determination (R-Square) Results

Endogenous Variable	R-Square	R-Square Adjusted
Purchase Decision (Y)	0,674	0,666

Source: Data Processing (2026)

4.3.2 Predictive Relevance (Q^2)

Table 4.23 presents the predictive relevance (Q^2) values, where a model is considered to have predictive relevance if Q^2 is greater than zero (Hair et al., 2019). A Q^2 value of 0.650, which is greater than zero, indicates the model has adequate predictive relevance. Thus, the model is able to effectively predict the purchasing decisions of TikTok users in South Jakarta.

Table 4.23 Predictive Relevance (Q-Square) Results

Endogenous Variable	Q^2 predict
Purchase Decision (Y)	0,650

Source: Data Processing (2026)

4.3.3 Hypothesis Testing Results

Hypothesis testing was conducted through the bootstrapping procedure in SmartPLS 4. The hypothesis was accepted if the t-statistic was greater than 1.645 (one-sided, 5% significance level) and the p-value was less than 0.05. The results of the structural model hypothesis testing are presented in Table 4.24 below.

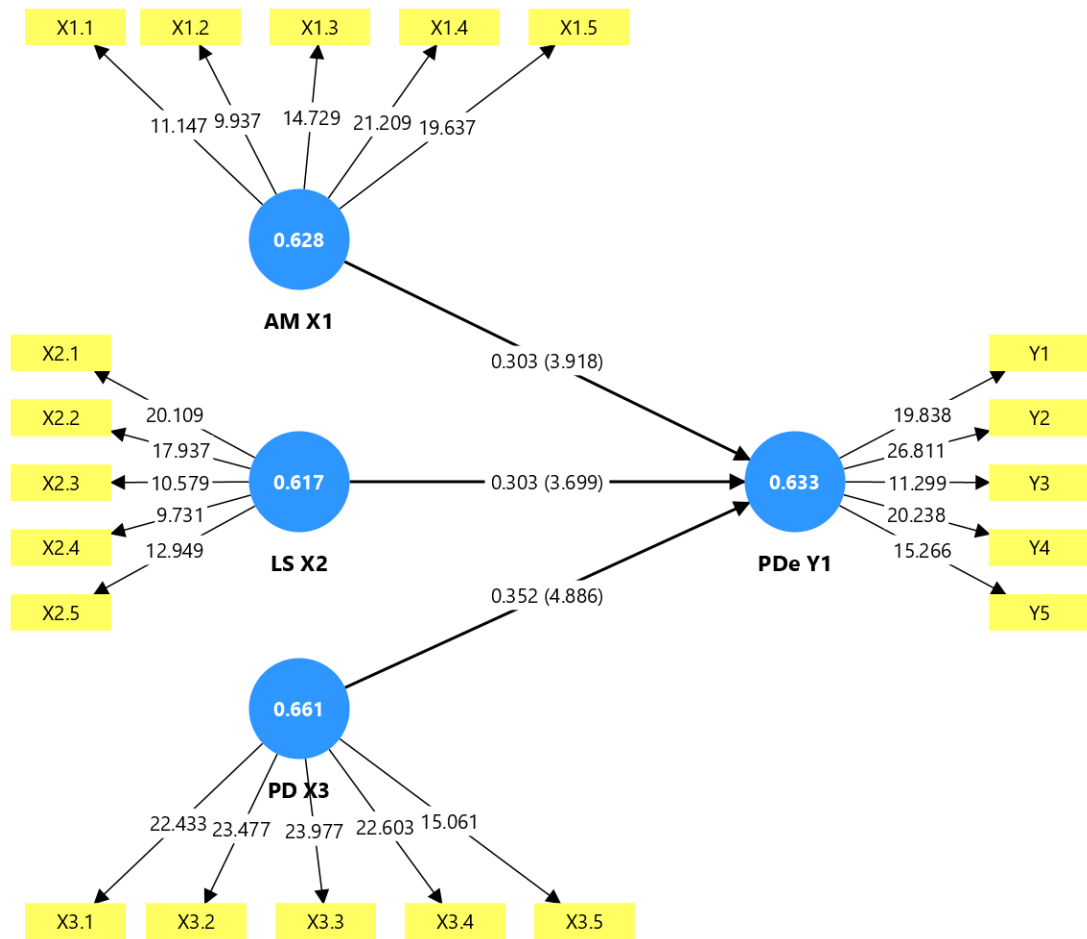


Figure 4.2 Path Diagram of the Structural Model (Path Coefficients, t-Values, and AVE)
Source: Data Processing (2026)

