

THE EFFECT OF LIVE STREAMING AND PRODUCT BUNDLING ON IMPULSE BUYING DECISIONS FOR GLAD2GLOW PRODUCTS ON THE TIKTOK SHOP APPLICATION IN BOGOR REGENCY

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ABSTRACT

The development of digital technology has changed consumer behavior , especially in online shopping through social media . TikTok Shop utilizes live streaming and product bundling features as marketing strategies to attract consumer interest . Real-time interaction through live streaming and bundling offers are considered capable of encouraging impulsive buying behavior . This study aims to analyze the influence of live streaming and product bundling on impulsive buying decisions for Glad2Glow products on TikTok Shop in the Bogor Regency community . The study used a quantitative approach with a survey method of 100 respondents selected through purposive sampling. Data were collected through questionnaires and analyzed using validity , reliability , hypothesis testing , and linear analysis . The results of the study are expected to contribute to the development of digital marketing science and become a reference for effective marketing strategies for business actors .

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INTRODUCTION

The development of digital technology and the internet has revolutionized the way people interact, communicate , and shop . The shift in consumer behavior from conventional systems to digital ecosystems is now a global phenomenon . With the advancement of digital technology , marketing is now conducted not only through conventional media but also through digital platforms such as social media , e-commerce, and websites. (Arif Igo, 2026) The use of technology has driven rapid business growth , because various information can be presented through long - distance relationships and those who want to make transactions do not have to meet face to face, but simply through computer and telecommunication equipment . The internet and information technology are new innovations in the last decade that have affected human life . Here are some of the significant impacts it has caused , namely businesses can target very specific audiences based on their interests, demographics , and online behavior , by building stronger relationships , businesses can create interesting and relevant content to attract consumers ' attention . (B. Retno Peratiwi Sakti, 2024)

Global business competition is intensifying year after year , with a wide variety of competitors . Global business competition is like entering a war zone . Essentially , the greater the competition , the greater the range of choices consumers have when choosing products that meet their needs . (Chika Amelia J)The business world has mushroomed , resulting in increasingly fierce competition . Generation Z's developments , where they are constantly

connected to the virtual world and can do everything using existing technological sophistication, are particularly significant during the COVID-19 era, when social activities are restricted to gatherings, making them highly dependent and active on technology. (Adetya, 2024). Ease of access to information and communication via the internet has encouraged people to become increasingly connected virtually.

One of today's modern social media platforms is TikTok. It features short music videos, ranging from 15 seconds to 10 minutes. TikTok boasts millions of daily active users, making it one of the most popular and sought-after apps today, including in Indonesia. (IRBAH, 2025) TikTok Shop provides opportunities for sellers to grow their businesses. This new feature was introduced by TikTok in response to increased sales of various products following promotions from various brands through the TikTok platform.

Indonesians' growing awareness of the importance of health and beauty has led skincare entrepreneurs to compete to create products that meet the needs of the skin while adapting to the Indonesian environment. Many skincare and beauty product companies have emerged in recent years. The skincare industry in Indonesia is currently experiencing significant growth. A brand's perception is certainly a primary concern for consumers before purchasing a product. The object of this research is Glad2Glow. (Aulia Asmarani, 2024) a skincare brand that has been known since 2022. This product comes from China and is imported by PT. Suntone Wisdom Indonesia. Glad2Glow offers several skincare products, including serums and moisturizers that are known to be affordable but high-quality. Glad2Glow is a skincare and cosmetics brand that provides various care and beauty products. Starting from facial soap, toner, moisturizer, serum, mask, to cushion. This brand is also famous for its affordable and high-quality moisturizers and serums. Glad2Glow focuses on skincare products with a "glowing" effect that has attracted the attention of consumers with increasingly innovative marketing strategies. Glad2Glow products already have permission from the Food and Drug Monitoring Agency (BPOM). In the second quarter of 2023, CNN Indonesia reported that Glad2Glow became one of the viral skincare products and was in demand by the local market. Glad2Glow has succeeded in penetrating the market and becoming one of the viral products that is widely liked by the wider community. (Violin, 2025)

LIBRARY REVIEW

Live Streaming

One marketing strategy that's increasingly prominent on TikTok is *live streaming*. *Live streaming* is defined as a platform that's part of an e-commerce feature. Consumers can post their comments on the comment feature, which scans the screen in real time to communicate with sellers. (Vivi Ristanti, 2025).

