



The Role of Buying Interest as a Mediating Factor in the Relationship between Discounts and Live Streaming on Online Purchase Decisions

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ABSTRACT

The study was to know the influence of buying interest as a mediating factor in the relationship between discounts and live streaming on online purchase decisions. Quantitative research methods. Student population at ITBK-Bukit Pengharapan. The uniqueness of the respondents comes from various cross-cultural regions in Indonesia. Purposive sampling is sampling technique means that samples are taken with certain criteria. Data analysis uses path statistics. The results show that discounts do not have effect on online purchase decisions, live streaming has effect on online purchase decisions, buying interest has a significant effect on online purchase decisions, discounts have a significant effect on buying interest, live streaming has effect on buying interest, buying interest does not play a role in mediating the relationship of discounts to online purchase decisions, buying interest does not mediating the relationship Live streaming of online purchase decisions.

INTRODUCTION

Online shopping is a transaction between sellers and buyers through applications on electronic devices such as mobile phones or connected computers (Ramadhan et al., 2024). Shopee provides a wide range of online buying and selling features with various advantages, both for buyers and sellers (Nilawardhani et al., 2024).

No	Platform Name	Number of Visits	Changes from the Beginning of the Year
1	Shopee	237.0	Up 38%
2	Tokopedia	88.9	Down 31%
3	Lazada	47.7	Down 48%
4	Blibli	28.9	Up 1%
5	Bukalapak	11.2	Down 44%

Source: Databoks.katadata in 2023

Shopee's consumer behavior is influenced some factors such as: 1) product, 2) promotions and discounts, 3) trust and security, 4) social interaction, 5) marketing strategy, 6) user interest and experience 7) technological innovation. Buying interest is the impulse to participate in the purchase activity of a product or goods, indicating an individual's desire to engage in a transaction (Nurpadilah et al., 2024). Consumer buying interest is a behavior that arises due to the impulse to buy a product based on the experience in using a product (Nardo & Prasetyo, 2022). Live streaming or live streaming is a form of media development that allows for live and real-time interaction (Marketing et al., 2024). Discount is a promotional strategy in product sales, this strategy is most often used by companies as a medium of approach with consumers (Budianto & Kusuma, 2024). The problems in this study include knowing 1) discounts, live streaming, buying interest influential on online purchase decisions, 2) buying interest mediates the relationship between the influence of discounts and live streaming on online purchase decisions.

The grand theory in this study that is Consumer Behavior (Firmansyah, 2019). Consumer behavior needs to be analyzed to find out the desired needs (Ii & Theory, 2019). Purchasing decisions are a decision-making process consumers decide to buy one of the products among a wide variety of alternatives (Sinaga & Rochdianingrum, 2024). Purchasing decisions are a part of the buying process that is far from greater than recognizing post-purchase behavioral needs (Fransiska & Madiawati, 2021). Buying interest is something that arises after receiving an impulse from the interest to buy and immediately own a product (Accounting & Economics, 2025). Buying interest is the tendency to feel interested or encouraged to carry out activities to obtain and own goods and services (Gendis Chintia Luna & Eka Sudarusman, 2023). Discounts are an effort to reduce the price directly of a product purchased (Syafrizal et al., 2024). A discount is a direct reduction in the price of an item when making a purchase for a certain period of time (Kusumaningati et al., 2024). Live streaming is an interactive medium that prioritizes user interaction by enabling real-time

customer-seller contact (Scientific & Education, 2024). Based on research studies and previous theories the propositions are:

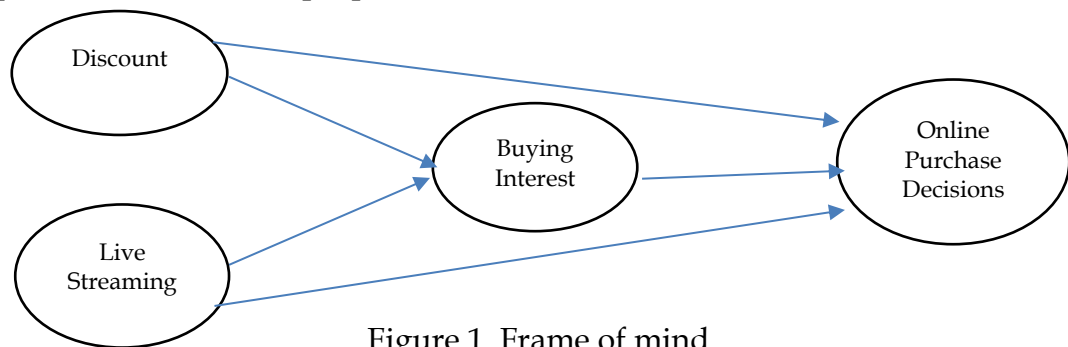


Figure 1. Frame of mind

METHODOLOGY

The location of the research was carried out on the ITBK Bukit Pengharapan Indonesia campus consisting of various tribes and cultures in Indonesia. The characteristics of the object are: online consumers on Shopee (Simbolon, 2007). The bound variable is the purchase decision, the independent variable is discount and live streaming, the mediating variable includes buying interest. The sampling method is a sampling technique that aims to (Hair et al., 2010). Data were collected with a questionnaire with likert scale. Testing of the instrument is carried out by validity and reliability tests. The number of samples was 150 respondents. The analysis data used path regression analysis (Ghozali, 2011). Pathway analysis is a research method that is mainly used to test the strength of direct and indirect relationships between various variables (Triono et al., 2022).

RESEARCH RESULTS

Respondent descriptions describe respondents' characteristics by gender and characteristics of products frequently purchased by respondents.

Table 1. Gender Characteristics

Gender	Sum	Percentage (%)
Man	58	38.70%
Woman	92	61.30%
Total	150	100.00%

Source: SPSS Processed Data, 2025

Table 2. Characteristics of Frequently Purchased Products

Product Name	Sum	Percentage
Electronics	13	8.6%
Accessories	18	11.8%
Women's/Men's Fashion	76	50%
Health	0	0%
Beauty	19	12.5%
Food and Beverage	6	3.9%
Hobby	20	13.2%
Total	152	100%

Source: SPSS Processed Data, 2025

Validity test is a technique in research used to measure statement items in a valid and feasible questionnaire. The measurement criteria are said to be valid if the r -calculated value $>$ r -table is at a significance level of 5% (0.05).

Table 3. Purchase Decision Variable (Y)

Indicator	R Count	R Table	Information
Y1.1	0.765	0.1602	Valid
Y1.2	0.775	0.1603	Valid
Y1.3	0.696	0.1603	Valid
Y1.4	0.741	0.1603	Valid
Y1.5	0.812	0.1603	Valid
Y1.6	0.627	0.1603	Valid
Y1.7	0.744	0.1603	Valid
Y1.8	0.713	0.1603	Valid

Source: SPSS Processed Data, 2025

Table 4. Buying Interest Variable (Z)

Indicator	R Count	R Table	Information
Z1.1	0.821	0.1603	Valid
Z1.2	0.777	0.1603	Valid
Z1.3	0.759	0.1603	Valid
Z1.4	0.795	0.1603	Valid
Z1.5	0.790	0.1603	Valid
Z1.6	0.828	0.1603	Valid
Z1.7	0.812	0.1603	Valid
Z1.8	0.748	0.1603	Valid

Source: SPSS Processed Data, 2025

Table 5. Discount Variable (X1)

Indikator	R Hitung	R Tabel	Keterangan
X1.1	0.822	0.1603	Valid
X1.2	0.865	0.1603	Valid
X1.3	0.833	0.1603	Valid
X1.4	0.757	0.1603	Valid
X1.5	0.839	0.1603	Valid
X1.6	0.844	0.1603	Valid

Source: SPSS Processed Data, 2025

Table 6. Live Streaming Variable (X2)

Indicator	R Count	R Table	Information
X2.1	0.795	0.1603	Valid
X2.2	0.849	0.1603	Valid
X2.3	0.855	0.1603	Valid
X2.4	0.891	0.1603	Valid
X2.5	0.820	0.1603	Valid
X2.6	0.803	0.1603	Valid

Source: SPSS Processed Data, 2025

The reliability test is aimed at measuring the stability and consistency of respondents in answering a statement item in the questionnaire. The measurement of this reliability test uses statistics with Cronbach's Alpha technique with an Alpha level of 0.06. That is declared reliable if the Cronbach'

Alpha value in this study is less than 0.06, then the statement item in the questionnaire is declared unreliable.