Table 4.24 presents the results of hypothesis testing, where a hypothesis is accepted if the t-statistic value is greater than 1.645 (one-tailed test, 5% significance level) and the p-value is less than 0.05 (Hair et al., 2022). Affiliate marketing obtained a value of $\beta = 0.303$ ($t = 3.918$; $p = 0.000$), live broadcasts $\beta = 0.303$ ($t = 3.699$; $p = 0.000$), and price discounts $\beta = 0.352$ ($t = 4.886$; $p = 0.000$). All three variables have a positive and significant effect on purchasing decisions, with price discounts being the most influential variable.

Table 4.24 Hypothesis Testing Results

	Original sample (0)	Sample Mean (M)	STDEV	T statistics	P-Value	Result
AM $\rightarrow$ PDe	0,303	0,301	0,077	3,918	0,000	accepted

	Original sample (0)	Sample Mean (M)	STDEV	T statistics	P-Value	Result
LS → PDe	0,303	0,317	0,082	3,699	0,000	accepted
PD → PDe	0,352	0,337	0,072	4,886	0,000	accepted

Source: Data Processing (2026)

4.3.4 Study Results

Overall, the research results confirm that the three proposed hypotheses (H1, H2, and H3) are supported by empirical data. Affiliate marketing, live streaming, and price discounts all act as significant external stimuli that positively influence TikTok users' purchasing decisions for fashion products in South Jakarta, with price discounts being the most dominant factor.

4.4 Analysis and Discussion

This discussion integrates the empirical findings with the main theoretical foundation of this study, namely the Stimulus–Organism–Response (SOR) theory. Within this conceptual framework, three independent variables—Affiliate Marketing (X1), Live Streaming (X2), and Price Discounts (X3)—act as forms of digital environmental stimulation, or Stimulus (S). These external commercial stimuli are received and processed internally by the cognitive and emotional states of TikTok users in South Jakarta, who act as Organisms (O). This internal psychological evaluation ultimately triggers the final consumer behavior, or Response (R), in the form of a Purchase Decision (Y) for fashion products through TikTok Shop.

4.4.1 The Effect of Affiliate Marketing on Purchase Decision

Based on the first hypothesis test (H1), empirical evidence confirms that affiliate marketing exerts a positive and significant effect on how TikTok users in South Jakarta decide to buy fashion products, thereby supporting the first hypothesis. This causal relationship is validated by a positive path coefficient (original sample) of 0.303, a t-statistic of 3.918 (well above the critical threshold of 1.645), and a p-value of 0.000 (below the 0.05 significance level). These results provide strong statistical evidence that the more clear, informative, and credible the affiliate marketing content

presented by content creators on TikTok, the greater its influence in encouraging consumers to purchase fashion products through TikTok Shop.

This result echoes earlier work by Ibrahim and Suhermin (2025), Dewi and Munawaroh (2025), and Lathifah et al. (2024), who reported that affiliate marketing meaningfully drives consumer purchasing decisions in a social commerce environment. These studies emphasize that affiliate creators who provide honest reviews and authentic recommendations are able to build consumer trust and convert viewer interest into actual purchases. Marsally and Dwiani (2025) further explain that affiliate content is often perceived as more sincere and relevant than conventional advertising, because it is delivered by individuals whom consumers perceive as fellow consumers rather than distant brands. However, this finding differs from that of Sembiring and Simangunsong (2024) and Putri et al. (2026), who reported that affiliate marketing had no significant direct effect and only indirectly influenced purchasing decisions through trust. This difference suggests that the effectiveness of affiliate marketing depends on the credibility of the affiliate, the quality of the content, and the level of consumer trust in a given context.

