

Factors that Determine the Attractiveness of Online Stores to Employee Purchasing Decisions in Companies

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Abstract

This study aims to examine the influence of live streaming and price discounts on employees' purchasing decisions in online shopping, with purchase intention as a mediating variable. Using a quantitative approach and Partial Least Square (PLS) analysis, the results reveal that live streaming significantly affects both purchasing decisions ($p = 0.009$) and purchase intention ($p = 0.001$), while price discounts also have a strong and significant influence on purchasing decisions ($p = 0.000$) and purchase intention ($p = 0.000$). However, purchase intention does not significantly affect purchasing decisions ($p = 0.203$), indicating its mediating role is not supported. These findings suggest that employees' purchasing decisions are more directly shaped by price discounts and live streaming activities rather than by purchase intention alone, emphasizing the importance of live marketing and discount strategies in enhancing online purchasing behavior among employees.

Keywords: Live Streaming, Price Discount, Purchase Intention, Purchasing Decision, Employees, Online Shopping

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Introduction

The advancement of digital technology, particularly through live-streaming-based e-commerce platforms such as TikTok Shop, has significantly transformed consumer behavior. Consumers can now view live product demonstrations and engage in real-time interactions with sellers, creating a more immersive and experiential form of online shopping. This trend is reflected in the rapidly expanding global live commerce market, which is projected to surpass USD 500 billion by 2026 (Statista, 2023). In Indonesia, the 67% increase in TikTok Shop users (iPrice, 2023) signifies a major shift in consumer purchasing decision patterns.

Live streaming strategies are frequently combined with price discounts during special promotional events (such as 8.8, 9.9, and Friday sales) to stimulate a FOMO (Fear of Missing Out) effect. This combination has proven effective in enhancing purchasing decisions (Azzahra & Indraswari, 2024), although its level of effectiveness may vary depending on consumer segmentation. In the corporate context particularly within workplaces dominated by Millennial and Gen Z employees, such as PT HM Sampoerna Medan 1 these digital marketing strategies hold substantial potential when implemented internally (B2E – Business to Employee), aligning with the digital-native characteristics of younger generations.

Grounded in the Stimulus Organism Response (S–O–R) theoretical framework, purchase intention is positioned as a mediating variable between external stimuli (live streaming and price discounts) and purchasing decisions. This study aims to investigate the influence of these strategies on the purchasing decisions of young employees, emphasizing the mediating role of purchase intention. Beyond extending the application of the S–O–R theory in a professional context, the findings are expected to provide strategic insights for companies in designing internal promotional initiatives that align with technology-driven consumer behavior.

Literature Review

2.1 Live Streaming Commerce

According to Fauziah (2020), live streaming is an interactive and engaging medium centered on user participation by offering real-time interaction between customers and sellers, allowing consumers to see directly who is offering the product. Meanwhile, Siregar et al. (2022) state that live streaming can create a competitive advantage for social commerce compared to traditional e-commerce. Anisa et al. (2022) identify several key indicators of live streaming, namely Reliability, Assurance, Responsiveness, Empathy, and Information Security. Furthermore, research by Rossanty, Mahari, Lorencia, and Pangabean (2025) demonstrates that promotional strategies using digital media such as live streaming, combined with price discounts and product bundling can increase purchase intention toward local products on the TikTok Shop platform. These findings reinforce the role of live streaming as an effective digital marketing tool in influencing consumers' purchasing decisions.

2.2 Price Discount

A price discount refers to a reduction from the regular price offered by sellers for a specific period. According to Tjiptono (2015), a discount is part of a promotional strategy aimed at boosting sales volume within a short time frame. Kotler and Armstrong (2019) identify several indicators of price discounts, including the discount amount, promotion duration, terms and conditions, and purchase objectives. In line with this, Rossanty et al. (2025) found that price discounts significantly influence consumers' purchase intentions toward local products on digital platforms. Similarly, research by Maylani, Salsabila, Arzety, Siregar, and Rossanty (2025) confirms that promotional factors including discounts can enhance purchasing decisions, especially when supported by a positive brand image.

