



The impact of live streaming, discounts, and product quality on impulse buying with customer trust as a mediating variable: A study on skintific products

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ABSTRACT

Purpose: This study aims to analyze the influence of live streaming, discounts, and product quality on impulse buying, with customer trust serving as a mediating variable, specifically for Skintific products on the Shopee marketplace.

Design/methodology/approach: This research used a quantitative approach, collecting data via an online questionnaire on Google Forms with a Likert scale. The sample of 140 Rawamangun residents aged 17 and older was obtained through purposive sampling and comprised individuals who had previously purchased Skintific products on Shopee.

Findings: The results show that live streaming has no direct significant effect on impulse buying, while discounts and product quality do. Additionally, live streaming does not directly influence customer trust, but discounts and product quality do. Customer trust positively impacts impulse buying and successfully mediates the relationship between product quality and impulse buying, but not between live streaming or discounts and impulse buying.

Originality/value: This research offers insights into consumer behavior in e-commerce, highlighting the mediating role of trust in the relationship between marketing stimuli and impulsive purchases. The findings emphasize that product quality is essential for building consumer trust, which drives unplanned buying decisions.

Keywords: Live streaming, Discount, Product quality, Impulse buying, Customer trust, Shopee, Skintific

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ABSTRAK

Tujuan: Penelitian ini bertujuan untuk menganalisis pengaruh siaran langsung, diskon, dan kualitas produk terhadap pembelian impulsif, dengan kepercayaan pelanggan sebagai variabel mediasi, khususnya untuk produk Skintific di marketplace Shopee. Desain/metodologi/pendekatan: Penelitian ini menggunakan pendekatan kuantitatif, mengumpulkan data melalui kuesioner online di Google Forms dengan skala Likert. Sampel sebanyak 140 penduduk Rawamangun berusia 17 tahun ke atas diperoleh melalui purposive sampling dan terdiri dari individu yang sebelumnya telah membeli produk Skintific di Shopee. Temuan: Hasil penelitian menunjukkan bahwa siaran langsung tidak memiliki pengaruh signifikan langsung terhadap pembelian impulsif, sedangkan diskon dan kualitas produk berpengaruh. Selain itu, siaran langsung tidak secara langsung memengaruhi kepercayaan pelanggan, tetapi diskon dan kualitas produk berpengaruh. Kepercayaan pelanggan berdampak positif terhadap pembelian impulsif dan berhasil memediasi hubungan antara kualitas produk dan pembelian impulsif, tetapi tidak antara siaran langsung atau diskon dan pembelian impulsif. Orisinalitas/nilai: Penelitian ini menawarkan wawasan tentang perilaku konsumen dalam e-commerce, menyoroti peran mediasi kepercayaan dalam hubungan antara stimulus pemasaran dan pembelian impulsif. Temuan ini menekankan bahwa kualitas produk sangat penting untuk membangun kepercayaan konsumen, yang mendorong keputusan pembelian yang tidak direncanakan. Kata kunci: Live streaming, Diskon, Kualitas produk, Pembelian impulsif, Kepercayaan pelanggan, Shopee, Skintific

1. Introduction

The rapid advancement of technology has fundamentally reshaped consumer behavior, particularly in online shopping. Digitalization has significantly simplified access to information and streamlined transaction processes. This trend is evident in Indonesia, where the Indonesian Internet Service Providers Association (APJII, 2024) reported that internet users reached 221.56 million, or 79.5% of the population, marking a 1.4% increase from the previous year. This digital proliferation has fueled the exponential growth of e-commerce marketplaces. Shopee, for instance, recorded a staggering 2.3 billion visits in 2023, a surge propelled by aggressive marketing strategies such as targeted promotions, discounts, and the integration of interactive features like Shopee Live and Shopee Pay (Databoks, 2024).

Parallel to the growth of e-commerce, the cosmetic and skincare industry has experienced a significant boom, with brands increasingly leveraging digital platforms to reach consumers (Eristia, 2023). One such brand is Skintific, which uses proprietary technologies such as the Trilogy Triangle Effect (TTE) in its marketing. However, despite its innovative approach, Skintific faces market challenges. Data from the Kompas Dashboard (2024) indicates a 9.6% decline in its market share, although it still maintains a 3.6% share of the global market. This downturn necessitates a critical examination of the effectiveness of its current marketing strategies.