Within the Stimulus–Organism–Response (SOR) framework, affiliate marketing acts as an external stimulus (S) that reaches consumers through creative short video reviews, style recommendations, and product displays on affiliate creators' accounts. In TikTok Shop, this stimulus is realized through practices such as affiliate creators uploading lookbook and outfit-of-the-day videos, demonstrating the quality and texture of clothing materials on camera, and attaching yellow shopping cart links or product displays to their profiles so viewers can navigate directly to the checkout page (Lathifah et al., 2024; Rhotama et al., 2026). This combination of informative content and seamless purchase navigation reduces the effort required for consumers to move from interest to transaction, making affiliate marketing an efficient bridge between product discovery and purchase.

This commercial stimulus is then processed internally by the organism (O), the cognitive and emotional state of TikTok users in South Jakarta. The visual exposure

and product information provided by affiliates helps consumers build trust, reduce their doubts about product quality, and form positive evaluations of the promoted fashion products (Prasetyo et al., 2025; Fitriiningrum & Mulyana, 2025). This interpretation is supported by the study's descriptive statistics, where the indicator reflecting the clarity of product information conveyed by affiliates (AM1) obtained the highest average score of 4.133, followed by the indicator of trust in affiliates (AM2) at 4.058. This confirms that clarity of information is the strongest dimension of affiliate marketing in shaping consumer responses, with trust being a nearly equal supporting dimension. When consumers perceive affiliates as trustworthy and their content convincing, their internal evaluation shifts toward a favorable attitude, making them more likely to purchase.

This favorable internal environment ultimately results in a behavioral response (R) in the form of a decision to purchase fashion products on TikTok Shop. Consistent with Ibrahim and Suhermin (2025) and Izumi and Nengsih (2024), informative and credible affiliate recommendations serve as a key trigger that converts viewer interest into actual online purchase decisions. Thus, the significant effect of affiliate marketing found in this study confirms the applicability of SOR theory in explaining how digital marketing stimuli shape consumer behavior on social commerce platforms like TikTok Shop.

However, it is important to note that affiliate marketing is not the only factor influencing fashion product purchase decisions on TikTok Shop. The coefficient of determination (R^2) of 0.674 indicates that affiliate marketing, live streaming, and price discounts together explain 67.4% of the variance in purchase decisions, leaving 32.6% attributable to other variables not examined in this study, such as brand image, e-reviews, product quality, and consumer trust (Putri et al., 2026; Zalfa et al., 2025). These findings reinforce affiliate marketing's position as an important digital stimulus within the SOR framework, while highlighting the need for broader exploration of additional factors that shape consumer purchasing decisions in social commerce.

4.4.2 The Effect of Live Streaming on Purchase Decision

The second hypothesis test (H2) showed that live streaming significantly and positively shapes the fashion purchase decisions of TikTok users in South Jakarta, which supports the second hypothesis. This is evidenced by a positive path coefficient (original sample) of 0.303, a t-statistic of 3.699 (above the threshold of 1.645), and a p-value of 0.000 (below 0.05). These findings confirm that when live streaming activities are packaged in an interactive and communicative manner, they significantly increase fashion product purchase decisions in TikTok Shop.

These outcomes align with Chandruangphen et al. (2022), Ibrahim and Suhermin (2025), Izumi and Nengsih (2024), and Andarwati and Nurcholis (2026), who each observed that live streaming positively and significantly affects consumer purchase decisions in social commerce. These studies highlight that live interaction and live product demonstrations reduce consumer uncertainty and strengthen purchase intentions. In contrast, Imron et al. (2024) and Zalfa et al. (2025) found that live streaming did not significantly influence purchasing decisions, although it helped increase consumer engagement and interaction. This difference suggests that the effect of live streaming may depend on the quality of the interaction, how the product is presented, and the level of consumer trust within a given research context.

