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The Impact of Social Media Marketing and Shopee Live Streaming on Millennial Women's Impulse Buying

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Abstract: The increasing development of digitalization in marketing is further driving the use of Social Media Marketing and Live Streaming as key strategies in enhancing impulse buying. This research aims to analyze the influence of these two variables on consumers' impulsive purchasing decisions. Employing a quantitative method, this study involved 110 female millennial respondents in Bogor City. Data were collected through questionnaires and analyzed using multiple linear regression tests. The research results indicate that Social Media Marketing has a positive and significant influence on impulse buying (t-statistic = 2.426; p = 0.017). This suggests that attractive and interactive marketing strategies on social media can encourage spontaneous purchasing decisions. Furthermore, Live Streaming was also proven to contribute significantly to increasing impulse buying (t-statistic = 2.283; p = 0.024). The trustworthiness dimension emerged as the dominant factor in the effectiveness of live streaming, where the higher the level of consumer trust in the seller, the greater the likelihood of them making impulsive purchases. The simultaneous test results (F-test) show that the combination of Social Media Marketing and Live Streaming together significantly influences impulse buying (F-statistic = 10.794; p = 0.000). However, the R-Square value of 0.157 indicates that these two variables only explain 15.7% of the variability in impulse buying, while the remaining 84.3% is influenced by other factors such as discounts, product quality, and consumer psychological aspects. These findings provide implications for business actors to optimize digital marketing strategies to increase impulsive purchases. Future research is expected to explore additional factors and expand the respondent scope to gain a deeper understanding of consumer behavior.

Keywords: Social Media Marketing, Live Streaming, Impulse Buying, Trustworthiness, Digital Marketing.

INTRODUCTION

The development of digital technology has brought significant changes in various aspects of life, including people's consumption patterns. The advancement of information and communication systems has driven a shift in shopping behavior from conventional transactions to online shopping, a phenomenon known as "shifting" (Kasali, 2018). Shifting not only changes the way people buy products but also affects their lifestyles and consumption patterns.

In the business context, this shift requires businesses to adapt to digital trends in order to maintain competitiveness and expand market reach (Sari et al., 2021). This digitalization is further strengthened by the increasing access to the internet and the use of mobile devices that allow consumers to make transactions anytime and anywhere (Statista, 2023).

One of the increasingly popular digital marketing strategies is Social Media Marketing (SMM). SMM is a marketing method that utilizes social media platforms to interact directly with consumers, promote products, and build closer relationships with customers (Akram et al., 2018). This strategy allows companies to create engaging content, increase consumer engagement, and encourage impulse purchase decisions (Shadrina & Yoestini, 2022). Kim and Ko (2012) identified five main dimensions in social media marketing, namely entertainment, interaction, trendiness, personalization, and word of mouth (WOM). These factors play an important role in shaping the consumptive behavior of modern society, especially among millennials and Gen Z who are more familiar with digital platforms (Ghozali & Santoso, 2021).

In addition to social media marketing, the live streaming feature in e-commerce platforms has also become a major trend in the digital marketing industry. In Indonesia, Shopee is one of the most widely used e-commerce platforms, especially by the millennial generation (Indonesia Millennial Report, 2024). The Shopee Live Streaming feature allows real-time interaction between sellers and consumers, thereby improving a more personalized and engaging shopping experience. This interactive promotion model provides an opportunity for consumers to obtain product information directly, negotiate prices, and get product recommendations from influencers or sellers (Silaban et al., 2022). This is different from conventional marketing models that are more one-way. Research by Jakpat (2022) shows that Shopee Live Streaming is the most popular e-commerce live streaming feature in Indonesia, with a usage percentage of 83.4%. The popularity of this feature is also driven by the various incentives offered, such as exclusive discounts, direct gifts, and free shipping that further increase the attractiveness of consumers to make spontaneous purchases.

Impulse buying behavior is an important aspect in the retail industry that can increase sales and revenue for companies (Lavuri et al., 2023). Impulse buying is defined as a sudden purchase without planning triggered by an emotional or psychological impulse (Luo et al., 2021). Consumers who engage in this behavior tend to ignore the analysis of the needs and financial impact of the purchase decision, which often leads to regret (Moser, 2018). Previous studies have shown that factors such as digital marketing strategies, online promotions, and social media play a major role in increasing impulse buying (Chauhan, 2024; Syahchari & Astiti, 2023). Psychological factors such as fear of missing out (FOMO), emotional involvement in live streaming interactions, and urgency-based marketing strategies (limited time offer) are also major triggers for impulsive behavior in online shopping (Huang & Benyoucef, 2021).