To navigate such challenges, Skintific has adopted various digital marketing strategies, prominently including live streaming. While this interactive feature is intended to stimulate spontaneous purchases, the literature presents mixed findings on its efficacy. For instance, Kurniasari et al. (2024) found that live streaming has a positive and significant influence on impulse buying. Conversely, research by Putri (2024) reported a negative and non-significant impact of live streaming on the same behavior. This discrepancy highlights a significant research gap, suggesting that the relationship between live streaming and impulse buying is complex and potentially moderated or mediated by other factors.

Another prevalent tactic to capture consumer attention and drive unplanned purchases is offering discounts. The effectiveness of discounts in this context is also debated. Ayalia et al. (2024) demonstrated that discounts exert a positive and significant effect on impulse buying, implying that larger discounts increase the likelihood of impulsive purchases. In contrast, Rahmah (2024) found that price discounts did not have a significant impact on impulse buying behavior, suggesting that the effectiveness of this promotional tool may depend on specific conditions or the presence of other influential factors. This inconsistency calls for further investigation to understand the contexts in which discounts successfully encourage impulse buying.

Beyond promotional tactics, product quality is a fundamental attribute influencing consumer decisions. Research by Eristia (2023) suggests that product quality positively influences impulse buying: consumers are more likely to purchase products impulsively when they perceive them as high-quality and beneficial. This perception likely fosters trust in the brand, leading consumers to make unplanned purchases with confidence that the product will meet their expectations.

This study aims to address the identified research gaps by developing a comprehensive model that examines the influence of live streaming, discounts, and product quality on impulse buying. Furthermore, it introduces customer trust as a mediating variable to elucidate the mechanisms through which these marketing stimuli translate into impulsive purchasing behavior. The findings are expected to provide theoretical insights into the dynamics of digital consumer behavior and practical guidance for companies, such as Skintific, seeking to enhance the effectiveness of their promotional strategies in a competitive online marketplace.

2. Theory and Hypothesis

The Effect of Live Streaming on Impulse Buying

Live streaming is a real-time broadcast that enables two-way interaction between sellers and buyers, allowing consumers to ask questions, provide feedback, or offer suggestions during the broadcast (Dewi et al., 2024). This interactive feature has been shown to influence consumer purchasing behavior. From a theoretical perspective, Ramdani and Rufaida (2024) integrate live-streaming content with celebrity endorsers to explain how it enhances customer impulse buying. Their findings indicate that live streaming has a positive and significant influence on impulse buying among skincare product users. This suggests that the interactive and engaging nature of live streams can trigger spontaneous purchasing decisions. Therefore, the following hypothesis is proposed:

H1. Live streaming is positively associated with impulse buying.

The Effect of Discounts on Impulse Buying

Discounts are typically offered to consumers who make early payments, purchase in large quantities, or buy out of season; however, they must be implemented judiciously to maintain business profitability (Sumarwan & Tjiptono, 2018, p. 352). As a promotional tool, discounts are designed to incentivize purchases. Research by Reska et al. (2024) demonstrates that discounts increase the desire to purchase Skintific skincare products on TikTok Shop. In other words, the greater the discount offered, the higher the likelihood of impulse buying occurring. Based on this evidence, the following hypothesis is proposed:

H2. Discounts are positively associated with impulse buying.

The Effect of Product Quality on Impulse Buying

Product quality is defined as the fulfillment of evolving customer expectations and serves as a key driver of company productivity (Pahmi, 2024, p. 4). Consumers often rely on perceived quality when making rapid purchase decisions. Research conducted by Prameswari and Prastyorini (2024) indicates that product quality has a positive and significant effect on impulse buying. This finding underscores that product quality is a crucial factor in shaping consumers' desire to purchase, even in unplanned buying situations. Accordingly, the following hypothesis is proposed:

H3. Product quality is positively related to impulse buying.

