

The Effect of live Streaming and Affiliate Marketing on Shopee Consumers' Impulsive Buying

Nurawalia Rom Dona¹, Hartanti Nugrahaningsih², Neng Ayu Sri Wahyuni³

¹²³Business Management Study Program, Faculty Of Economics and Business, University Ibn Khaldun Bogor

Jl. K.H. Sholeh Iskandar Km. 2, Kedung Badak, Tanah Sareal District, Bogor City, West Java, Indonesia.

Live Streaming, Affiliate Marketing, Impulsive Buying, Shopee, Digital Marketing

ISSN (print): 1978-6387

ISSN (online): 2623-050X

Received: 19 June 2026

Revised: 20 June 2026

Accepted: 25 June 2026

This descriptive and verification quantitative study aims to determine the effect of Live Streaming and Affiliate Marketing on Shopee Consumers' Impulsive Buying. Data were collected through questionnaires from 105 respondents selected using the simple random sampling method, then analyzed using the SPSS program.

The results of the study indicate that partially, Live Streaming has significant effect, while Affiliate Marketing has a positive and significant effect on impulse buying. Simultaneously, both variables have a significant effect with a coefficient of determination of 45.4%, with Affiliate Marketing being the more dominant factor. These findings are expected to provide input for developing more effective digital marketing strategies.

Author Correspondence:

Nurawalia Rom Dona

donnanurawalia@gmail.com



1. Introduction

The development of digital technology has driven changes in people's behavior in conducting economic activities, particularly shopping. Marketplaces have become one of the primary means used by people to obtain products quickly and conveniently. One marketplace dominating the Indonesian e-commerce market is Shopee, with a visit rate of 53.11% in 2025 (Widodo, 2025). Shopee is an e-commerce platform or online marketplace owned by SEA Group (formerly Garena), which was pioneered by Forrest Li in 2009. Headquartered in Singapore, the company's business expansion. This platform has reached various regions, such as Malaysia, Thailand, Taiwan, Indonesia, Vietnam, and the Philippines. To increase its competitiveness, Shopee has introduced

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various digital marketing strategies. Shopee continues to develop digital marketing strategies through the Shopee Live feature and the Shopee Affiliate Program. Live streaming allows direct interaction between sellers and consumers, creating a more engaging and interactive shopping experience (Faisal et al., 2025). Netrawati (2022) stated that Live Streaming indicators include: Perceived product quality, host credibility, and discounts.

Meanwhile, affiliate marketing utilizes content creators as intermediaries for product promotion, which can increase consumer interest and purchasing decisions (Pratama, 2023). Impulse buying is spontaneous buying behavior without careful planning and influenced by emotional impulses (Tumanggor, 2022). The phenomenon of impulse buying is increasingly common in online transactions. Consumers tend to make unplanned purchases due to the influence of promotions, discounts, affiliate recommendations, or interactions during live broadcasts (Tumanggor et al., 2022)..

Table 1 Hasil Pre-survey of 30 Respondents

No	Statement	Answer (%)		Number of Respondent	Target (%)
		Yes	No		
1	I am interested in buying product after watching the live streaming on Shopee	70%	30%	30	100
2	I often buy product spontaneously while watching live streaming.	63%	37%	30	100
3	Content from affiliates (content creators) made me interested in buying the product	67%	33%	30	100
4	I believe in product recommendations from Shopee affiliates	60%	40%	30	100
5	Promos and discounts during live 5 streams made me buy without planning	73%	27%	30	100
6	I once bought products without planning after seeing Shopee content	68%	32%	30	100

Source: Processed primary data, 2026

A pre-survey of 30 respondents showed that 73% of respondents made unplanned purchases due to promotions during Live Streaming, and 68% had made impulsive purchases after viewing Shopee content. Based on the results of the pre-survey, it can be concluded that Live Streaming and Affiliate Marketing have the potential to influence the impulsive buying behavior of Shopee consumers.

Based on this phenomenon, this study aims to determine the influence of Live Streaming and Affiliate Marketing on Shopee consumers' impulsive purchases.