Given the importance of this phenomenon, this study aims to analyze the impact of social media marketing and the Shopee Live Streaming feature on impulse buying behavior in millennial women. By understanding the relationship between digital marketing and consumption behavior, this study is expected to provide insight for business people in designing more effective marketing strategies and helping consumers manage their purchasing decisions more wisely. In addition, this research is also expected to be a foundation for the development of consumer protection policies in the digital era, especially in terms of product information transparency and online promotion regulations.

METHOD

1. Research Design

This study uses a quantitative approach from Creswell, J. W. (2014) with a survey method to identify factors that affect impulsive buying behavior in millennial women in Bogor City. This approach was chosen because it is able to provide objective and measurable results through

statistical analysis, so that the relationship between variables can be tested systematically. Data collection was carried out by distributing an online questionnaire containing closed-ended questions based on research indicators that have been adjusted to relevant theories. This study includes two independent variables, namely social media marketing and live streaming, and one dependent variable, namely impulsive buying. Social media marketing variables are measured through five main indicators, namely engaging content, interactivity, personalization, electronic word of mouth (eWOM), and emotional engagement, to understand the extent to which marketing through social media influences impulse purchase decisions. Meanwhile, the live streaming variables were measured based on three indicators, namely attractiveness, trustworthiness, and expertise, which highlighted the role of these factors in attracting consumer attention and increasing the tendency to spontaneous purchases. The collected data were analyzed using the Structural Equation Modeling (SEM) method, which has the advantage of testing the complex relationships between several variables simultaneously. SEM allows the identification of the extent of the influence of social media marketing and live streaming on impulsive buying by considering intermediary factors that may contribute. The five-category Likert scale is used to measure the level of respondents' approval of statements in the questionnaire, allowing for more in-depth data analysis. In addition, purposive sampling techniques are applied in sample selection, so that only respondents who meet certain criteria can participate. With this approach, the research is expected to produce more accurate and relevant findings in understanding the dynamics of impulsive buying behavior in millennial women in Bogor City.

2. Research Location and Subjects

This research was carried out in Bogor City, West Java, which was chosen based on strategic considerations, especially due to the high population of millennial women, namely 127,349 people according to data from the Central Statistics Agency (BPS) of Bogor City. As a buffer city of Jakarta, Bogor has demographic and lifestyle characteristics similar to the capital city, especially in consumption patterns and the use of digital technology. The rapid development of e-commerce and high internet penetration have made the people of Bogor City more familiar with online shopping activities, including through live streaming platforms in e-commerce such as Shopee. In addition, the existence of various shopping centers and cafes that are places for young people to gather also reflects the trend of impulsive consumption in daily life, thus making Bogor a relevant location to examine the influence of social media marketing and live streaming on impulse buying behavior in millennial women. The subjects of this study are millennial women aged 25–40 years who are active in social media and Shopee e-commerce, and have watched live streams in the last three months, to ensure that they have first-hand experience with the marketing strategy. The purposive sampling technique was used in sampling, with the number of respondents determined based on a formula from Hair et al. (2010), which suggested that in the SEM study, the number of samples was at least 5–10 times the number of research indicators. Based on the number of indicators used, it was determined that 110 respondents were considered sufficiently representative to analyze the relationship between variables in depth. Data collection was carried out through the dissemination of online questionnaires using various social media platforms such as WhatsApp, Instagram, and Facebook, in order to reach respondents who matched the research criteria. With this approach, the study is expected to provide deeper insights into the influence of social media marketing and live streaming on impulsive buying behavior in millennial women in Bogor City.