2.3 Purchase Intention

Kotler and Keller (2016) state that purchase intention can be influenced by various factors, such as brand image, price, promotion, product quality, and previous experience. In the

digital context, purchase intention is strongly affected by online interaction and visual stimuli such as live streaming and promotional offers. According to Kotler and Keller (2016), the indicators of purchase intention include Product Interest, Product Preference, Willingness to Buy, and Referral Intention. Sumaya and Mesra (2025) strengthen this perspective by demonstrating that product quality and customer satisfaction have a significant impact on purchasing decisions. In addition, Santika, Surya, and Sanny (2025) argue that influencer marketing and website quality enhance consumer perception and build purchase intention for both halal and modern products on digital platforms.

2.4 Purchase Decision

According to Kotler and Keller (2016), a purchase decision occurs when a consumer has sufficient confidence in the product's benefits and faces no psychological or financial barriers to making a purchase. The indicators of purchase decision include Product Choice, Needs Fulfillment, Price Suitability, Repurchase Decision, and Influence Consideration. Pulungan and Mesra (2025) found that product quality and price exert a strong influence on customer satisfaction and purchasing decisions, particularly when moderated by brand image. Likewise, Hanif and Mesra (2025) note that social behavior and electronic service quality (e-service quality) affect customer decisions, with consumer trust serving as a crucial mediating variable.

2.5 Hypotheses

Based on the conceptual framework described above, the hypotheses in this study are formulated as follows:

- H1: Live streaming has a positive and significant effect on purchasing decisions at PT HM Sampoerna Tbk Medan 1.
- H2: Price discount has a positive and significant effect on purchasing decisions at PT HM Sampoerna Tbk Medan 1.
- H3: Live streaming has a positive and significant effect on purchase intention at PT HM Sampoerna Tbk Medan 1.
- H4: Price discount has a positive and significant effect on purchase intention at PT HM Sampoerna Tbk Medan 1.
- H5: Purchase intention has a positive and significant effect on purchasing decisions at PT HM Sampoerna Tbk Medan 1.
- H6: Live streaming has a positive and significant effect on purchasing decisions through purchase intention at PT HM Sampoerna Tbk Medan 1.
- H7: Price discount has a positive and significant effect on purchasing decisions through purchase intention at PT HM Sampoerna Tbk Medan 1.

Research Methodology

This study adopts a quantitative research approach with an explanatory design, aiming to explain the causal relationships among the variables of live streaming, price discount, purchase intention, and purchasing decision. This approach is employed to test the hypotheses formulated based on existing theories. According to Sugiyono (2019), the quantitative approach is suitable for research that is deductive in nature and relies on objective measurement of numerical data.

The population of this study comprises all employees of PT HM Sampoerna Medan 1, totaling 125 individuals. The main characteristics of the population include being permanent employees with a stable income and prior experience in online shopping, particularly through platforms offering live streaming and price discount features. The sample size used in this study is 125 respondents, equal to the total population. This method was considered effective for producing accurate data with minimal sampling bias (Sugiyono, 2019).

According to Hair et al. (2019), this sample size also meets the minimum requirement for multivariate analysis, such as Structural Equation Modeling (SEM). Data analysis in this research was conducted using Partial Least Square (PLS)-based Structural Equation Modeling

(SEM) with the help of SmartPLS 4.1.1.2 software. PLS is one of the SEM techniques that offers several advantages over other SEM methods, particularly in handling complex models and smaller sample sizes while maintaining high analytical accuracy.

Results

4.1 Outer Model Analysis

The measurement model (outer model) testing was conducted to specify the relationship between latent variables and their corresponding manifest indicators. This testing includes three key aspects: convergent validity, discriminant validity, and reliability.

Convergent Validity

The convergent validity of the reflective measurement model can be assessed through the correlation between the item (indicator) scores and the construct scores. An individual indicator is considered reliable if it has a correlation (loading factor) value greater than 0.70. However, during the scale development stage, loadings between 0.50 and 0.60 are still acceptable (Hair et al., 2019).