2. Research Methods

This study employed a quantitative method with a descriptive and verification approach, using a questionnaire. The descriptive approach was used to describe the characteristics of the research variables, while the verification approach was used to test the relationship between variables. This method was chosen because the research objective was to measure the influence of live streaming (X1) and affiliate marketing (X2) on Shopee consumers' impulsive purchases. The target population in this study focused on employees of PT Parit Padang Global Bogor in 2026, totaling 142 people. Based on calculations using the Slovin formula with an error tolerance of 5%, a representative sample of 105 respondents was obtained. Sampling was carried out using a probability sampling technique with a simple random sampling method without regard to strata in the population.

Primary data was collected directly through the distribution of questionnaires using an ordinal measurement scale. Before further analysis, the research questionnaire was declared valid because the calculated r value was $> r$ table and reliable with a Cronbach's Alpha value above the standard threshold of 0.60 for the three variables: Live Streaming variable (X1) of 0.961, Affiliate Marketing variable (X2) of 0.977, and Impulsive Buying variable (Y) of 0.961. The secondary data analysis method was processed statistically with the help of SPSS version 27 software including multiple linear regression tests, correlation coefficient analysis, determination coefficient tests (R^2), partial significance tests (t-tests), and simultaneous significance tests (F-tests). Research Variables and Variable Operationalization, as follows:

Table 2 Variable Operationalization

Variable	Definition	Indikator	Scale
Live Streaming	Broadcasting of live sound and images Media that allows recording and real-time transmission using one or more communication technologies, this transmission allows the audience to feel their presence directly in an event or situation	1. Perception of Product Quality	Ordinal
		2. Host Credibility	Ordinal
		3. Discounts	Ordinal
Affiliate Marketing	A marketing model in which individuals or companies (known as affiliate marketers) promote products or services belonging to other parties (merchants) and earn a commission from each sale or action generated through the affiliate links they distribute.	1. Trust	Ordinal
		2. Convenience	Ordinal
		3. Quality	Ordinal
		4. Information	Ordinal
Pembelian Impulsif	Consumer behavior that occurs without any planning or consideration before making a purchase	1. Spontaneity	Ordinal
		2. Strength, Compulsion, and Intensity	Ordinal
		3. Excitement and Stimulation	Ordinal
		4. indifference to consequences	Ordinal

Source: Processed primary data, 2026

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Asriyani & Astuti (2025) suggest that research variables encompass all dynamic elements or phenomena that can be tested empirically. A thorough understanding of variables is crucial for researchers, as it underpins the development of a systematic framework, accurate hypothesis formulation, and the determination of relevant data collection methods.

3. Results and Discussion

3.1 Responden Overview

Data was collected through an online questionnaire distributed to consumers who had purchased products on Shopee. A total of 105 questionnaires were collected, all of which were deemed suitable for processing. Respondent profiles were reviewed based on four characteristics: gender, age, highest level of education, and income, as summarized in Table 3.

Table 3 Respondent Profile

Characteristics	Category	n	%
Gender	Man	37	35,20%
	Woman	68	64,80%
Age	19-25 Years	43	41%
	26-30 Years	29	27,60%
	> 30 Years	33	31,40%
Esucation Final	SMP	1	1%
	SMA/SMK	89	84,80%
	S1	15	14,30%
Income	2.000.000-4.000.000	41	39%
	4.100.000-6.000.000	40	38,10%
	> 6.000.000	24	22,90%

Source: Processed primary data, 2026

Based on the processed primary data, the total number of respondents in this study was 105 people. The majority of respondents in this study were women, with a percentage reaching almost two-thirds of the total sample. This indicates that the object or locus of research has a higher relevance or appeal to women than men. The majority of respondents were in the young/early adult age group, namely 19-25 years (41%). However, the overall age distribution was relatively even, with the age group above 26 years cumulatively contributing 59%. This profile indicates that respondents are in the productive age group who have independence in thinking and making decisions. In terms of educational level, the single majority of respondents were high school/vocational high school graduates (84.80%). This information is very important because it shows that the respondents' educational level is classified as middle to high. This indicates that respondents have good literacy capacity to understand and answer the research instrument (questionnaire) objectively. The income profile shows that the majority of respondents (approximately 77.10%) earn between Rp2,000,000 and Rp6,000,000 per month. This figure reflects that the majority of respondents are in the middle-class economic

group, which generally has sufficient purchasing power or financial stability to be the subject of economic/ social studies.