3. Population and Sample

The population in this study includes all female Shopee e-commerce users in Bogor City. However, due to the lack of official data on the exact number of this population, the study uses purposive sampling techniques to be more focused on respondents with characteristics that are

in accordance with the research objectives. The criteria for respondents include: (1) women aged 25–40 years who are classified as millennials with a high level of online shopping activity, (2) actively using social media because this study examines the influence of social media marketing on impulsive buying, (3) active Shopee e-commerce users who have made transactions within a certain period of time, and (4) having watched live streaming on Shopee in the last three months, considering that this marketing strategy is one of the aspects analyzed in this study. With this criterion, it is hoped that the data obtained will be more relevant and support the accuracy of the analysis. To determine the representative sample size, this study refers to the recommendations of Hair et al. (2010) in the Structural Equation Modeling (SEM) analysis, which suggests that the sample size should be at least 5 to 10 times the number of research indicators. With a total of 11 main indicators used to measure the variables of social media marketing, live streaming, and impulsive buying, the minimum sample number required is 110 respondents. This number is considered sufficient to produce a valid analysis in describing the relationship between the variables studied. Data collection was carried out online through the distribution of questionnaires using Google Form, which was disseminated through various social media platforms such as Instagram, WhatsApp, and Facebook. This strategy aims to reach respondents more widely and ensure that the data collected reflects the real conditions of impulsive buying behavior among millennial women in Bogor City.

4. Technical Data Collection

This study uses primary and secondary data to gain a more comprehensive understanding of the factors that affect impulse buying behavior in millennial women in Bogor City. Primary data was collected through the distribution of an online questionnaire using Google Form, which was systematically designed with a combination of closed-ended and open-ended questions to dig deeper into information. The closed-ended questions used a five-level Likert scale, namely Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree, which allowed respondents to express their level of agreement with various statements related to social media marketing, live streaming, and impulse buying tendencies. Meanwhile, open-ended questions provided a space for respondents to share their experiences and personal views on the phenomenon of online shopping that is increasingly prevalent through the live streaming feature in Shopee's e-commerce. In addition, this research also utilizes secondary data obtained through literature studies, including scientific journals, books, research reports, and official publications from related institutions such as the Central Statistics Agency, which plays a role in strengthening the theoretical framework, examining relevant previous research, and becoming the basis for comparison in the analysis of research results. With an approach that integrates primary and secondary data, this research is expected to be able to provide a more complete picture of the role of social media-based marketing strategies and live streaming features in encouraging impulse purchase behavior among millennial women in Bogor City, as well as offering a deeper insight into the dynamics of digital consumption in the modern era.

5. Data Analysis Techniques

The data in this study was analyzed using a quantitative approach through several stages that aimed to test the validity of the data and identify the relationship between the research variables. The first stage was a descriptive statistical analysis used to describe the characteristics of the respondents, such as age, frequency of social media use, and online shopping habits, in order to obtain an overview of the distribution of data. This analysis helps in understanding the basic patterns in the dataset before further testing. Furthermore, a validity and reliability test was carried out on the research instrument to ensure that the questionnaire used was able to measure the research concept accurately and consistently. The instrument is considered valid if each indicator can explain the measured construct well, while reliability is assessed from the consistency of the measurement results when retested. After ascertaining the quality of the

research instrument, the final stage of analysis is carried out using Structural Equation Modeling (SEM), a statistical method that allows testing of relationships between variables in a more complex way than ordinary linear regression. SEM is used to measure the influence of independent variables, namely social media marketing and live streaming, on dependent variables, namely impulse buying behavior. With the ability to test direct and indirect relationships and consider various indicators in one model, this approach provides a more in-depth analysis of how digital marketing strategies in Shopee e-commerce contribute to encouraging impulse buying behavior in millennial women in Bogor City.

6. Validity, Reliability and Statistical Tests

In this study, the validity test was carried out using the Confirmatory Factor Analysis (CFA) method to ensure that each indicator is able to accurately represent the measured construct. An indicator is considered valid if it has a factor loading value of more than 0.5, which indicates a considerable contribution to the latent variable it represents. In addition, the reliability of the instrument was tested with Cronbach's Alpha, where a value of more than 0.7 indicates that the instrument has good internal consistency and can be trusted in measuring the same variable repeatedly. To ensure the distribution of data in accordance with statistical assumptions, a normality test was carried out by analyzing skewness and kurtosis values, where the data is considered to be normally distributed if it is in the range of ± 2 . The multicollinearity test was also applied to avoid too strong a relationship between independent variables, measured by the Variance Inflation Factor (VIF), with a tolerance limit of less than 10. In addition, the research model was evaluated using a fit model test to assess the extent to which the model was in accordance with empirical data, with indicators such as Chi-Square (χ^2)/df < 5, RMSEA < 0.08, and CFI and TLI of more than 0.90. With this comprehensive set of testing methods, the research is expected to produce valid, reliable, and in-depth findings that are able to provide a deeper understanding of the factors that affect impulse buying behavior in millennial women in Bogor City.