Table 7. Reliability Test

Variable	Cronbach' Alpha	R Table	Information
Purchase Decision (Y)	0.915	0.60	Reliabel
Buying Interest (Z)	0.874	0.60	Reliabel
Discount (X1)	0.907	0.60	Reliabel
Live Streaming (X2)	0.911	0.60	Reliabel

Source: SPSS Processed Data, 2025

Classic Assumptions

Normality Test, One Sample Kolmogorov Smirnov *test method*, the normality test can be seen through its significance value. The significance value of the Kolmogorov Smirnov method (K-S) is considered to be less than 0.05. Meanwhile, if the significance value is less than 0.05, then the data is considered not to be distributed normally.

Table 8. Uji Kolmogorov Smirnov

One-Sample Kolmogorov-Smirnov Test			Unstandardize d Residual
N			150
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		1.84378192
Most Extreme Differences	Absolute		.069
	Positive		.058
	Negative		-.069
Test Statistic			.069
Asymp. Sig. (2-tailed) ^c			.081
Monte Carlo Sig. (2-tailed) ^d	Sig.		.084
	99% Confidence Interval	Lower Bound	.077
		Upper Bound	.092

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 1502173562

Source: SPSS Processed Data, 2025

Based on the results of the SPSS version 29 output, it can be seen that the significant value is 0.081. This shows that the value is greater than 0.05, which can be explained if the residual value is differentiated normally.

The multicollinearity test is used to determine whether there is a correlation between independent variables in a regression model. If there is no relationship between the independent variables, then the data is said to be good. Multiple linear regression output test measurement. If the VIF value is < 10 and the tolerance value is > 0.0, then the resulting regression model is not symptomatic of multicollinearity, while if the VIF value is > 10 and the tolerance value is < 0.1, then the derivation of the regression results is symptomatic of multicollinearity.

Table 9. Multicollinearity Test

Model	Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
	B	Std. Error	Beta			
(Constant)	.890	1.202		.741	.460	
Discount (X1)	.130	.091	.105	1.432	.145	.302
Live Streaming (X2)	.470	.079	.388	5.980	.001	.389
Buying Interest (Z)	.479	.073	.456	6.601	.001	.343

a. Dependent Variable: Purchase Decision
Source: SPSS Research Processed Data

The heteroscedasticity test is aimed at seeing whether or not there is variance from the variance of the residual in the form of linear regression is well stated. In conducting the heteroscedasticity test, this study uses the glacidier method. If the value significant is more than the residual absolute (>0.05), there will be a heteroscedasticity problem.

Table 10. Heteroscedasticity Test (Coefficient)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.285	1.783		1.642	.103
Discount (X1)	.020	.059	.050	.339	.735
Live Streaming (X2)	-.111	.051	-.282	-2.165	.032
Buying Interest (Z)	.080	.047	.233	1.682	.095

a. Dependent variable : ABS_RES
Source: SPSS Research Processed Data

Based on heteroscedasticity testing using the Glejser Method, it is known that if the significant value of the discount variable is 0.735, the significant value of live streaming is 0.32, and the significant value of buying interest is 0.95. Thus, all significant values of independent variables, namely discounts, live streaming and buying interest greater than 0.05. Therefore, it can be stated that there is no heteroscedasticity problem.

Path Analysis:

Equation 1: The direct influence of discounts, live streaming, buying interest on purchase decisions

Table 11. Path Analysis Results

Model	Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
	B	Std. Error	Beta			
(Constant)	.905	1.201		.753	.452	
Discount (X1)	.133	.091	.108	1.465	.145	.301
Live Streaming (X2)	.469	.079	.387	5.971	.001	.390
Buying Interest (Z)	.478	.073	.454	6.573	.001	.343

a. Dependent Variable: Purchase Decision
Source: Processed SPSS Data

The first regression equation :

$$Y = 0.905 + 0.131 X_1 + 0.469 X_2 + 0.478 Z$$

Equation 2: The direct effect i.e. discounts, *live streaming* on buying interest.