Based on the outer loading results, all indicators in this study have loading values above 0.70 and are statistically significant, indicating that they meet the required validity standards. The structural model of this study is illustrated in Figure 1 below:

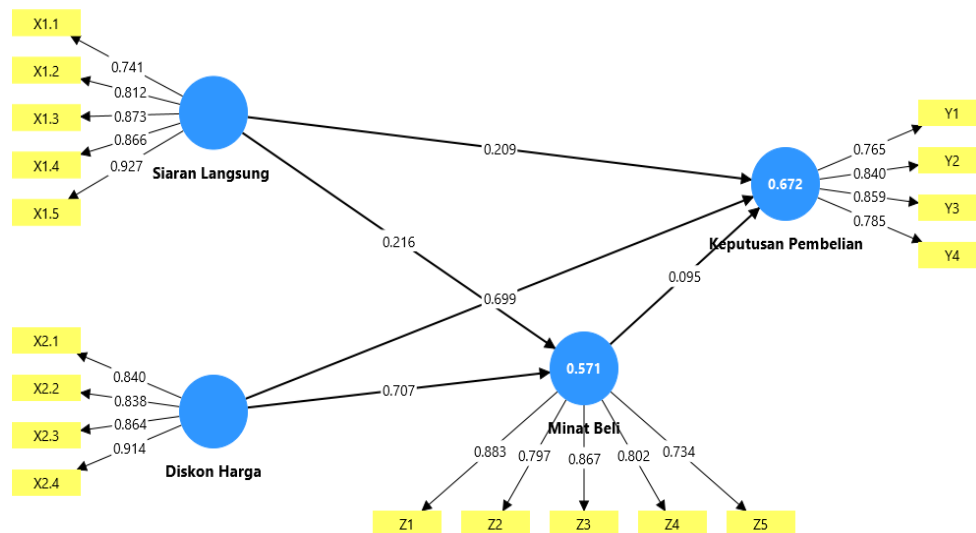


Figure 1. Outer Model

Outer Loadings The SmartPLS output for the loading factors produced the results presented in the following table:

Table 1. Outer Loadings

	Live Streaming (X1)	Price Discount (X2)	Purchase Intention (Z)	Purchasing Decision (Y)
X1.1	0,741			
X1.2	0,812			
X1.3	0,873			
X1.4	0,866			
X1.5	0,927			
X2.1		0,840		
X2.2		0,838		
X2.3		0,864		
X2.4		0,914		

	Live Streaming (X1)	Price Discount (X2)	Purchase Intention (Z)	Purchasing Decision (Y)
Y1				0,765
Y2				0,840
Y3				0,859
Y4				0,785
Z1			0,883	
Z2			0,797	
Z3			0,867	
Z4			0,802	
Z5			0,734	

Source: Smart PLS 4.1.1.2

Table 1 shows that all indicators have loading factor values greater than 0.70, indicating that each indicator is valid. Consequently, the total number of valid indicators in this study is 18. Since all loading factors meet the validity criteria, subsequent stages of analysis can be conducted. This finding confirms that all indicators are appropriate and valid for measuring their respective constructs.

Discriminant Validity

In this section, the results of the discriminant validity test are presented. The discriminant validity was assessed using the cross-loading values. An indicator is considered to meet the discriminant validity criterion if its cross-loading value on its respective variable is greater than its loading values on other variables. The cross-loading values for each indicator are shown in the following table:

Table 2. Discriminant Validity

	Live Streaming (X1)	Price Discount (X2)	Purchase Intention (Z)	Purchasing Decision (Y)
X1.1	0.741	-0.065	0.081	0.190
X1.2	0.812	-0.078	0.124	0.123
X1.3	0.873	0.227	0.390	0.327
X1.4	0.866	0.029	0.174	0.235
X1.5	0.927	0.021	0.198	0.251
X2.1	0.096	0.840	0.666	0.642
X2.2	0.047	0.838	0.564	0.655
X2.3	0.088	0.864	0.663	0.694
X2.4	0.047	0.914	0.607	0.719
Y1	0.159	0.576	0.447	0.765
Y2	0.328	0.652	0.612	0.840
Y3	0.135	0.733	0.585	0.859
Y4	0.328	0.577	0.480	0.785
Z1	0.222	0.689	0.883	0.602
Z2	0.068	0.584	0.797	0.450
Z3	0.196	0.744	0.867	0.658
Z4	0.254	0.448	0.802	0.506
Z5	0.415	0.423	0.734	0.427