RESULTS AND DISCUSSION

The validity test for the X1 variable (Social Media Marketing) in this study was carried out using Confirmatory Factor Analysis (CFA) to ensure that each indicator used can represent the measured construct properly. The indicator in this variable is considered valid if it has a loading factor of more than 0.5, which indicates that the indicator has a considerable contribution to the latent variable Social Media Marketing

X1 (Social Media Marketing) validity test

Variable	Question Items	Calculated value	r _{table}	Sig	Ket
Social Media Marketing (X1)	1	0.663	0.180	0.000	Valid
	2	0.582	0.180	0.000	Valid
	3	0.744	0.180	0.000	Valid
	4	0.678	0.180	0.000	Valid
	5	0.723	0.180	0.000	Valid
	6	0.644	0.180	0.000	Valid
	7	0.407	0.180	0.000	Valid
	8	0.454	0.180	0.000	Valid
	9	0.376	0.180	0.000	Valid
	10	0.691	0.180	0.000	Valid
	11	0.749	0.180	0.000	Valid
	12	0.774	0.180	0.000	Valid

Based on the results of the analysis, the X1 (Social Media Marketing) variable shows that the value of r_{hitung} is greater than r_{tabel} (0.180). In addition, the significance value obtained

is less than 0.05, so that all statement items are declared valid and can be used in the next stage of analysis. On the other hand, if the value r_{hitung} is less than r_{tabel} , then the statement item is considered invalid and needs to be eliminated or revised to match the set measurement standards.

Reliability Test X1			
Case Processing Summary			
		N	%
Cases	Valid	119	100,0
	Excludeda	0	,0
	Total	119	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
,858	12

Based on the table above, the Cronbach's Alpha value obtained was 0.858 with a significance level of 95% or $\alpha = 5\%$. This value indicates that the data has high reliability and can be used in further analysis, because it is $r_{hitung} > r_{tabel}$ ($0.858 > 0.60$). Thus, it can be concluded that this research instrument is reliable and is in the high category. On the other hand, if the Cronbach's Alpha value is less than 0.60, then the statement item on the variable is considered unreliable and needs to be corrected or retested.

X2 Validity Test (Live Streaming)					
Variable	Question Items	Calculated value	r_{tabel}	Sig	Ket
Live Streaming (X2)	1	0.858	0.180	0.000	Valid
	2	0.774	0.180	0.000	Valid
	3	0.816	0.180	0.000	Valid
	4	0.908	0.180	0.000	Valid
	5	0.918	0.180	0.000	Valid
	6	0.868	0.180	0.000	Valid
	7	0.844	0.180	0.000	Valid
	8	0.777	0.180	0.000	Valid
	9	0.841	0.180	0.000	Valid

Based on the data above, the X2 variable has a value of $r_{hitung} > r_{tabel}$ (0.180). In addition, the significance value obtained < 0.05 , so that all question items are declared valid and can be used in future analysis. On the other hand, if $r_{hitung} < r_{tabel}$, then the statement item is considered invalid and cannot be included in further analysis.

Reliability Test X2			
Case Processing Summary			
		N	%
Cases	Valid	119	100,0
	Excludeda	0	,0
	Total	119	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
,948	9

Based on the table above, the Cronbach's Alpha value was obtained of 0.948 with a significance level of 95% ($\alpha = 5\%$). This shows that the data used is reliable, because it is $r_{hitung} > r_{tabel}$ ($0.948 > 0.60$). Thus, it can be concluded that the research instrument has high reliability and can be used in further analysis. On the other hand, if the Cronbach's Alpha value < 0.60 , then the question item on the variable is considered unreliable and less reliable in measuring the construct in question.

X2 Validity Test (Live Streaming).