Overall, it can be concluded that the respondent profile in this study was dominated by women, in the productive age range (especially 19-25 years old), with a final education level of high school/vocational school, and a middle class income level (Rp. 2,000,000 - Rp. 6,000,000).

This combination of characteristics provides a basis that the data obtained comes from a representative sample group, has good understanding capacity, and is in a stable socio-economic condition, so that the research results can be considered valid for further analysis.

3.2 Research Instrument Testing

3.2.1 Correlation Analysis

Correlation analysis is used to determine the relationship between Live Streaming (X1) and Affiliate Marketing (X2) and impulsive purchases (Y). Decision making is based on the significance value. If the significance value is <0.05 , there is a correlation, and vice versa, if the significance value is >0.05 , there is no correlation.

Table 4 Correlation of Live Streaming Relationship with Impulse Buying

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.612 ^a	.375	.369	6.411	.375	61.700	1	103	<.001
a. Predictors: (Constant), Live Streaming									

Sumber: Diolah oleh penulis (SPSS 27)

The correlation coefficient (R) value obtained was 0.670. This value indicates a strong positive relationship between the Affiliate Marketing (X2) and Impulsive Buying (Y) variables. Based on the correlation coefficient standardization criteria, the value of 0.670 is in the interval 0.60 - 0.799, indicating that the level of relationship between the two variables is in the "strong" category.

Table 5 Correlation Results of Affiliate Marketing Relationship with Impulse Buying

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.670 ^a	.449	.444	6.016	.449	84.028	1	103	<.001
a. Predictors: (Constant), Affiliate Marketing									

Source: Processed by the author (SPSS 27)

The correlation coefficient (R) value obtained was 0.670. This value indicates a strong positive relationship between the Affiliate Marketing (X2) and Impulsive Buying (Y) variables. Based on the correlation coefficient standardization criteria, the

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value of 0.670 is in the interval 0.60 - 0.799, indicating that the level of relationship between the two variables is in the "strong" category.

Table 6 Multiple Correlation Results

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.675 ^a	.456	.445	6.009	.456	42.730	2	102	<.001

a. Predictors: (Constant), Affiliate Marketing, Live Streaming

Source: SPSS Data Processing (Version 27)

The simultaneous correlation value (R) was 0.675, which means that the Live Streaming (X1) and Affiliate Marketing (X2) variables have a strong relationship with Impulse Buying (Y). In addition, the R Square (Coefficient of Determination) value obtained was 0.456 or 45.6%. This indicates that the variation in the rise and fall of consumer impulsive buying decisions can be explained by the Live Streaming and Affiliate Marketing variables together at 45.6%. Meanwhile, the remaining 54.5% (100% - 45.6%) is explained by other factors or variables outside this research model. The simultaneous correlation significance value of $0.001 < 0.05$ proves that the combined influence of these two marketing strategies is real and significant. The more attractive the Live Streaming and Affiliate content, the more impulsive buying will increase.

3.2.2 Coefficient of Determination

Table 7 Results of Determination Coefficient Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.675 ^a	.456	.445	6.009

a. Predictors: (Constant), Affiliate Marketing, Live Streaming

Source: SPSS Data Processing Results Version 27

The R Square (Coefficient of Determination) value obtained was 0.456 or 45.6%. This indicates that the variation in the rise and fall of consumer impulsive purchasing decisions can be explained by the Live Streaming and Affiliate Marketing variables together by 45.6%. Meanwhile, the remaining 54.5% (100% - 45.6%) is explained by other factors or variables outside this research model. The simultaneous correlation significance value of $0.001 < 0.05$ proves that the combined effect of these two marketing strategies is real and significant. The more attractive the Live Streaming and Affiliate content, the more impulsive purchasing will increase.