Within the SOR framework, live streaming acts as a digital stimulus (S) that provides interaction, product information, and a live visual shopping experience. In the context of TikTok Shop, this stimulus is realized through live sessions where sellers display fashion products live, demonstrate how clothes fit and move, explain materials and sizing, and answer viewers' questions directly through the live chat feature (Chandruangphen et al., 2022; Prasetyo et al., 2025). Interactive elements such as embedded product links, limited-time live vouchers, and calls to action from the host further enhance this stimulus by combining communication, entertainment, and transactions in one platform, an experience often referred to as "shoppertainment" (Ibrahim & Suhermin, 2025).

These visual and interactive stimuli are then processed by the organism (O) in the form of increased trust, reduced doubt, and the perception that the product is easier to understand and more convincing to purchase (Izumi & Nengsih, 2024). Specifically for fashion products, live demonstrations of materials, sizes, styles, and how to wear clothing are crucial because consumers can evaluate the product more visually before deciding to purchase (Chandrruangphen et al., 2022). This is supported by the descriptive statistics of this study, where the indicator related to clear product demonstration (LS1) obtained the highest average value of 4.125, indicating that the ability of live streaming to display the product directly was the aspect most valued by respondents and the strongest driver of their internal evaluation.

This internal evaluation then results in a behavioral response (R) in the form of a purchase decision. Prasetyo et al. (2025) explain that live broadcasts create emotional engagement through direct interaction, broadcaster credibility, and interactive features such as live chat, which collectively strengthen consumers' purchasing impulses. Therefore, the findings of this study reinforce those of Chandrruangphen et al. (2022), Ibrahim and Suhermin (2025), and Rhotama et al. (2026), who assert that interactive and communicative live broadcasts are important digital stimuli driving fashion product purchase decisions on TikTok Shop.

However, beyond live broadcasts, several other factors also contribute to fashion product purchase decisions. Since the three independent variables together account for 67.4% of the variance in purchase decisions ($R^2 = 0.674$), the remaining 32.6% stems to variables outside the scope of this study. This suggests that while live broadcasts are a significant stimulus that increases trust and reduces uncertainty, their effectiveness can be enhanced or weakened by contextual factors such as broadcaster credibility, interaction quality, and the attractiveness of the product being displayed (Chandrruangphen et al., 2022; Rhotama et al., 2026). Therefore, these findings confirm the relevance of live broadcasts as a digital stimulus and underscore the importance of examining complementary factors in future research.

4.4.3 The Effect of Price Discount on Purchase Decision

Testing the third hypothesis (H3) confirmed that price discounts carry a positive and significant effect on the fashion buying decisions of TikTok users in South Jakarta, thus lending support to the third hypothesis. The structural model recorded a positive path coefficient (original sample) of 0.352, with the highest T-statistic across all internal models at 4.886 (well above the threshold of 1.645), and a p-value of 0.000 (below 0.05). These dominant results demonstrate that direct financial discounts are the commercial stimulus with the strongest impact on consumers' fashion product purchase decisions in TikTok Shop.

This result is in line with earlier studies by Ranto et al. (2021), Sembiring and Simangunsong (2024), and Imron et al. (2024), which repeatedly found price discounts to carry a positive and significant influence on purchase decisions. These studies emphasize that discounts increase the perceived value of a product and create a sense of urgency that encourages consumers to complete their transactions more quickly. Interestingly, Sembiring and Simangunsong (2024), who found affiliate marketing insignificant in their context, nevertheless reported that price discounts exerted a strong and significant influence, underscoring the robustness of discounts as a purchase driver across various research settings and reinforcing the observed dominance of this variable in this study.

The dominance of price discounts in this study also aligns with the Indonesian market conditions outlined in Chapter 1. A survey by the KedaiKOPI Survey Institute (2025) showed that 94.5% of middle-class consumers in Indonesia compare prices between online and offline stores, with 62% comparing prices for women's fashion products. This high level of price comparison behavior explains why the stimulus in the form of price discounts obtained the highest path coefficient in this research model, as consumers actively seek price differences before making a purchase decision. Thus, the empirical findings of this study are not only statistically consistent but also align with the current characteristics of Indonesian consumer behavior.