Variable	Question Items	Calculated value	r _{table}	Sig	Ket
Live Streaming (X2)	1	0.858	0.180	0.000	Valid
	2	0.774	0.180	0.000	Valid
	3	0.816	0.180	0.000	Valid
	4	0.908	0.180	0.000	Valid
	5	0.918	0.180	0.000	Valid
	6	0.868	0.180	0.000	Valid
	7	0.844	0.180	0.000	Valid
	8	0.777	0.180	0.000	Valid
	9	0.841	0.180	0.000	Valid

Based on the data above, the X2 variable has a value of $r_{hitung} > r_{tabel}$ (0.180). In addition, the significance value obtained < 0.05 , so the entire question item is considered valid and can be used in further analysis. On the other hand, if it is $r_{hitung} < r_{tabel}$, then the statement item is considered invalid and cannot be included in the research analysis.

Reliability Test X2 Case Processing Summary

		N	%
Cases	Valid	119	100,0
	Excluded ^a	0	,0
	Total	119	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
,948	9

Based on the table above, the Cronbach's Alpha value was 0.948 with a significance level of 95% ($\alpha = 5\%$). This shows that the data used is reliable, because the $r_{hitung} > r_{tabel}$ value ($0.984 > 0.60$). Thus, it can be concluded that this research instrument has a high level of reliability. On the other hand, if the Cronbach's Alpha value < 0.60 , then the question item on the variable is considered unreliable and not suitable for use in further analysis.

Validity Test Y (Impulse Buying)

Variable	Question Items	Calculated value	r _{table}	Sig	Ket
Impulse Buying (Y)	1	0.740	0.180	0.000	Valid
	2	0.768	0.180	0.000	Valid
	3	0.857	0.180	0.000	Valid
	4	0.906	0.180	0.000	Valid
	5	0.903	0.180	0.000	Valid
	6	0.899	0.180	0.000	Valid
	7	0.887	0.180	0.000	Valid
	8	0.860	0.180	0.000	Valid
	9	0.853	0.180	0.000	Valid

	10	0.847	0.180	0.000	Valid
	11	0.831	0.180	0.000	Valid
	12	0.850	0.180	0.000	Valid

Based on the data above, the variable (Y) has a value of $r_{hitung} > r_{tabel}$ (0.180). In addition, the significance value obtained < 0.05 , so that all question items are declared valid and can be used in future analysis. On the other hand, if $r_{hitung} < r_{tabel}$, then the question item is considered invalid and cannot be used in the research.

RELIABILITY TEST Y

Case Processing Summary			
		N	%
Cases	Valid	119	100,0
	Excluded ^a	0	,0
	Total	119	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
,965	12

Based on the table above, a Cronbach's Alpha value of 0.965 was obtained with a significance level of 95% ($\alpha = 5\%$). This shows that the data used is reliable, because it is $r_{hitung} > r_{tabel}$ (0.965 $>$ 0.60). Thus, it can be concluded that the research instrument has high reliability and can be used in further analysis. On the other hand, if the value of Cronbach's Alpha $<$ 0.60, then the question item on the variable is considered unreliable and cannot be used in the study.

Statistical Descriptive Test

Descriptive Statistics

	N	Minimum	Maximum	Red	Std. Deviation
Social Media Marketing	119	34	60	47,28	5,062
Live Streaming	119	11	45	34,51	6,183
Impulse Buying	119	12	60	39,20	11,061
Valid N (listwise)	119				

Based on the results of data analysis, an overview of the distribution of value in each variable in this study was obtained. The Social Media Marketing (X1) variable had a value range between 34 to 60, with an average of 47.28 and a standard deviation of 5.062, which showed a relatively moderate variation in respondents' perception of social media-based marketing strategies. Furthermore, the Live Streaming (X2) variable had a minimum value of 11 and a maximum of 45, with an average value of 34.51 and a standard deviation of 6.183, indicating a difference in the level of respondents' experience with live broadcast features in e-commerce. Meanwhile, the Impulse Buying (Y) variable showed a distribution of values between 12 to 60, with an average of 39.20 and a standard deviation of 11.061, which illustrates the level of impulse buying tendency that is quite diverse among respondents. The mean values and standard deviations for each of these variables provide a preliminary picture of the data patterns and behavioral trends analyzed in this study.

