MIKAILALSYS
Journal of Multidisciplinary Sciences

e-ISSN : 2987-2286
p-ISSN : 2987-3924

Index: Harvard, Boston, Sydney, Copernicus, Sinta 4, Scilit, Semantic, Google, etc

https://doi.org/10.58578/mikailalsys.v4i2.10795

The Influence of Content Marketing, Online Customer Reviews, Live Streaming, and Flash Sales on Purchase Decisions of Ethica Seply Products at Bindawood Purwokerto TikTok Shop

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Article Info:

Submitted:	Revised:	Accepted:	Published:
May 8, 2026	Jun 5, 2026	Jun 17, 2026	Jun 22, 2026

Abstract

The growth of TikTok Shop as a social commerce platform has transformed consumer purchasing behavior in the Muslim fashion industry, particularly through digital marketing strategies that integrate product information, real-time interaction, consumer-generated evaluations, and promotional incentives. This study aimed to examine the effects of content marketing, online customer reviews, live streaming, and flash sales on consumers' purchase decisions regarding Ethica Seply products on TikTok Shop Bindawood Purwokerto. A quantitative approach with an explanatory research design was employed, involving 188 respondents selected through simple random sampling. Data were collected using questionnaires and analyzed through multiple linear regression. The findings indicate that content marketing, online customer reviews, live streaming, and flash sales each have positive and significant effects on purchase decisions. Among these variables, online customer reviews emerged as the most influential determinant, while the four variables collectively explained 67% of the variation in purchase decisions. The study concludes that integrated digital

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marketing strategies play a significant role in strengthening consumer purchase decisions in social commerce environments. These findings contribute to the literature on digital marketing and social commerce by demonstrating the combined influence of content-based, interaction-based, review-based, and promotion-based strategies on consumer behavior in the Muslim fashion industry. Practically, the study implies that businesses should optimize customer review management, improve content quality, enhance live streaming engagement, and design effective flash sale programs to strengthen consumer trust and engagement.

Keywords: Content Marketing; Online Customer Reviews; Live Streaming; Flash Sales; Purchase Decisions

INTRODUCTION

The rapid development of digital technology has transformed business activities and changed the way companies interact with consumers. The integration of internet technology into marketing activities has encouraged businesses to adopt digital marketing strategies that enable wider market reach, more effective communication, and stronger consumer engagement (Yunita et al., 2021). This transformation is particularly evident in the fashion industry, which is characterized by dynamic consumer preferences, intense competition, and continuously evolving trends. Consequently, fashion businesses are required to implement innovative marketing approaches to maintain competitiveness and influence consumer purchasing behavior (Atika et al., 2024). In Indonesia, the Muslim fashion industry has experienced significant growth and has become one of the most promising sectors within the creative economy. The increasing Muslim population, combined with rising awareness of modest fashion and lifestyle trends, has stimulated demand for Muslim clothing products that combine religious values with modern aesthetics (Reuter et al., 2021). Muslim fashion products are no longer viewed merely as functional apparel but have evolved into lifestyle products that reflect identity, social status, and personal preferences. This development has encouraged fashion businesses to optimize digital platforms as strategic channels for attracting consumers and increasing sales performance.

The emergence of social commerce has further accelerated changes in consumer purchasing behavior. Social commerce integrates social media interactions with e-commerce activities, enabling consumers to obtain product information, communicate with sellers, and complete transactions within the same platform (Juliana, 2023). Among various social

commerce platforms, TikTok Shop has become one of the fastest-growing channels in Indonesia because it combines entertainment, interaction, and shopping experiences into a single ecosystem. Through features such as content marketing, online customer reviews, live streaming, and flash sale promotions, TikTok Shop provides businesses with opportunities to influence consumer perceptions and purchasing decisions more effectively (Rizkia et al., 2024).

Purchasing decisions represent the final stage of consumer behavior in which individuals select and purchase products after evaluating available alternatives. In the digital marketplace environment, purchasing decisions are increasingly influenced by marketing stimuli delivered through online platforms. Previous studies have shown that factors such as brand image, store atmosphere, lifestyle, and social media marketing significantly contribute to shaping consumer purchase decisions. Social media marketing, in particular, enables businesses to interact directly with consumers and build stronger engagement, ultimately encouraging purchasing behavior (Pahlevi et al., 2024). These findings indicate that digital marketing activities play an important role in influencing consumer decision-making processes.