Table 12 Test Analysis Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.334	1.221		6.006	.001
	Discount (X1)	.677	.086	.579	7.844	.001
	Live Streaming (X2)	.321	.085	.279	3.772	.001

a. Dependent Variable: Buying Interest (Z)

Source: SPSS Data Processed Research

The second regression equation:

$$Z = 7.334 + 0.677X_1 + 0.321X_2$$

Direct and Indirect Influence

Table 13. Relationship of Direct and Indirect Influence Variables

No	Variable Relationships	Direct Variables	Indirect Variables
1	Discount (X1) → Purchase Decision (Y)	0.131	0.677 x 0.073 = 0.049
2	<i>Live streaming</i> (X2) → Purchase Decision (Y)	0.469	0.321 x 0.073 = 0.023

Source : Data processed in 2025

Direct influence is greater than indirect influence. Therefore, buying interest does not have a role in mediating the relationship between discount variables and purchase decisions. Direct influence is greater than indirect influence. So buying interest does not have a role in mediating the relationship between the live streaming variable and the purchase decision.

DISCUSSION

The results of the path analysis showed that discounts had a greater direct influence than indirect influence on purchase decisions through the purchase interest variable as a mediator. This means that discounts are able to attract attention and improve online purchase decisions for products offered at Shopee. With the increase in discounts, it will have an impact on encouraging consumers to make online purchase decisions. This suggests that buying interest does not act as a mediator that bridges the effect of discounts on purchasing decisions. This shows that giving discounts is very relevant and effective to improve online purchasing decisions.

The results of the path analysis showed that live streaming (X2) had a greater direct influence than an indirect influence on purchase decisions through the purchase interest variable. Through live streaming , consumers get an interactive experience and more in-depth visual information, thus generating interest and

online purchase decisions. The purchase decisions that are formed are very effectively influenced by live streaming. Although buying interest does not act as a mediator that strengthens the influence of live streaming on online purchase decisions, it indicates that the higher the content on live streaming, the higher the online purchase decision. Therefore, live streaming should be the focus of product offerings, as it will enhance the experience that is able to evoke purchasing decisions effectively.

CONCLUSIONS

Discounts directly do not have a significant effect on online purchase decisions at Shopee. This suggests that discounts alone are not enough to guarantee that consumers will immediately decide to buy, as these decisions are likely influenced by other factors. Live streaming has a significant impact on purchasing decisions. This means that interactive, *real-time*, and engaging live streaming features are highly effective in encouraging consumers to make purchases. Buying interest has also been shown to have a significant influence on purchase decisions. This shows that the higher the buying interest, the higher the online purchase decision at Shopee.

The results of the path analysis showed that live streaming had a greater direct influence than an indirect influence on purchase decisions through buying interest. Thus, buying interest does not act as a mediator between discounts and purchase decisions. Live streaming also has a greater direct influence than an indirect influence on purchase decisions through buying interest. So it can be concluded that buying interest does not play a role in mediating the relationship between discounts and live streaming on online purchase decisions.

RECOMMENDATIONS

The recommendation for further research is to examine other factors such as demographics, gender in certain community groups such as online consumers in cities or villages on some online platforms. Research like this can be a good marketing strategy.

ADVANCED RESEARCH

Advanced research in this topic could explore integrating immersive technologies such as augmented reality (AR) and virtual reality (VR) into live streaming commerce to enhance consumer engagement and decision-making. By combining real-time interaction with AR/VR product visualization, consumers could experience more lifelike product trials, potentially increasing buying interest and reducing perceived purchase risk. Future studies could also employ AI-driven personalization during live streams, dynamically adjusting discounts, product recommendations, and content flow based on viewers' behavioral data. Such an approach could yield deeper insights into how technologically enhanced live streaming influences purchase decisions across diverse demographic and cultural segments in Indonesia's rapidly growing e-commerce landscape.

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