**Partial Test (T Test)
Coefficient**

Models		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,002	8,928		,112	,911
	Social Media Marketing	,517	,213	,237	2,426	,017
	Live Streaming	,399	,175	,223	2,283	,024

a. Dependent Variable: Impulse Buying

Based on the results of the t-test analysis, it can be interpreted that each variable in this study has a significant influence on Impulse Buying. In the Social Media Marketing (X1) variable, a t_{hitung} value of 2.426 was obtained, which is greater than the t_{tabel} of 1.657 ($2.426 > 1.657$). In addition, the significance value obtained was 0.017, which is smaller than 0.05, so it can be concluded that the Social Media Marketing (X1) variable has a positive and significant influence on Impulse Buying.

Furthermore, in the Live Streaming (X2) variable, a t_{hitung} value of 2.283 was obtained, which is also greater than the t_{tabel} of 1.657 ($2.283 > 1.657$), with a significance value of 0.024, which is smaller than 0.05. These results show that Live Streaming (X2) has a positive and significant influence on Impulse Buying. Thus, the two independent variables in this study contribute significantly to the tendency of impulse purchases, which indicates that digital marketing strategies through social media and live broadcast features have an important role in driving unplanned purchase decisions.

**Simultaneous Test (F Test)
NEW ERA**

Models		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2265,231	2	1132,615	10,794	,000b
	Residual	12171,929	116	104,930		
	Total	14437,160	118			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Live Streaming, Social Media Marketing

Based on the results of data processing using the SPSS application version 25, a F_{hitung} value of 10.794 was obtained with a significance level of 0.000. This value is smaller than 0.05 ($0.000 < 0.05$) and F_{hitung} greater than F_{tabel} ($10.794 > 3.07$), where the F_{tabel} value is obtained at a significance level of 95% ($\alpha = 5\%$). Thus, it can be concluded that there is a positive and significant influence between Social Media Marketing (X1) and Live Streaming (X2) on Impulse Buying (Y).

These results indicate that digital marketing strategies through social media and live broadcast features have a strong contribution in driving impulse purchase decisions. Social Media Marketing plays an important role in shaping consumer perception, creating brand appeal, and increasing direct customer engagement. Meanwhile, Live Streaming provides a more interactive and real-time shopping experience, which can affect consumers' emotions and urgency to make a purchase immediately. Thus, the more effective the digital marketing strategy implemented, the greater the opportunity to increase impulse buying among consumers. Therefore, the use of digital technology in marketing must continue to be developed to be more optimal in attracting attention and building customer loyalty.

Determination Coefficient Test
Model Summary^b

Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,396a	,157	,142	10,244

a. Predictors: (Constant), Live Streaming, Social Media Marketing

b. Dependent Variable: Impulse Buying

Based on the results of the analysis from the table above, an R-Square value of 0.157 or 15.7% was obtained. This value shows that the Social Media Marketing (X1) and Live Streaming (X2) variables together contribute 15.7% to the Impulse Buying (Y) variable. In other words, this research model is able to explain 15.7% of the impulse buying variation, while the rest, which is 84.3%, is likely influenced by other factors that are not included in this research model.

These results indicate that although marketing through social media and live streaming features have an influence on impulse purchase decisions, there are still other variables that play a more dominant role. Factors such as discount promotions, influencer recommendations, product quality, shopping experience, psychological factors, or consumer personal preferences may contribute to driving impulse buying behavior. Therefore, further research can consider other broader variables to gain a more comprehensive understanding of the factors that influence impulse buying.

Discussion

The development of e-commerce has brought significant changes in people's consumption patterns, including among the millennial generation in Bogor City. Based on the results of data collection, it is known that most of the respondents, namely 52.9%, are housewives with family incomes above IDR 20,000,000 per month. These findings show that this group has a fairly high purchasing power and an important role in managing household finances.