The Effect of Live Streaming on Customer Trust

Sellers use live streaming to interact directly with potential customers, provide detailed product information, and respond to questions in real time (Siswanto et al., 2024). This direct engagement can foster a sense of familiarity and reliability. Research by Zakaria and Affandi (2024) shows a positive relationship between TikTok live streaming and customer trust. Their study found that live streaming has a stronger direct impact on building customer trust compared to its indirect effects. This leads to the following hypothesis:

H4. Live streaming has a positive relationship with customer trust.

The Effect of Discounts on Customer Trust

Discounts can enhance customer perceptions of a product and, in turn, influence purchasing decisions (Rahmawati et al., 2020, p. 3). When discounts are perceived as genuine and delivered as promised, they can reinforce consumer confidence. Research by Cahya and Suyono (2023) demonstrates that discounts significantly increase customer trust. When consumers observe that the discounts offered align with advertisements or their expectations, it can enhance their trust in the brand or product. Therefore, the following hypothesis is proposed:

H5. Discounts are positively associated with customer trust.

The Effect of Product Quality on Customer Trust

Product quality is a measurable aspect that reflects specific standards, assessed through durability, brand image, ease of use, and other attributes (Astuti & Matondang, 2021, p. 7). Consistent quality builds consumer confidence over time. Research by Yusra and Rizki (2021) found that the product quality of Erha Skin Padang has a positive and significant impact on customer trust, as consumers consistently prioritize high-quality products to support their activities. Based on this, the following hypothesis is proposed:

H6. Product quality is positively related to customer trust.

The Effect of Customer Trust on Impulse Buying

Trust is defined as the confidence in a brand that is built through transparency, ethical practices, and consistency in fulfilling promises (Purwaningrum et al., 2024, p. 12). This psychological state can reduce perceived risk and facilitate quicker purchase decisions. Research by Pratmianingsih and Astuti (2023) indicates that trust has a positive and significant impact on impulse buying. Previous scholars have proposed that trust plays a critical role in influencing purchase intentions, including spontaneous ones. Thus, the following hypothesis is proposed:

H7. Customer trust is positively associated with impulse buying.

The Mediating Role of Customer Trust

The live streaming feature enables hosts and viewers to interact directly, with hosts guiding content through real-time questions and direction (Stewart, 2017). This interactive dynamic can build rapport and trust. Research by Putri (2024) indicates that the relationship between live streaming content and impulse buying is positively mediated by customer trust. In this context, live streaming content has a significant indirect effect on impulse buying through the mediation of customer trust. Therefore, the following hypothesis is proposed:

H8. Customer trust mediates the positive relationship between live streaming and impulse buying.

Price significantly influences purchase decisions, with buyers tending to choose sellers offering lower prices; consequently, discounts are generally well-received (Sopiah & Sangadji, 2022, p. 60). When discounts build trust, they may also encourage unplanned purchases. Research by Natasya et al. (2024) shows that price discounts have a direct and significant effect on brand trust. That brand trust effectively mediates the relationship between price discounts and online impulse buying. Based on this rationale, the following hypothesis is proposed:

H9. Customer trust mediates the positive relationship between discounts and impulse buying.

Products in business refer to goods or services offered to meet customer needs, taking into account their benefits and utility (Budi & Yasa, 2023, p. 16). High product quality can build trust, which may encourage impulse purchases. Research by Padmalia and Fachruraji (2023) demonstrates that product quality positively and significantly influences impulsive purchase decisions. Furthermore, Wulandari (2022) indicates that customer trust influences impulse buying. These findings suggest a potential mediating pathway. Thus, the following hypothesis is proposed:

H10. Customer trust mediates the positive relationship between product quality and impulse buying.

3. Methodology

Research Design

This study employs a quantitative, associative research design to examine the influence of live streaming, discounts, and product quality on impulse buying, with customer trust as a mediating variable. The quantitative method aligns with the positivist paradigm, which emphasizes objective measurement and the statistical analysis of numerical data (Sugiyono, 2018, p. 23). Data were collected through a structured research instrument and analyzed using statistical techniques to test the proposed hypotheses. A non-probability sampling method was adopted, with the research subjects comprising customers who regularly engage in online shopping, view live streaming content, and use Skintific skincare products. However, the exact population size remains unknown.