Consumers generally engage in a series of activities, including identifying needs, seeking information, evaluating alternatives, and selecting products that best satisfy their expectations (Tanady & Fuad, 2020). In digital environments, purchasing decisions are increasingly influenced by information obtained through online platforms, making digital marketing activities an important determinant of consumer behavior (Purwati et al., 2022). In addition to information availability, consumers' purchasing decisions are also influenced by various marketing-related factors, including brand ambassadors, brand image, social media marketing, and price perceptions. A strong brand image can enhance consumer trust and confidence, while effective social media marketing enables businesses to build stronger engagement with consumers. Furthermore, favorable price perceptions and the presence of credible brand ambassadors can positively influence consumers' evaluation of products and encourage purchasing behavior. Previous research has confirmed that these factors significantly affect purchase decisions in competitive markets (Wibowo et al., 2025).

One digital marketing strategy that has received considerable attention is content marketing. Content marketing refers to the process of creating and distributing valuable, relevant, and consistent content aimed at attracting and retaining target audiences while

encouraging profitable consumer actions (Yunita et al., 2021). Effective content marketing can provide useful information, increase consumer understanding of products, strengthen brand awareness, and reduce uncertainty associated with online purchases (Ismunandar & Ernawati, 2024). Through attractive visual content, product demonstrations, and informative messages, businesses can establish stronger relationships with consumers and influence their purchasing decisions.

Several studies have confirmed the importance of content marketing in influencing consumer behavior. Dewi and Fajariah (2023) found that content marketing significantly affects purchasing decisions through digital platforms. Similar findings were reported by Evania et al. (2023), who concluded that content marketing positively contributes to customer engagement and purchasing decisions. Likewise, Huda et al. (2023) demonstrated that content marketing plays an important role in increasing consumers' intention to purchase products through social media. However, Abdjul et al. (2022) reported that content marketing does not significantly influence purchasing decisions, indicating inconsistency in previous findings and suggesting the need for further investigation. Another factor that has become increasingly important in online shopping environments is online customer review. Online customer reviews are evaluations and feedback provided by consumers based on their experiences with products or services purchased through online platforms (Mulyati & Gesitera, 2020). Such reviews serve as a source of information that helps prospective consumers assess product quality, performance, and reliability before making purchasing decisions (Komariyah, 2022). Since online consumers cannot directly examine products, customer reviews often function as substitutes for physical product inspection and play a critical role in reducing perceived risk (Auliya et al., 2017).

Previous studies have generally reported positive relationships between online customer reviews and purchasing decisions. Sianipar and Yoestini (2021) found that customer reviews significantly influence consumers' purchasing decisions in online marketplaces. Similarly, Regina et al. (2021) demonstrated that online customer reviews positively affect purchase decisions through increased consumer trust. Furthermore, Fauziah et al. (2023) reported that online reviews contribute significantly to consumers' willingness to purchase products online. Nevertheless, Andrew and Erdiansyah (2021) found that negative online reviews may reduce consumers' purchase intentions, highlighting inconsistencies in the existing literature.

Live streaming has also emerged as an influential marketing tool within social commerce platforms. Live streaming enables sellers to interact directly with consumers while demonstrating products in real time, thereby creating more engaging and transparent shopping experiences (Fitryani et al., 2021). Through live streaming, consumers can ask questions, observe product details, and receive immediate responses from sellers, reducing uncertainty regarding product quality and suitability (Kang et al., 2020). This interactive communication process distinguishes live streaming from traditional digital marketing approaches and contributes to greater consumer confidence. Several studies have identified live streaming as an important determinant of purchasing decisions. Putri and Asrofillah (2025) concluded that live streaming positively influences purchasing decisions by increasing consumer engagement and trust. Similar findings were reported by Silfiyah et al. (2024), who emphasized the effectiveness of interactive communication during live broadcasts. In addition, Amin and Fikriyah (2023) found that live streaming significantly influences purchasing decisions for Muslim fashion products. However, Pangesti and Prabowo (2025) reported a negative relationship between live streaming and purchasing decisions, while Firmansyah et al. (2025) found that live streaming does not significantly affect purchasing decisions. These contradictory findings indicate the existence of a research gap requiring further examination.