In addition, as many as 50.4% of respondents allocated a special budget beyond primary needs for shopping. This reflects a tendency towards more planned and flexible consumption. In terms of product preferences, clothing is the most purchased category through e-commerce. This trend can be attributed to the ease of access, a variety of product choices, and various attractive offers provided by online shopping platforms. With the growing digital ecosystem, this kind of consumption behavior is predicted to continue to increase along with the changing lifestyle and shopping preferences of the millennial generation.

a. Social Media Marketing (X1)

The results of the validity test showed that all items in the Social Media Marketing variable had a value r_{hitung} greater than r_{tabel} (0.180) with a significance level of less than 0.05. This indicates that each item in this variable is valid and can be used in further analysis. In addition, the reliability of the instrument measured with Cronbach's Alpha reached 0.858, which is above the minimum limit of 0.60, so it can be concluded that this instrument has a high level of reliability. Thus, this instrument is able to measure aspects of Social Media Marketing consistently.

b. Live Streaming (X2)

All items in the Live Streaming variable are also declared valid, as they have a r_{hitung} greater than r_{tabel} and significance below 0.05. The reliability of this variable is very high, as shown by Cronbach's Alpha value of 0.948, which is far beyond the minimum limit of 0.60. This shows that the instrument used has an excellent level of consistency in measuring the Live Streaming variable.

c. Impulse Buying (Y)

The validity test of the Impulse Buying (Y) variable showed that all items had a r_{hitung} greater than r_{tabel} and a qualifying level of significance. Meanwhile, the reliability of the instrument in this variable was recorded higher than that of the other variables, with Cronbach's Alpha of 0.965. This value showed that the instrument used was very reliable and trustworthy for analyzing the relationships between variables.

This study confirms that Social Media Marketing (X1) and Live Streaming (X2) have a positive and significant influence on Impulse Buying (Y). The results of the validity test showed that all items in the study variable were valid, with r_{hitung} greater than r_{tabel} (0.180) and significance levels less than 0.05. In addition, the reliability of the instrument was also in the high category, as shown by Cronbach's Alpha values of 0.858 for X1, 0.948 for X2, and 0.965 for Y. These values showed that the research instrument had an excellent level of measurement consistency.

Social Media Marketing has a greater influence than Live Streaming, especially in the aspect of emotional connection. These findings are in line with research conducted by Lestari and Meidina (2022), which shows that Social Media Marketing has a positive and significant effect on brand trust. This trust strengthens the emotional connection between consumers and brands, which ultimately increases the tendency to make impulse purchases.

The results of descriptive statistical analysis showed that the Social Media Marketing variable (X1) had a mean value of 47.28, with a standard deviation of 5.062. This indicates that respondents have a positive perception of the social media marketing strategy applied. The relatively small variation in respondents' responses shows a level of uniformity in their perceptions. The most dominant dimension in Social Media Marketing is emotional connection, with a value of 0.738. Thus, it can be said that emotional factors are the most dominant factor in influencing impulse buying.

Live Streaming (X2) had a mean of 34.51 with a standard deviation of 6.183, which shows that respondents rated live streaming as an effective marketing method. However, the variation in respondents' responses to live streaming was greater than that of Social Media Marketing (X1). The most dominant dimension in this indicator is trustworthiness. This finding is in line with research conducted by Sembiring (2024), which examined the influence of live streaming and trust on impulse purchases in Shopee application users in Medan City. The results of the study showed that trust had a positive and significant effect on impulse buying, which means that the higher the level of consumer trust during a live streaming session, the more likely they are to make impulse purchases.

Meanwhile, Impulse Buying (Y) had an average of 39.20 with a standard deviation of 11.061, indicating that the level of impulse buying varied among respondents. This reflects that impulse buying behavior is influenced by a variety of internal and external factors. The most dominant dimensions in the impulse buying variable are strength and intensity. Impulse buying behavior is characterized by spontaneous actions without much consideration of consequences or other alternatives. In this context, strong attraction can come from certain stimuli, such as large discounts, exclusive promotions, or other marketing strategies. Meanwhile, impulse buying intensity refers to the urgency that consumers feel to act immediately, which is often influenced by psychological factors such as fear of missing out (FOMO), promotional deadlines, or social pressure. Several previous studies support this finding: Rahma (2021) found that FOMO has a positive influence on impulse purchases online, especially in consumers who often participate in flash sales. Octavia (2021) shows that sales promotion has a significant effect on online impulse buying behavior in the Greater Jakarta area. Tuzzahra (2021) indicates that hedonistic shopping motivation, which is often influenced by social factors, plays a role in increasing impulse buying behavior online.