Source: Smart PLS 4.1.1.2

Table 2., shows that the indicators for each research variable have cross-loading values that are higher on their respective constructs than on other variables. The cross-loading values for the Live Streaming variable are greater than those for the other variables; similarly, the Price Discount indicators show higher cross-loading values compared to other constructs. The same pattern is observed for the Purchase Intention and Purchasing Decision variables, where each indicator demonstrates the highest cross-loading value on its own construct.

These results indicate that all indicators meet the discriminant validity criteria, confirming that each construct in the research model is empirically distinct from the others.

Composite Reliability

The next stage of testing involves assessing the composite reliability of the indicator blocks that measure each construct. A construct is considered reliable if its composite reliability value exceeds 0.60. In addition, the Cronbach's alpha value for each block of indicators must be greater than 0.70 to confirm internal consistency reliability.

The following table presents the loading values for each research construct, as generated from the SmartPLS analysis:

Table 3. Construct Reliability And Validity

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Live Streaming (X1)	0.906	1.020	0.716
Price Discount (X2)	0.887	0.888	0.747
Purchase Intention (Z)	0.829	0.837	0.661
Purchasing Decision (Y)	0.877	0.897	0.670

Source: Smart PLS 4.1.1.2

Table 3 shows that the Average Variance Extracted (AVE) values for each variable are greater than 0.50, indicating that all constructs are reliable. Therefore, it can be concluded that each variable exhibits a high level of discriminant validity.

Furthermore, the composite reliability values for all variables are greater than 0.60, confirming that each construct meets the required reliability standard. These results indicate that all variables in the model demonstrate strong internal consistency and are suitable for further analysis.

In addition, the Cronbach's alpha values for each construct exceed 0.70, which further supports the conclusion that all research variables fulfill the reliability requirements. Thus, it can be concluded that the indicators used in this study possess high discriminant validity and are reliable in forming their respective constructs.

4.2 Inner Model Analysis

The next stage of analysis involves the evaluation of the structural model (inner model), which is assessed using several key indicators. These indicators are used to determine the strength, significance, and explanatory power of the relationships among latent variables in the research model.

Coefficient of Determination (R^2)

Based on the data analysis performed using SmartPLS version 4.1.1.2, the obtained R-square (R^2) values are presented as follows:

Table 4. R Square Results

	R Square	Adjusted R Square
Purchasing Decision (Y)	0,672	0,666
Purchase Intention (Z)	0,571	0,566

Source : Smart PLS 4.1.1.2

Table 4., shows that the R Square value for the Purchasing Decision variable is 0.672, indicating that the model explains 67.2% of the variance in purchasing decisions. This means that Live Streaming, Price Discount, and Purchase Intention collectively influence purchasing decisions by 67.2%, while the remaining 32.8% is affected by other variables not included in the model.

Meanwhile, the R Square value for the Purchase Intention variable is 0.571, suggesting that 57.1% of the variance in purchase intention is explained by Live Streaming and Price Discount, while the remaining 42.9% is influenced by other external factors.

Goodness of Fit (GoF) Assessment

The goodness of fit of the structural model can be evaluated using the Normed Fit Index (NFI), where an NFI value of ≥ 0.697 indicates that the model has achieved an acceptable level of fit. Based on the data processing conducted using SmartPLS version 4.1.1.2, the model fit results are presented as follows:

Table 5. Model Fit

	Saturated Model	Estimated Mode
SRMR	0.099	0.099
d_ ULS	1.682	1.682
d_ G	1.252	1.252
Chi-Square	902.585	902.585
NFI	0.661	0.661

Source: Smart PLS 4.1.1.2

The results of the PLS model goodness-of-fit test presented in Table 5 show that the NFI value is 0.661, indicating that the model is fit. Therefore, it can be concluded that the research model demonstrates a high level of goodness of fit and is appropriate for hypothesis testing.