Population and Sample

The population of this study consists of Skintific customers who make purchases through the Shopee marketplace, with an unspecified total number. The sample was selected using a non-probability sampling technique, specifically purposive sampling, based on predetermined criteria. The inclusion criteria were: (1) residing in the Rawamangun area, (2) being at least 17 years old, and (3) having purchased Skintific products on Shopee at least once. According to Hair et al. (2019, p. 633), a minimum sample size of 100 respondents is recommended for SmartPLS

analysis. This sampling approach ensures that the selected respondents possess the relevant information and experience necessary to address the research objectives.

Variable Measurement and Operationalization

All variables in this study were measured using a five-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree"). The measurement items were adapted from established scales in previous literature to ensure validity and reliability. Live streaming was measured using six items developed by Song and Liu (2021). A sample item is: "The live streaming host on Shopee quickly responds to viewers' questions about Skintific products during the broadcast." Discounts were measured using five items developed by Kotler et al. (2019, p. 534). A sample item is: "The discounts offered for purchasing Skintific products in bulk on Shopee encourage me to buy more products." Product quality was measured using six items developed by Kotler and Keller (2018, p. 250). A sample item is: "The Skintific brand is easy to recognize and remember." Impulse buying was measured using five items developed by Suratno et al. (2021). A sample item is: "Purchasing Skintific products on Shopee is often done spontaneously without prior consideration after watching live streaming content." Customer trust was measured using nine items developed by Lusia (2018, p. 13). A sample item is: "Skincare products recommended by many people are considered trustworthy by consumers."

Data Analysis Technique

The data analysis was conducted using Structural Equation Modeling (SEM) with SmartPLS version 4.1.0.9. This technique was chosen for its capability to simultaneously examine complex relationships between multiple independent, mediating, and dependent variables. The analysis was performed in two stages: first, the measurement model (outer model) was assessed to evaluate the validity and reliability of the constructs; second, the structural model (inner model) was tested to examine the hypothesized direct and indirect effects among variables.

4. Results and discussion

Measurement Model Evaluation (Outer Model)

The measurement model, also known as the outer model in PLS-SEM, specifies the relationships between the latent constructs and their observed indicators. The evaluation of the measurement model includes assessments of convergent validity, discriminant validity, and reliability. Convergent validity was assessed by examining the outer loadings of the indicators and the Average Variance Extracted (AVE) for each construct. Reliability was evaluated using Composite Reliability (CR) and Cronbach's Alpha. As presented in Table 1, all indicator loadings exceeded the recommended threshold of 0.70, indicating that each indicator adequately measures its respective construct. Furthermore, the AVE values for all constructs were above 0.50, confirming satisfactory convergent validity. The Composite Reliability and Cronbach's Alpha values for all constructs exceeded 0.70, demonstrating good internal consistency and reliability.

Structural Model Evaluation (Inner Model)

The R-squared (R^2) value indicates the proportion of variance in the endogenous constructs explained by the exogenous constructs. The analysis revealed that live streaming, discounts, and product quality collectively explain 66.8% of the variance in impulse buying ($R^2 = 0.668$). In comparison, the remaining 33.2% is attributable to other factors not examined in this study. Furthermore, the same exogenous variables explain 56.9% of the variance in customer trust ($R^2 = 0.569$), with the remaining 44.1% explained by factors outside the research model.