Besides live streaming, flash sale promotions have become one of the most popular marketing strategies in social commerce. Flash sale refers to a limited-time promotional program that offers products at discounted prices within a specific period (Devica, 2020). This strategy creates a sense of urgency and scarcity that encourages consumers to make immediate purchasing decisions. The psychological pressure associated with limited-time offers often motivates consumers to act quickly in order to avoid missing promotional opportunities (Syauqi & Lubis, 2022). Research findings concerning flash sale promotions remain inconsistent. Malafitri et al. (2022) found that flash sales positively and significantly affect purchasing decisions because consumers are attracted by discounted prices and limited-time offers. Similar conclusions were reached by Hertanto et al. (2020), who reported that flash sale promotions contribute positively to online purchasing decisions. Conversely, Firmansyah et al. (2025) concluded that flash sale promotions do not significantly influence purchasing decisions, suggesting that consumers may prioritize product value and necessity over promotional incentives. These contradictory results indicate the need for further empirical investigation.

Ethica Seply Bindawood Purwokerto is a Muslim fashion retailer that markets its products through both offline stores and TikTok Shop. Despite operating within a rapidly growing market segment, the company experienced substantial fluctuations in sales performance during the July–December 2025 period. Sales decreased significantly in August before recovering in subsequent months and reaching a sharp increase in December. These fluctuations indicate variations in consumer purchasing decisions and suggest the presence of factors that influence purchasing behavior in the company's digital marketplace environment. Understanding these factors is essential for developing effective marketing strategies capable of sustaining consumer interest and improving sales performance. This study is grounded in Stimulus–Response (S-R) Theory, which explains that external stimuli can generate behavioral responses from individuals (Ratnaningrum et al., 2025). Within the context of digital marketing, content marketing, online customer reviews, live streaming, and flash sale promotions function as marketing stimuli delivered through TikTok Shop. Consumers receive and process these stimuli cognitively and emotionally before generating responses in the form of purchasing decisions (Choirunnisa et al., 2024). Therefore, the S-R framework provides a relevant theoretical foundation for explaining the relationship between digital marketing activities and consumer purchasing behavior.

Although previous studies have investigated the influence of content marketing, online customer reviews, live streaming, and flash sale promotions on purchasing decisions, empirical findings remain inconsistent. Content marketing was found to significantly influence purchasing decisions by Dewi and Fajariah (2023), Evania et al. (2023), and Huda et al. (2023), yet Abdjul et al. (2022) reported insignificant effects. Online customer reviews were found to positively affect purchasing decisions by Sianipar and Yoestini (2021) and Regina et al. (2021), whereas Andrew and Erdiansyah (2021) identified negative effects. Similar inconsistencies were observed in studies examining live streaming and flash sale promotions (Pangesti & Prabowo, 2025; Firmansyah et al., 2025). Moreover, limited studies have simultaneously examined these four variables within the context of Muslim fashion products marketed through TikTok Shop. This inconsistency and contextual limitation constitute the primary research gap addressed by this study. The novelty of this study lies in the integration of content marketing, online customer reviews, live streaming, and flash sale promotions into a comprehensive model based on Stimulus–Response Theory to explain purchasing decisions in social commerce. Unlike previous studies that predominantly examined these variables separately, this research investigates their simultaneous influence

on purchasing decisions for Muslim fashion products sold through TikTok Shop. Additionally, the study provides empirical evidence from Ethica Seply Bindawood Purwokerto, thereby enriching the literature on digital marketing and consumer behavior within Indonesia's growing Muslim fashion industry.

Based on the identified research gap and theoretical framework, this study aims to analyze the influence of content marketing, online customer reviews, live streaming, and flash sale promotions on purchasing decisions among consumers of Ethica Seply products on TikTok Shop Bindawood Purwokerto. The findings are expected to contribute to the development of digital marketing literature and provide practical insights for businesses seeking to optimize marketing strategies in social commerce environments.

METHODS

This study employed a quantitative approach with an explanatory research design to examine the effects of content marketing, online customer reviews, live streaming, and flash sales on consumers' purchase decisions regarding Ethica Seply fashion products marketed through TikTok Shop. The research was conducted at Ethica Seply Bindawood Purwokerto and focused on consumers who had purchased products through TikTok Shop during the July–December 2025 period. Purchase decision was treated as the dependent variable, while content marketing, online customer review, live streaming, and flash sale served as the independent variables. Purchase decision was measured through product choice, brand choice, distributor choice, purchase timing, and purchase quantity. Content marketing was assessed using relevance, accuracy, value, comprehensibility, discoverability, and consistency indicators. Online customer review was measured through awareness, frequency, comparison, and effect. Live streaming was evaluated based on interaction, real-time communication, and promotional functions. Meanwhile, flash sale was measured through advertising frequency, promotional quality, advertising timing, and promotional accuracy.