Hypothesis Testing

After evaluating the inner model, the next step is to assess the relationships among latent constructs as hypothesized in this study. The hypothesis testing was conducted by examining the T-statistics and P-values.

A hypothesis is considered supported (accepted) if the T-statistics value > 1.96 and the P-value < 0.05 . The results of the Path Coefficients analysis for the direct effects are presented as follows:

Table 6. Path Coefficients (Direct Effects)

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Result
Live Streaming (X1) → Purchasing Decision (Y)	0.209	2.626	0.009	Rejected
Live Streaming (X1) → Purchase Intention (Z)	0.216	3.479	0.001	Accepted
Price Discount (X2) → Purchasing Decision (Y)	0.699	12.248	0.000	Accepted
Price Discount (X2) → Purchase Intention (Z)	0.707	14.598	0.000	Accepted
Purchase Intention (Z) → Purchasing Decision (Y)	0.095	1.274	0.203	Rejected

Source : Smart PLS 4.1.1.2

Based on Table 6, there are five direct effect hypotheses tested in this study, which can be explained as follows :

Live Streaming has a positive but insignificant effect on Purchasing Decision, with an original sample value of 0.209 and a P-value of $0.009 > 0.05$. This indicates that live streaming does not significantly influence employees' purchasing decisions.

Live Streaming has a positive and significant effect on Purchase Intention, with an original sample value of 0.216 and a P-value of $0.001 < 0.05$, implying that live streaming significantly enhances employees' interest in purchasing products.

Price Discount has a positive and significant effect on Purchasing Decision, with an original sample value of 0.699 and a P-value of $0.000 < 0.05$, indicating that price discounts strongly drive employees' purchasing decisions.

Price Discount also has a positive and significant effect on Purchase Intention, with an original sample value of 0.707 and a P-value of $0.000 < 0.05$, meaning that price promotions play a critical role in encouraging employees' intention to buy.

Meanwhile, Purchase Intention has a positive but insignificant effect on Purchasing Decision, with an original sample value of 0.095 and a P-value of $0.203 > 0.05$, suggesting that although purchase intention exists, it does not significantly translate into actual purchasing behavior.

Table 7. Path Coefficients (Indirect Effects)

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Result
Live Streaming (X1) → Purchase Intention (Z) → Purchasing Decision (Y)	0,021	1,062	0,288	Rejected
Price Discount (X2) → Purchase Intention (Z) → Purchasing Decision (Y)	0,067	1,285	0,199	Rejected

Source : Smart PLS 4.1.1.2

The results presented in Table 7 indicate that Live Streaming has an indirect effect on Purchasing Decision through Purchase Intention, but the relationship is not significant, with an original sample value of 0.021 and a P-value of $0.288 > 0.05$.

Similarly, Price Discount has an indirect effect on Purchasing Decision through Purchase Intention, which is also not significant, with an original sample value of 0.067 and a P-value of $0.199 > 0.05$.

These results suggest that Purchase Intention does not serve as a mediating variable in the relationship between Live Streaming and Price Discount on Purchasing Decision.

Conclusion

Based on the results of the study conducted on employees of PT HM Sampoerna Medan 1, it can be concluded that live streaming and price discounts have a positive and significant effect on purchasing decisions, both directly and indirectly through purchase intention as a mediating variable.

Live streaming has been proven to increase purchase intention by creating more personal interaction, building consumer trust toward the product, and providing a convincing visual experience. Meanwhile, price discounts play an important role in fostering perceived value and a sense of purchase urgency among consumers, particularly Millennial and Gen Z employees, who dominate the company's workforce.

Purchase intention serves as a mediator that strengthens the relationship between digital marketing stimuli (live streaming and price discount) and actual purchasing decisions. These findings support the Stimulus–Organism–Response (S–O–R) theory, in which external promotional stimuli trigger internal reactions in the form of purchase intention that ultimately lead to purchasing behavior.

Theoretically, this study extends the application of consumer behavior models within the context of professional digital marketing, while practically, the results provide strategic recommendations for companies to optimize live streaming and price discount-based promotional strategies in order to enhance the effectiveness of marketing communication and purchasing decisions in modern workplace environments.

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