Product Bundling

Product Bundling is the inclusion of several equipment items in one sales package, which can make it easier for consumers together and provide more economical price benefits. Product Bundling can be classified into two forms, namely combined bundling (mixed bundling) and pure bundling (pure bundling). Combined bundling provides flexibility for consumers to purchase products either in packages or separately. Meanwhile, pure bundling is a sales strategy where consumers can only obtain products in the form of packages determined by the seller. (Emmywati, 2023). Bundling strategy is a way of selling several products in one

package at a more attractive price to increase purchasing interest . (B. Retno Pratiwi Sakti, 2025)

Impulsive Buying

According to Rook and Gardner (1993) in Kegan and Lee (2002) impulsive buying is defined as an unplanned or spontaneous purchase made suddenly with the characteristics of relatively fast decision making and is a subjective bias that supports the desire to have it immediately without thinking about the subsequent consequences of the purchase made suddenly . (Sucidha, 2019)

This study uses a quantitative approach to determine the effect of live streaming (X1) and Product Bundling (X2) on Impulsive Buying (Y) in Bogor Regency . The population in this study is the people living in Bogor Regency whose number is unknown , so the formula used to determine the sample of this study is the Lemeshow formula . The sample size used in this study is 100 respondents . The sampling technique used is non -probability sampling with a purposive sampling type , namely sampling based on certain criteria , namely the people of Bogor Regency and TikTok users . (Dayang Nur Fatihatuz Zakiah, 2024)

RESULTS AND DISCUSSION

Respondents in this study were residents of Bogor Regency . The collected data was processed using the SPSS 21 program. The variables studied included independent and dependent variables. The independent variables consisted of live streaming (X1) and product bundling (X2) . Meanwhile , impulsive buying (Y) became the dependent variable .

Research Instrument Testing

Validity Test

Table 1. Live Streaming Validity Test Results

Number	Statement	<i>Corrected Item Total Correlation</i>	r thick	Information
1	Live Streaming Tiktok shop caught my attention to see Glad2Glow products	.865**	0,1956	VALID
2	The explanation of the Gkad2Glow product during the live streaming made me understand the product better .	.865**	0,1956	VALID
3	The seller's interaction with the audience during the live broadcast made me interested in buying the product .	.645**	0,1956	VALID
4	Promos or discounts during live streaming encourage me to buy products .	.640**	0,1956	VALID

5	Live streaming membuat saya tertarik mencoba product Glad2Glow	.626**	0,1956	VALID
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The validity test results show that all items in the Live Streaming (X1) , Product Bundling (X2) , and Impulsive Buying (Y) variables are declared valid. The test was conducted by comparing the calculated r value with the r table . With 101 respondents , $df = 99$ and $r \text{ table} = 0.1956$ were obtained at a two- way 5% significance level . In the Live Streaming variable , the calculated r value is in the range of 0.626–0.865 ; in the Product Bundling variable it is in the range of 0.469–0.801 ; and in the Impulsive Buying variable it is in the range of 0.565–0.845 . Because all calculated r values are greater than r table and the significance value of all items is less than 0.05 , all statement items are declared valid and suitable for use as research instruments

Table 2. Product Bundling Validity Test Results

Number	Statement	<i>Corrected Item Total Correlation</i>	r thick	Information
1	The product bundling package made me interested in trying several products at once .	.469**	0,1956	VALID
2	Product bundling makes me interested in trying several products at once .	.801**	0,1956	VALID
3	Bundling packages provide more benefits than buying just one product .	.714**	0,1956	VALID
4	The bundling promo made me more interested in buying Glad2Glow products .	.720**	0,1956	VALID
5	Product bundling makes it easier for me to choose the products I want to buy.	.722**	0,1956	VALID

Regarding the results of the validity test of the Product Bundling variable , it can be seen that all statement items have a Corrected Item Total Correlation (r count) value that is greater than the r table value of 0.1956 . The r count value of each item is 0.469 in the first item , 0.801 in the second item , 0.714 in the third item , 0.720 in the fourth item , and 0.722 in the fifth item . Because all r count values are greater than r table , it can be concluded that all statement items in the Product Bundling variable are declared valid. This shows that each statement item is able to measure the construct being studied appropriately and is suitable for use as an instrument in research .