The study population consisted of 353 consumers who had purchased Ethica Seply products through TikTok Shop. The sample size was determined using the Slovin formula with a 5% margin of error, resulting in 188 respondents. A probability sampling technique with simple random sampling was employed, ensuring that each member of the population had an equal opportunity to be selected as a respondent. The research utilized both primary

and secondary data. Primary data were collected through questionnaire distribution, while secondary data were obtained from company documents, books, academic journals, and other relevant references. The questionnaire was developed using a five-point Likert scale ranging from strongly disagree to strongly agree. Documentation techniques were also applied to obtain supporting information regarding the research object.

Instrument quality was evaluated through validity and reliability testing. Validity was assessed by comparing the calculated correlation coefficient (r-value) with the critical r-table value, whereas reliability was measured using Cronbach's Alpha, with a minimum acceptable value of 0.70. Prior to hypothesis testing, classical assumption tests consisting of normality, multicollinearity, and heteroscedasticity tests were conducted to ensure the appropriateness of the regression model. Data analysis was performed using multiple linear regression analysis to determine the influence of content marketing, online customer reviews, live streaming, and flash sales on purchase decisions. Furthermore, the coefficient of determination (R^2) was used to assess the explanatory power of the independent variables. Model feasibility was evaluated through the F-test, while hypotheses were tested using the t-test at a 5% significance level. The results were utilized to explain the contribution of each independent variable in influencing consumer purchase decisions toward Ethica Seply fashion products on TikTok Shop.

RESULTS

Classical Assumption Test

1. Normality Test

The normality test was conducted to determine whether the research data were normally distributed. The test was performed using the Kolmogorov–Smirnov test with the assistance of SPSS software.

Table 1. Results of the Normality Test

Monte Carlo Sig.	α	Description
0.176	0.05	Normal

source: Compiled by the researcher (2026)

Table 1 (Normality Test Results) shows that the Monte Carlo Sig. value is 0.176, which is higher than the significance level of 0.05 (0.176 > 0.05). Therefore, the data are

normally distributed, indicating that the regression model satisfies the normality assumption and is suitable for further analysis.

2. Multicollinearity Test

The multicollinearity test was conducted to determine whether there is a high correlation among the independent variables.

Table 2. Multicollinearity Test Results

Independent Variable	Tolerance	VIF	Description
Content Marketing	0.550	1.817	No multicollinearity
Online Customer Review	0.624	1.602	No multicollinearity
Live Streaming	0.533	1.877	No multicollinearity
Flash Sale	0.562	1.778	No multicollinearity

source: Compiled by the researcher (2026)

Table 2 (Multicollinearity Test Results) shows that all variables have Tolerance values above 0.10 and VIF values below 10, indicating that the regression model is free from multicollinearity.

3. Heteroscedasticity Test

The heteroscedasticity test was conducted to determine whether the regression model exhibits unequal variance of residuals.

Table 3. Heteroscedasticity Test Results

Independent Variable	Sig.	Description
Content Marketing	0.726	No heteroscedasticity
Online Customer Review	0.802	No heteroscedasticity
Live Streaming	0.268	No heteroscedasticity
Flash Sale	0.539	No heteroscedasticity

source: Compiled by the researcher (2026)

Table 3 (Heteroscedasticity Test Results) shows that all significance values exceed 0.05, indicating that the regression model is free from heteroscedasticity.

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to examine the effect of the independent variables on purchasing decisions.

Table 4. Multiple Linear Regression Results

Model	B	Std. Error
Content Marketing (X_1)	0.096	0.044
Online Customer Review (X_2)	0.581	0.097
Live Streaming (X_3)	0.382	0.088
Flash Sale (X_4)	0.276	0.094

source: Compiled by the researcher (2026)

Table 4 (Multiple Linear Regression Results) shows that the regression equation is:

$$Y = -1.491 + 0.096X_1 + 0.581X_2 + 0.382X_3 + 0.276X_4 + e$$

The constant value of -1.491 indicates the purchasing decision score when all independent variables are held constant. Furthermore, all independent variables have positive regression coefficients, indicating that Content Marketing, Online Customer Review, Live Streaming, and Flash Sale positively influence purchasing decisions. A one-unit increase in Content Marketing, Online Customer Review, Live Streaming, and Flash Sale is associated with increases of 0.096, 0.581, 0.382, and 0.276 units, respectively, in purchasing decisions, assuming other variables remain constant. Among these variables, Online Customer Review has the highest regression coefficient (0.581), indicating that it is the most dominant factor influencing purchasing decisions.