Within the SOR framework, price discounts can be understood as external stimuli (S) that arise through temporary price reductions designed to attract consumers' attention and encourage faster purchase decisions (Ranto et al., 2021; Sembiring & Simangunsong, 2024). In the context of TikTok Shop, these stimuli appear in highly visible forms such as crossed-out original prices, percentage-off labels, promotional vouchers, free shipping programs, and time-limited offers such as flash sales and instant exclusives (Ranto et al., 2021; Imron et al., 2024). The visual prominence and time-limited nature of these promotions make them highly effective in capturing attention in TikTok's fast-paced environment, where consumers make quick decisions based on immediately apparent benefits.

When consumers encounter discounts and promotional offers, they process the information internally (O) as an economic benefit that increases the perceived value of the fashion product (Ranto et al., 2021; Sembiring & Simangunsong, 2024). Consumers' internal states are shaped by the perception that the product is more attractive, more valuable, and more profitable to purchase than without the discount. This is reflected in the descriptive statistics of this study, where the indicator stating that discounts make fashion products more attractive (PD1) recorded the highest average value of 4.033, confirming that increased product attractiveness is the strongest dimension through which discounts influence consumer perceptions.

Changes in perceived value, enthusiasm, and a sense of urgency formed within consumers then result in a behavioral response (R) in the form of a decision to purchase fashion products on TikTok Shop (Ranto et al., 2021; Sembiring & Simangunsong, 2024). Sembiring and Simangunsong (2024) emphasized that discounted prices increase consumer enthusiasm for immediate purchase, while Imron et al. (2024) demonstrated that flash sales, as limited-time offers, reinforce a sense of urgency that encourages quick action. The dominance of price discounts in this study confirms that direct financial incentives are the most powerful stimulus driving fashion product purchase decisions on TikTok Shop, fully aligning with SOR theory.

Comparisons between variables in this study also provide important theoretical insights. Price discounts obtained the highest path coefficient of 0.352, while affiliate marketing and live streaming obtained equivalent coefficients of 0.303. This difference can be explained using the SOR framework based on how each stimulus is processed by the organism. Price discounts are stimuli with economic, immediate, and measurable benefits, enabling consumers to evaluate them quickly without requiring extensive cognitive processing (Ranto et al., 2021). In contrast, affiliate marketing and live streaming operate through a more indirect persuasion mechanism, namely by building trust and reducing uncertainty before a purchase decision is formed (Chandrruangphen et al., 2022; Lathifah et al., 2024). Furthermore, affiliate marketing and live streaming often serve as channels for conveying discount information to consumers, so the three stimuli work in a complementary manner rather than substituting for each other (Prasetyo et al., 2025; Imron et al., 2024). The equality of the coefficients for affiliate marketing and live streaming also indicates that both contribute equally, so businesses do not need to choose one over the other but rather implement both simultaneously.

It should also be acknowledged that price discounts, although the most dominant stimulus in this model, do not act in isolation. While the three independent variables collectively account for 67.4% of the purchase-decision variance ($R^2 = 0.674$), with the remaining 32.6% explained by other factors not examined in this study. This suggests that while price discounts most strongly increase perceived value and urgency, their impact operates in conjunction with other stimuli such as affiliate recommendations and interactive live broadcasts, as well as external variables such as brand image and product quality (Ranto et al., 2021; Imron et al., 2024; Sembiring & Simangunsong, 2024). Thus, the dominance of price discounts confirms the applicability of SOR theory in the context of TikTok Shop, while also suggesting opportunities for further research into the combined effects of digital marketing stimuli on consumer purchasing behavior.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

Based on research and analysis of the influence of affiliate marketing, live streaming, and price discounts on fashion product purchasing decisions among TikTok users in South Jakarta, the following conclusions can be drawn:

1. Affiliate marketing has a positive and significant influence on purchasing decisions. Therefore, the first hypothesis (H1) is accepted. Clear, credible, and persuasive affiliate content on TikTok, such as product reviews and style recommendations, builds consumer trust, reduces uncertainty about product quality, and encourages consumers to purchase fashion products through TikTok Shop (Ibrahim & Suhermin, 2025; Lathifah et al., 2024).
2. Live streaming has a positive and significant influence on purchasing decisions. Therefore, the second hypothesis (H2) is accepted. Interactive and communicative live streaming activities allow consumers to obtain product information directly, observe live demonstrations, and interact with sellers, which increases trust and drives purchasing decisions (Chandrruangphen et al., 2022; Izumi & Nengsih, 2024).
3. Price discounts have a positive and significant influence on purchasing decisions. Therefore, the third hypothesis (H3) is accepted. Among the three variables, price discounts have the strongest influence, as discount labels, vouchers, and flash sales increase perceived value and create a sense of urgency that encourages faster purchasing decisions (Ranto et al., 2021; Sembiring & Simangunsong, 2024).

Overall, the three proposed hypotheses were validated by empirical evidence. The results showed that affiliate marketing, live streaming, and price discounts were important digital marketing stimuli that positively influenced consumer purchasing decisions, with price discounts being the most dominant factor. These findings

confirm the application of the Stimulus–Organism–Response (SOR) theory in explaining consumer behavior on social commerce platforms like TikTok Shop (Mehrabian & Russell, 1974; Fitriiningrum & Mulyana, 2025).

5.2 Implications

5.2.1 Theoretical Implications

This study contributes to the development of knowledge in digital marketing and consumer behavior by providing empirical evidence on the influence of affiliate marketing, live streaming, and price discounts on purchase decisions in a social commerce context. Applying the Stimulus–Organism–Response (SOR) theory, this study demonstrates that these three digital marketing strategies act as external stimuli that shape consumers' internal psychological states and ultimately drive their purchase responses. These findings extend the application of the SOR model to the context of TikTok Shop in Indonesia and enrich the existing literature by clarifying the relative strength of each stimulus, with price discounts emerging as the most influential factor (Mehrabian & Russell, 1974; Sembiring & Simangunsong, 2024).

5.2.2 Practical Implications

This study offers several practical implications for fashion businesses, affiliate content creators, and digital marketers on TikTok Shop:

1. **Optimizing affiliate marketing:** Businesses should collaborate with credible affiliates who produce clear, informative, and authentic content, such as product reviews and style recommendations, to build consumer trust and drive purchasing decisions (Lathifah et al., 2024; Marsally & Dwiani, 2025).
2. **Improve the quality of live Streaming:** Sellers should design interactive and engaging live broadcast sessions that include live product demonstrations, direct interaction with viewers, and clear presentations of materials, sizes, and styles to reduce consumer doubts (Chandrruangphen et al., 2022; Ibrahim & Suhermin, 2025).

3. **Take advantage of price discounts:** Price discounts have a dominant influence, strategically using discount labels, vouchers, and time-limited offers such as flash sales can increase perceived value and create a sense of urgency, while ensuring that discounts remain sustainable and profitable (Ranto et al., 2021; Imron et al., 2024).

5.3 Limitations

This study has several limitations. First, the study was limited to TikTok users in South Jakarta, so the findings may not be generalizable to other regions or platforms. Second, the study used a relatively small sample of 120 respondents collected through purposive sampling, which may limit the representativeness of the results (Hair et al., 2022; Sekaran & Bougie, 2016). Third, the study only examined three independent variables (affiliate marketing, live streaming, and price discounts), while other factors such as brand image, trust, electronic word of mouth, and product quality were not included (Zalfa et al., 2025; Putri et al., 2026).

5.4 Recommendations

Based on the conclusions and limitations of this study, several recommendations are proposed for further research. First, future research should expand the geographic scope beyond South Jakarta and increase the sample size to increase the generalizability of the findings (Hair et al., 2022; Sekaran & Bougie, 2016). Second, future research could include additional variables or mediating and moderating factors, such as consumer trust, brand image, or e-reviews, to provide a more comprehensive understanding of purchasing behavior (Fitriiningrum & Mulyana, 2025; Zalfa et al., 2025). Third, future research could compare different social commerce platforms or product categories to enrich the analysis.

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