Table 1. Convergent Validity and Reliability Results

Variables	Indicators	Loading Factor	Composite Reliability	Cronbach's Alpha	AVE	Description
Live Streaming	X1.1a	0.860	0.937	0.920	0.712	Valid
	X1.1b	0.793				Valid
	X1.2	0.855				Valid
	X1.3	0.840				Valid
	X1.4	0.878				Valid
	X1.5	0.833				Valid
Discounts	X2.1	0.844	0.933	0.910	0.735	Valid
	X2.2	0.895				Valid
	X2.3	0.788				Valid
	X2.4	0.885				Valid
	X2.5	0.870				Valid
Product Quality	X3.1	0.817	0.932	0.912	0.694	Valid
	X3.2	0.826				Valid
	X3.3	0.849				Valid
	X3.4	0.852				Valid
	X3.5	0.815				Valid
	X3.6	0.840				Valid
Impulse Buying	Y.1a	0.834	0.935	0.913	0.742	Valid
	Y.1b	0.852				Valid
	Y.2	0.865				Valid
	Y.3	0.878				Valid
	Y.4	0.876				Valid
Customer Trust	Z.1	0.747	0.930	0.914	0.625	Valid
	Z.2	0.796				Valid
	Z.3	0.819				Valid
	Z.4	0.833				Valid
	Z.5	0.754				Valid
	Z.6	0.855				Valid
	Z.7	0.785				Valid
	Z.8	0.726				Valid

Source: Processed primary data (2025)

The Stone-Geisser Q^2 value assesses the model's predictive relevance. The results indicate that customer trust ($Q^2 = 0.543$) and impulse buying ($Q^2 = 0.573$) possess high predictive relevance, as both values are substantially greater than zero. This confirms that the structural model has good predictive capability for both the mediating and endogenous variables. According to Hair

et al. (2019), path coefficients are used to analyze the relationships between latent variables. At a 5% significance level, a p-value of less than 0.05 indicates a significant relationship, while a p-value greater than 0.05 indicates a non-significant relationship. Table 2 presents the results of the path analysis.

Table 2. Path Coefficient Results

Hypothesis	Relationship	Original Sample (O)	T-Statistics	P-Value	Result
H1	LS → IB	0.069	1.515	0.130	Rejected
H2	Discount → IB	0.324	5.622	0.000	Accepted
H3	PQ → IB	0.305	5.365	0.000	Accepted
H4	LS → CT	0.087	1.432	0.152	Rejected
H5	Discount → CT	0.568	9.404	0.000	Accepted
H6	PQ → CT	0.453	8.027	0.000	Accepted
H7	CT → IB	0.406	5.697	0.000	Accepted
H8	LS → CT → IB	0.035	1.365	0.172	Rejected
H9	Discount → CT → IB	0.231	4.919	0.000	Accepted
H10	PQ → CT → IB	0.184	4.668	0.000	Accepted

Notes: LS = Live Streaming; PQ = Product Quality; CT = Customer Trust; IB = Impulse Buying
Source: Processed primary data (2025)

Based on the hypothesis testing results presented in Table 2, the path analysis assessed the P-values (≤ 0.05 considered significant) and t-statistics. The analysis reveals that the relationships between Discount → IB ($p = 0.000$, $t = 5.622$), Product Quality → IB ($p = 0.000$, $t = 5.365$), Discount → CT ($p = 0.000$, $t = 9.404$), and Product Quality → CT ($p = 0.000$, $t = 8.027$) are all positive and significant, supporting H2, H3, H5, and H6. Furthermore, the direct effect of Customer Trust on Impulse Buying ($p = 0.000$, $t = 5.697$) is also significant, supporting H7. Regarding mediation, customer trust significantly mediates the relationships between Discount → IB ($p = 0.000$, $t = 4.919$) and Product Quality → IB ($p = 0.000$, $t = 4.668$), supporting H9 and H10. In contrast, the relationships involving live streaming, specifically LS → IB ($p = 0.130$), LS → CT ($p = 0.152$), and the mediated path LS → CT → IB ($p = 0.172$), are not significant. Therefore, H1, H4, and H8 are rejected. Overall, these findings indicate that not all paths in the research model contribute significantly, with discounts, product quality, and customer trust emerging as the primary factors influencing impulse buying.

Discussion

The test of the first hypothesis (H1) was rejected, indicating that live streaming does not have a significant effect on impulse buying for Skintific products on Shopee. The majority of respondents, consisting primarily of students, tend to prioritize product quality and reviews over the appeal of live streaming content. Furthermore, impulsive decisions appear to be more strongly influenced by shopping experiences, recommendations, brand trust, and immediate needs rather than live streaming interactions. This finding aligns with research by Mufidah (2024), which demonstrated that live streaming shopping does not play a significant role in impulse buying.