3.2.3 Multiple Linear Regression Analysis

Table 8 Multiple Linear Regression Results of Live Streaming (X1) and Affiliate Marketing (X2) Variables on Impulse Buying (Y)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.445	3.482		-.128	.898
	Live Streaming	.145	.131	.154	1.113	.268
	Affiliate Marketing	.537	.138	.540	3.903	<.001

a. Dependent Variable: Pembelian Impulsif

Source: SPSS Data Processing (Version 27)

From this equation, it can be concluded that:

1. The constant value of a (-0.445) indicates the situation when the impulsive buying variable (Y) has not been affected by the Live Streaming (X1) and Affiliate Marketing (X2) variables. If the independent variables (Live Streaming and Affiliate Marketing) do not change, then the dependent variable (impulse buying) does not change.
2. The regression coefficient value of Live Streaming (X1) of 0.145 indicates that if the constant remains constant and there is no change in the Affiliate Marketing (X2) variable, then every 1 change in the value of the Live Streaming variable will result in a change in the impulsive buying variable (Y) of 0.145. Therefore, it can be concluded that the regression coefficient value of Live Streaming (X1) has a significant effect on impulsive buying (Y).
3. The regression coefficient value of Affiliate Marketing (X2) of 0.537 indicates that if the constant remains constant and there is no change in the Live Streaming variable (X1), then every 1 change in the value of the Live Streaming variable will result in a change in the impulsive buying variable (Y) of 0.537. Therefore, it can be concluded that the regression coefficient value of Affiliate Marketing (X2) has a significant effect on impulsive buying (Y).

3.2.4 t-Test (Partial)

In this study, the t-test was used to examine the partial effect of Live Streaming (X1) and Affiliate Marketing (X2) on Impulse Buying (Y). The test was conducted by comparing the t-count and t-table values or by looking at the significance value (Sig). The t-table value was obtained from a t-distribution with degrees of freedom (df) = n - k - 1, where n is the number of samples and k is the number of variables. This test used a significance level of 5% (0.05).

The results of the t-test calculation with data processing using SPSS version 27 are obtained as follows:

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Table 9 t-Test (Partial)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.445	3.482		-.128	.898
	Live Streaming	.145	.131	.154	1.113	.268
	Affiliate Marketing	.537	.138	.540	3.903	<.001

a. Dependent Variable: Pembelian Impulsif

Source: SPSS Data Processing Version 27

The results of the t-test (partial) show that the significance value of the influence of Live Streaming (X1) on impulsive buying (Y) is $0.268 > 0.05$ and $t\text{-count } 1.113 < t\text{-table } 1.986$, so H_0 is accepted and H_a rejected. This means that Live Streaming (X1) does not have a significant effect on impulsive buying (Y). The significance value of Affiliate Marketing (X2) on impulsive buying (Y) is $0.001 < 0.05$ and $t\text{-count } 3.903 > t\text{-table } 1.986$, so H_{02} is rejected and H_{a2} is accepted. This means that Affiliate Marketing (X2) has a significant effect on impulsive buying (Y).

3.2.3 F Test (Simultaneous)

Table 10 F Test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3085.728	2	1542.864	42.730	<.001 ^b
	Residual	3682.901	102	36.107		
	Total	6768.629	104			

a. Dependent Variable: Pembelian Impulsif

b. Predictors: (Constant), Affiliate Marketing, Live Streaming

Source: SPSS Data Processing (Version 27)

It is known that the significance value for Live Streaming (X1) and Affiliate Marketing (X2) on impulsive purchases (Y) is $0.001 < 0.05$ and $F\text{-count } 42.730 > F\text{-table } 3.085$. It can be concluded that H_{a3} is accepted, which means there is an influence of Live Streaming (X1) and Affiliate Marketing (X2) on impulsive purchases (Y) simultaneously.