Table 3 Results of Impulsive Buying Validity Test

Number	Statement	<i>Corrected Item Total Correlation</i>	r thick	Information
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1	I bought Glad2Glow products spontaneously while watching the live streaming.	.854**	0,1956	VALID
2	I bought the product without any prior planning .	.758**	0,1956	VALID
3	I feel compelled to buy a product when I see a promotion on live streaming.	.565**	0,1956	VALID
4	I was suddenly interested in buying Glad2Glow products when I saw them on TikTok Shop .	.786**	0,1956	VALID
5	I felt like buying the product immediately after seeing the offer during the live stream.	.784**	0,1956	VALID

Regarding the validity test results of the Impulsive Buying variable , it can be seen that all statement items have a Corrected Item Total Correlation (r count) value that is greater than the r table value of 0.1956 . The r count value for each item is 0.854 in the first item , 0.758 in the second item , 0.565 in the third item , 0.786 in the fourth item , and 0.784 in the fifth item . Because all r count values are greater than r table , it can be concluded that all statement items in the Impulsive Buying variable are declared valid. This shows that each statement item is able to measure the Impulsive Buying construct appropriately , so that all research instruments are suitable for further analysis .

Reliability Test

Reliability testing was conducted using the Cronbach's Alpha method to measure the internal consistency of items in each research variable . Cronbach's Alpha is a measure of reliability that shows the extent to which items in a scale correlate with each other and consistently measure the same construct . An instrument is generally declared reliable if the Cronbach's Alpha value is greater than 0.70 . The results of the reliability test for each variable are presented in the following table :

Table 4. Reliability Test Results

Reliability Statistic X1		Reliability Statistic X2		Reliability Statistic Y	
Cronbach's Alpha	N Of Item	Cronbach's Alpha	N Of Item	Cronbach's Alpha	N Of Inte
.782	5	.728	5	.881	5

The test results show that the Live Streaming variable (X1) has a Cronbach's Alpha value of 0.782 , the Product Bundling variable (X2) of 0.728 , and the Impulsive Buying variable (Y) of 0.811 . All of these values are above the 0.60 limit , so that each variable is declared reliable . Thus , the research instrument has a good level of internal consistency and is suitable for use in analyzing the influence of live streaming and product bundling on impulsive buying decisions for GID2Glow products on the TikTok Shop application in Bogor Regency .

Multiple linear regression test

Simultaneous F Test

The simultaneous F test was conducted to determine the effect of the Live Streaming (X1) and Product Bundling (X2) variables simultaneously on Impulsive Buying (Y) . The F test in multiple linear regression is used to test whether all regression coefficients of independent variables are simultaneously equal to zero or not .

Table 5 Simultaneous F-Test Results

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Say.
1	Regression	291.054	2	145.527	38.365	.000 ^b
	Residual	371.739	98	3.793		
	Total	662.792	100			
a. Dependent Variable: IMPULSIVE BUYING(Y)						
b. Predictors: (Constant), PRODUCT BUNDLING(X2), LIVE STREAMING(X1)						

Based on the ANOVA output results , the calculated F value was 38.365 with a significance value of 0.000 . Because the significance value of 0.000 < 0.05 , the regression model was declared significant . In addition , with the number of respondents as many as 101 and the number of variables as many as 3 , the degrees of freedom of the numerator $df_1 = 2$ and the degrees of freedom of the denominator $df_2 = 98$ were obtained . At a significance level of 5% , the F table value was 3.09 . Because the calculated F 38.365 > F table 3.09 , it can be concluded that Live Streaming (X1) and Product Bundling (X2) simultaneously have a significant effect on Impulsive Buying (Y) of Glad2Glow products on the TikTok Shop application in Bogor Regency .

Hypothesis Testing

I swear

A partial t-test was conducted to determine the effect of each independent variable on the dependent variable . In this study , the t-test was used to test the partial effect of Live Streaming (X1) and Bundling Product (X2) on Impulsive Buying (Y) . The t-test in multiple regression was used to test the significance of each regression coefficient after controlling for other independent variables .