The test of the second hypothesis (H2) was accepted, demonstrating that discounts have a positive and significant effect on impulse buying for Skintific products on Shopee. The predominantly student respondent profile, characterized by limited budgets, shows a greater inclination toward affordable prices, making discounts a primary driver of impulsive purchase decisions. Discounts create a sense of urgency and the perception of an opportunity that is

difficult to miss, encouraging consumers to purchase even without prior planning. This finding is consistent with research by Rizki and Fordian (2024), which confirms that discounts play a crucial role in enhancing impulse buying through Shopee Live.

The test of the third hypothesis (H3) was accepted, indicating that product quality has a positive and significant effect on impulse buying for Skintific products on Shopee. The majority of respondents, predominantly students who frequently shop online, are influenced by product reviews, where good quality enhances product appeal and drives impulsive purchases. Additionally, BPOM certification strengthens consumer confidence in product safety, further motivating spontaneous purchase decisions. This finding aligns with research by Prameswari and Prastyorini (2024), which confirms that product quality plays an important role in triggering impulse buying.

The test of the fourth hypothesis (H4) was rejected, indicating that live streaming does not have a significant effect on customer trust for Skintific products on Shopee. The majority of respondents rely more on reviews from friends or trusted influencers rather than information obtained from live streaming. This finding diverges from previous research, such as that of Zakaria and Affandi (2024), which stated that live streaming can enhance customer trust. The discrepancy may be attributed to the specific characteristics of the respondent demographic, who may perceive live streaming content as primarily promotional rather than a reliable source of trustworthy information.

The test of the fifth hypothesis (H5) was accepted, demonstrating that discounts have a positive and significant effect on customer trust for Skintific products on Shopee. The predominantly student respondents place greater trust in products offered at affordable prices through discounts, as they are perceived to provide added value without compromising quality. Discounts also enhance product credibility and build customer trust, particularly when combined with quality assurances. This finding aligns with research by Cahya and Suyono (2023), which stated that discounts significantly increase customer trust.

The test of the sixth hypothesis (H6) was accepted, indicating that product quality has a positive and significant effect on customer trust for Skintific products on Shopee. The majority of respondents, particularly women as primary skincare users, prioritize product quality, safety, and efficacy. BPOM certification ensures safety standards and product suitability, which further enhances customer trust and reduces concerns about counterfeit products. This finding aligns with research by Yusra and Rizki (2021), which confirms that product quality plays an important role in building customer trust and brand loyalty.

The test of the seventh hypothesis (H7) was accepted, demonstrating that customer trust has a positive and significant effect on impulse buying for Skintific products on Shopee. The majority of respondents, particularly women aged 17–22 years, tend to be more impulsive in purchasing skincare products when they have high trust in the brand. The primary factors driving impulse buying are product quality and positive transaction experiences, reinforced by testimonials and customer reviews. This finding is consistent with research by Pratmianingsih and Astuti (2023), which confirms that customer trust plays an important role in impulsive purchase decisions.

The test of the eighth hypothesis (H8) was rejected, indicating that customer trust does not mediate the effect of live streaming on impulse buying for Skintific products on Shopee. The majority of respondents, predominantly students aged 17–22 years, are more influenced by other factors such as product quality and discounts rather than interactions during live streaming. Although live streaming can attract attention, its effectiveness in building trust that leads to impulse buying remains limited. This finding contrasts with research by Putri (2021), which suggested that live streaming content has a significant impact on impulse buying mediated by customer trust. The discrepancy suggests that the role of live streaming may vary depending on product category, audience characteristics, or platform context.