3.3 Discussion

3.3.1 The Effect of Live Streaming (X1) on Impulsive Buying (Y)

Based on the results of partial hypothesis testing (t-test), it was found that the Live Streaming variable has a $t\text{-calculated}$ value of 1.113, which is smaller than the $t\text{-table}$ of 1.986, with a significance level of 0.268 (>0.05). These results empirically indicate that Live Streaming does not have a significant influence on impulsive buying among employees of PT Parit Padang Global Bogor.

Although a pre-survey indicated some interest due to promotions during live broadcasts, the full data analysis revealed a different pattern. This could be attributed to the demographic characteristics of respondents, who were predominantly in the productive age range and had a high school/vocational school education up to a bachelor's degree. This group tends to have a more rational level of self-control when

watching live broadcasts. The real-time interaction and discounts offered in the Live Streaming feature were deemed to be merely a means of entertainment or product information discovery, but not to the point of encouraging consumers to make spontaneous purchases without careful planning.

3.3.2 The Influence of Affiliate Marketing (X2) on Impulsive Buying (Y)

In contrast, the t-test results for the Affiliate Marketing variable showed a calculated t-value of 3.903, significantly higher than the t-table (1.986), with a significance value of 0.001 (<0.05). This finding proves that Affiliate Marketing has a positive and partially significant effect on Shopee consumers' impulsive purchases.

A strong correlation of 0.670 confirms the crucial role of content creators or affiliates in shaping spontaneous shopping behavior. Product recommendations packaged through creative content, honest reviews, and the inclusion of easily accessible product links (affiliate links) provide a strong emotional stimulus for consumers. Respondents, predominantly female (64.80%), with middle-class incomes, are particularly susceptible to exposure to this affiliate content. They tend to trust the validity of products recommended by their favorite affiliates, triggering a spontaneous desire to purchase items immediately without further consideration.

3.3.3 The Effect of Simultaneous Live Streaming (X1) and Affiliate Marketing (X2) on Impulsive Buying (Y)

Simultaneously (together), the F test shows an F-calculated value of (42.730) $>$ F-table (3.085) with a significance of 0.001 (< 0.05). This indicates that the combination of marketing strategies through Live Streaming and Affiliate marketing simultaneously has a significant impact on increasing consumer impulse buying.

The explanatory power (Goodness of Fit) of this regression model is demonstrated by the R-square value of 45.6%. This figure indicates that nearly half of the variation in impulsive buying behavior among PT Parit Padang Global Bogor employees can be triggered and explained by the optimization of these two marketing variables. Meanwhile, the remaining 54.4% is influenced by psychological factors or other marketing mix factors outside the scope of this study, such as seasonal promotions (flash sales), free shipping, and paylater payment methods.

4. Conclusions and Suggestions

4.1 Conclusion

Partially, live streaming had no significant impact on Shopee consumer impulse purchases among PT Parit Padang Global Bogor employees. The presence of live broadcasts was deemed insufficient to trigger spontaneous shopping impulses among this group of respondents.

Partially, affiliate marketing has a positive and significant influence on impulse purchases among Shopee consumers, particularly employees of PT Parit Padang Global Bogor. The more engaging, credible, and comprehensive the content presented by affiliates, the greater the consumer's tendency to make impulse purchases.

Simultaneously, Live Streaming and Affiliate Marketing significantly influence impulse buying, with a contribution value (R-square) of 45.6%. In this model, Affiliate Marketing acts as a much more dominant digital marketing factor in driving impulse buying behavior compared to Live Streaming.

4.2 Suggestions

For Shopee Sellers/Marketers: Focus your marketing strategy and budget on the Shopee Affiliate program by collaborating with content creators or affiliates, as this method has proven to be much more effective in triggering immediate consumer purchases. For Live Streaming, package your broadcasts in a more engaging way by offering limited-time discounts or vouchers to encourage viewers to buy immediately.

For Further Researchers: It is recommended to add other variables outside this model that can also trigger spontaneous shopping, such as free shipping features, paylater payment systems, or flash sales, as well as expanding the number and variety of respondents so that the research results are broader and more accurate.

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