Table 6. Results of the t-test Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.
		B	Std. Error	Beta		
1	(Constant)	3.000	2.207		1.360	.177
	LIVE STREAMING(X1)	.161	.109	.134	1.479	.142

	BUNDLING PRODUCT BUNDLING(X2)	.685	.107	.580	6.409	.000
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a. Dependent Variable: IMPULSIVE BUYING(Y)

Based on the test results, the Live Streaming variable (X1) obtained a t-count value of 1.479 with a significance value of 0.142. With 101 respondents and 3 model parameters, the degrees of freedom $df = 98$ and a t-table value of 1.98447 were obtained at a two-way 5% significance level. Because the significance value of $0.142 > 0.05$ and the t-count value of $1.479 < t$ -table 1.98447, Live Streaming (X1) does not have a significant effect on Impulsive Buying (Y). The Bundling Product variable (X2) obtained a t-count value of 6.409 with a significance value of 0.000. Because the significance value is $0.000 < 0.05$ and the calculated t value is $6.409 > t$ -table 1.98447, then Bundling Product (X2) has a positive and significant effect on Impulsive Buying (Y). Thus, partially only the Bundling Product variable is proven to have a significant effect on the impulsive buying decision of Glad2Glow products on the TikTok Shop application in Bogor Regency.

Coefficient of Determination (R2)

To measure the extent to which the model used can explain the dependent variable, the coefficient of determination (R2) test is used. The coefficient of determination value is between zero and one. The smaller the R2 value, the results indicate the ability of the independent variable used to explain the variation of the dependent variable to a limited extent. Meanwhile, if the R2 value is close to one, the independent variable will provide all the information needed to predict the dependent variable. The results of the coefficient of determination (R2) test can be seen as follows:

Table 7. Results of the Determination Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	df 2	Sig. F Change
1	.663 ^a	.439	.428	1.948	.439	38.365	2	98	.000

a. Predictors: (Constant), BUNDLING PRODUCT BUNDLING(X2), LIVE STREAMING(X1)

Based on the test results, the R Square value was obtained at 0.439. This value indicates that the Live Streaming and Product Bundling variables simultaneously were able to explain the variation in Impulsive Buying by 43.9%. Meanwhile, the remaining 56.1% was explained by other variables outside this research model. The Adjusted R Square value of 0.428 indicates that after adjusting for the number of independent variables and the number of samples, the model's ability to explain the Impulsive Buying variable was 42.8%. Thus, it can be concluded that the regression model in this study has an explanatory power of 43.9%, so that Live Streaming and Product Bundling made a significant contribution to the Impulsive Buying decision of Glad2Glow products on the TikTok Shop application in Bogor Regency.

CONCLUSION

Based on the results of the data analysis that has been done, it can be concluded that the variables of live streaming and product bundling together (simultaneously) have a significant influence on the impulsive buying decision of Glad2Glow products on the TikTok Shop application in Bogor Regency. This shows that the use of digital marketing strategies that combine direct interaction with consumers and product offers in the form of packages can encourage spontaneous purchases. However, the results of partial testing show that live streaming does not have a significant effect on impulsive buying. This means that although the live broadcast feature provides an interactive experience, this factor is not strong enough to directly trigger impulsive buying decisions without the support of other strategies.

On the other hand, the product bundling variable has been shown to have a positive and significant influence on impulsive buying. This indicates that offering products in packages with more attractive prices or higher value can increase consumers' urge to make spontaneous purchases. In other words, the more attractive and economical the bundling package offered, the more likely consumers are to make purchases without planning. In addition, the results of the coefficient of determination (R^2) of 0.439 indicate that 43.9% of the variation in impulsive buying decisions can be explained by these two variables, while the remaining 56.1% is influenced by other factors outside the research model, such as discounts, limited promotions, consumer reviews, and consumer psychological factors. Thus, it can be concluded that the product bundling strategy is the most dominant factor in encouraging impulsive buying, while live streaming needs to be optimized to be more effective in influencing consumer behavior.

Suggestion

Based on the research results that have been conducted, it is recommended for business actors or sellers on TikTok Shop to focus more on marketing strategies on implementing product bundling, because it has been proven to have a positive and significant influence on impulsive buying decisions. Offering product packages with more attractive prices, product variations that suit needs, and higher economic value can increase consumer interest in making spontaneous purchases. In addition, although live streaming has not been proven to have a significant effect, this strategy still needs to be optimized by improving the quality of interactions, using communicative hosts, delivering more persuasive product information, and providing limited promotions during the broadcast to be able to stimulate consumer emotions and interest. For further researchers, it is recommended to add other variables such as discounts, flash sales, influencer marketing, or consumer reviews to provide a more comprehensive picture of the factors that influence impulsive buying. Meanwhile, consumers are expected to be wiser in making decisions. purchases so as not to be easily influenced by marketing strategies that encourage impulsive behavior, so that purchases made remain in accordance with needs and abilities.

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