The test of the ninth hypothesis (H9) was accepted, demonstrating that customer trust successfully mediates the effect of discounts on impulse buying for Skintific products on Shopee. The majority of respondents, predominantly students aged 17–22 years, are more inclined to engage in impulsive purchases when the discounts offered provide added value without compromising product quality. Therefore, effective discount strategies, such as direct price reductions, bundle promotions, and cashback offers, can strengthen customer trust and enhance impulse buying. This finding aligns with research by Natasya et al. (2024), which confirms that discounts have a direct and significant effect on brand trust, with brand trust serving as an effective mediator connecting price discounts to online impulse buying.

The test of the tenth hypothesis (H10) was accepted, indicating that customer trust successfully mediates the effect of product quality on impulse buying for Skintific products on Shopee. The majority of respondents, aged 17–22 years, tend to engage in impulsive purchases when they are confident in product quality. This trust is reinforced by factors such as BPOM certification, which ensures the safety and authenticity of Skintific products, thereby reducing hesitation in purchase decisions. The higher the customer's trust in product quality, the greater their tendency to purchase impulsively without extensive deliberation. This finding aligns with previous research by Maharan et al. (2023), which demonstrated a significant positive effect of perceived product quality on impulsive purchase decisions, with trust serving as a mediating variable.

Practical Implications

The findings of this study offer several actionable insights for managers and marketers, particularly for brands like Skintific operating in the competitive e-commerce landscape. Given that product quality emerged as the most consistent driver of both customer trust and impulse buying—both directly and indirectly—companies must prioritize investments in product development, quality control, and official certifications such as BPOM. These elements serve as tangible signals of reliability, reducing consumer hesitation and fostering the confidence necessary for spontaneous purchases. Furthermore, the significant role of discounts suggests that promotional strategies should be designed not merely as short-term sales tactics but as tools for building long-term trust. Marketers should focus on transparent and fair discount mechanisms—such as bundle pricing, cashback, and direct price cuts—that reinforce the perception of value without compromising brand credibility. Interestingly, the non-significant role of live streaming in this study indicates that for a demographic dominated by young, budget-conscious students, interactive content alone is insufficient to drive trust or impulse buying. Therefore, marketing budgets may be more effectively allocated to strengthening product quality signals, gathering authentic customer reviews, and optimizing discount strategies, rather than over-investing in live-streaming features that do not resonate with the target audience's core decision-making criteria.

Limitations

This study offers valuable insights into impulse buying in the e-commerce skincare sector, but it also has several limitations that suggest areas for future research. Firstly, the sample was limited to residents of Rawamangun, which may reduce the generalizability of findings to the wider Indonesian population; future studies should expand the demographic and geographic scope. Secondly, the majority of respondents were young students aged 17–22, potentially skewing results towards the habits of this age group. A more diverse age representation is needed in future research. Thirdly, the cross-sectional design captures data at only one point in time, hindering causal analysis. Longitudinal studies would be beneficial for observing how factors such as live streaming and discounts influence impulse buying over time. Fourthly, focusing on one brand (Skintific) and platform (Shopee) limits the applicability of the results; studies

involving multiple brands and platforms, such as TikTok Shop or Lazada, would enhance understanding. Lastly, the lack of significance for live streaming suggests that other factors—such as influencer credibility or content quality—may affect impulse buying and should be included in future models.

5. Conclusion

This study examined the influence of live streaming, discounts, and product quality on impulse buying, with customer trust serving as a mediating variable, specifically for Skintific products on the Shopee marketplace. The findings reveal that discounts and product quality are significant direct drivers of both customer trust and impulse buying. At the same time, live streaming does not exert a significant direct effect on either outcome. Furthermore, customer trust was found to be a significant direct predictor of impulse buying, underscoring its critical role in facilitating unplanned purchases. In terms of mediation, customer trust successfully transmits the effects of discounts and product quality onto impulse buying, highlighting the mechanism through which these marketing stimuli translate into spontaneous consumer behavior. However, customer trust does not mediate the relationship between live streaming and impulse buying, suggesting that, for this particular demographic and product category, the interactive nature of live streaming is insufficient to build the trust needed to drive impulsive purchases. Theoretically, this study contributes to the existing body of knowledge by integrating customer trust as a mediating mechanism within the impulse buying framework, thereby offering a more nuanced understanding of how external stimuli influence consumer behavior in the digital marketplace.

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