The results of the partial test (t-test) showed that Social Media Marketing (X1) and Live Streaming (X2) had a positive and significant influence on impulse buying, respectively: 1)

Social Media Marketing had a $t_{hitung} = 2.426 > t_{tabel} = 1.657$ with significance = 0.017 (< 0.05), which means that the more effective the social media marketing strategy, the greater its influence on impulse buying. 2) Live Streaming had a $t_{hitung} = 2.283 > t_{tabel} = 1.657$ with a significance = 0.024 (< 0.05), which suggests that direct interaction with consumers through live streaming can encourage spontaneous purchase decisions.

The results of the simultaneous test (F test) showed that the combination of Social Media Marketing and Live Streaming simultaneously had a positive and significant influence on impulse buying, with results of $F_{hitung} = 10.794 > F_{tabel} = 3.07$ and significance = 0.000 (< 0.05). This indicates that the two independent variables together contribute significantly in explaining impulse buying behavior. Based on the R-Square value of 0.157, it can be concluded that 15.7% variability in impulse buying can be explained by Social Media Marketing (X1) and Live Streaming (X2). The remaining 84.3% is influenced by other factors that are not included in this study model, such as discounts, product quality, or consumer psychological factors

The results of this study provide important insights for business people in utilizing marketing strategies through Social Media Marketing and Live Streaming to increase impulse buying. In the context of Social Media Marketing, intensive interaction with consumers is a major factor in building engagement and trust in brands. Therefore, marketing strategies on social media must be designed in such a way that they are able to attract attention, for example with the use of attractive visual content such as short videos, infographics, and aesthetically pleasing product images. In addition, exclusive discount programs offered on a limited basis on social media can also create urgency and encourage impulse buying behavior among consumers.

Meanwhile, marketing through Live Streaming can be optimized by displaying live product demonstrations. This allows consumers to get clearer information before deciding to buy. More than just showcasing products, live streaming sessions that involve active interaction through question-and-answer sessions can increase consumers' confidence in the products offered. Additionally, promotions with a specific time limit during live streaming sessions can create a sense of urgency that encourages consumers to make spontaneous purchases.

By understanding the contribution of each variable to impulse buying, business people can design a more effective and efficient marketing strategy. An approach based on emotional interaction and urgency creation has been proven to increase customer engagement and drive purchase decisions. Therefore, the integration of well-designed Social Media Marketing and Live Streaming strategies can be a powerful tool in increasing business competitiveness in the digital era.

CONCLUSION

The results of this study show that Social Media Marketing and Live Streaming strategies have a significant influence on impulse buying behavior. From the results of the quantitative analysis, Live Streaming (X2) had a mean value of 34.51 with a standard deviation of 6.183, which shows that this method was considered effective by respondents in encouraging spontaneous purchase decisions. The dominant dimension in this aspect is trustworthiness, which confirms that the level of consumer trust in product providers in live streaming sessions plays an important role in increasing the likelihood of impulse purchases. In addition, the Impulse Buying variable (Y) had a mean of 39.20 with a standard deviation of 11.061, which indicates a fairly high variation among respondents. These findings are in line with various previous studies that highlight that impulse buying behavior is influenced by internal and external factors, such as exclusive promotions, large discounts, and urgency felt due to time constraints or social pressure. Previous studies have also shown that factors such as Fear of Missing Out (FOMO) and hedonistic shopping motivation contribute to the increase in impulse buying in the context of online shopping.

The results of the partial test (t-test) confirmed that both Social Media Marketing ($t_{hitung} = 2.426$; $p = 0.017$) and Live Streaming ($t_{hitung} = 2.283$; $p = 0.024$) had a positive and significant influence on impulse buying. This indicates that the more effective the digital marketing strategy is implemented, the greater the influence on impulse buying tendencies. The results of the simultaneous test (F test) showed that the combination of the two variables together had a significant influence on impulse buying ($F_{hitung} = 10.794$; $p = 0.000$). However, the R-Square value of 0.157 showed that these two variables only explained 15.7% of the variability of impulse buying, while the other 84.3% were influenced by other factors, such as product quality, discounts, and psychological and social aspects of consumers.

Based on the results of this study, it can be concluded that the utilization of digital marketing strategies through social media and live streaming is a significant factor in encouraging impulse buying behavior. By creating more engaging interactions and building consumer trust during online marketing sessions, businesses can increase the effectiveness of their marketing strategies. However, to better understand impulse buying behavior comprehensively, further research is needed considering additional variables as well as a broader scope of respondents.

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