Coefficient of Determination

The coefficient of determination (R^2) was used to measure the ability of the regression model to explain the variation in the dependent variable.

Table 5. Coefficient of Determination Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.818	0.670	0.663	1.679

source: Compiled by the researcher (2026)

Table 5 (Coefficient of Determination Results) shows that the Adjusted R Square value is 0.670. This result indicates that Content Marketing, Online Customer Review, Live Streaming, and Flash Sale explain 67.0% of the variation in purchasing decisions, while the remaining 33.0% is influenced by other factors not included in this study.

Goodness of Fit Test

The Goodness of Fit test was conducted to evaluate whether the regression model is suitable for explaining the relationship between the independent and dependent variables.

Table 6. Goodness of Fit Test Results

Model	F	Sig.
1	92.780	0.000

source: Compiled by the researcher (2026)

Table 6 (Goodness of Fit Test Results) shows that the F-value is 92.780, which is higher than the F-table value of 2.47 (92.780 > 2.47). In addition, the significance value is

lower than 0.05 (0.000 < 0.05). Therefore, the regression model is considered fit and suitable for explaining the effect of Content Marketing, Online Customer Review, Live Streaming, and Flash Sale on purchasing decisions.

Hypothesis Testing (t-Test)

The t-test was conducted to examine the partial effect of each independent variable on purchasing decisions.

Table 7. Hypothesis Testing Results (t-Test)

Variable	t	Sig.
Content Marketing	2.200	0.029
Online Customer Review	5.959	0.000
Live Streaming	4.334	0.000
Flash Sale	2.926	0.004

source: Compiled by the researcher (2026)

Table 7 (Hypothesis Testing Results (t-Test)) shows that all independent variables have significance values below 0.05, indicating that Content Marketing, Online Customer Review, Live Streaming, and Flash Sale have a positive and significant effect on purchasing decisions. Among these variables, Online Customer Review has the highest t-value (5.959), indicating that it is the most influential factor affecting purchasing decisions.

DISCUSSION

This study aimed to examine the effects of content marketing, online customer reviews, live streaming, and flash sales on purchasing decisions for Ethica Seply products through TikTok Shop Bindawood Purwokerto. The findings revealed that all independent variables significantly and positively influence purchasing decisions. These results indicate that digital marketing strategies implemented through TikTok Shop effectively encourage consumers to purchase Muslim fashion products. Furthermore, the coefficient of determination showed that 67% of the variation in purchasing decisions can be explained by the four variables investigated, while the remaining 33% is influenced by other factors outside the research model, such as price, product quality, brand image, trust, and consumer preferences. These findings confirm the important role of digital marketing stimuli in shaping consumer behavior in the contemporary e-commerce environment.

The results demonstrate that content marketing has a positive and significant effect on purchasing decisions. This finding suggests that the quality of content presented by Ethica Seply Bindawood Purwokerto through TikTok Shop plays an important role in influencing consumer purchase behavior. Informative and engaging content provides consumers with detailed information regarding product features, colors, materials, sizes, and styling recommendations, thereby reducing uncertainty during the decision-making process. Consumers who receive complete and relevant information are more likely to develop favorable perceptions of a product and eventually make a purchase. From the perspective of the Stimulus–Response (S-R) Theory, content marketing functions as a marketing stimulus delivered through digital platforms. Consumers process the information embedded in visual and textual content before generating a behavioral response. When content is perceived as relevant, accurate, valuable, understandable, accessible, and consistent, consumers tend to respond positively by developing stronger purchase intentions and ultimately making purchasing decisions. Therefore, effective content marketing does not merely provide information but also builds trust and emotional engagement between consumers and brands.The findings are consistent with previous studies conducted by Dewi et al. (2023), Evania et al. (2023), and Huda et al. (2023), which concluded that content marketing significantly influences purchasing decisions. These studies emphasize that high-quality content contributes to stronger consumer engagement and enhances the effectiveness of digital marketing activities. However, the findings differ from Abdjul et al. (2022), who reported that content marketing had no significant effect on purchasing decisions. Such discrepancies may be attributed to differences in research contexts, consumer characteristics, and digital platforms. TikTok Shop relies heavily on visual communication and interactive content, which may increase the effectiveness of content marketing compared to other platforms.

Another important finding of this study is that online customer reviews represent the most influential variable affecting purchasing decisions. This result indicates that consumers place substantial trust in the experiences and opinions shared by previous buyers. Before purchasing a product, consumers frequently evaluate ratings, compare customer feedback, and analyze positive and negative reviews. Such behavior reflects the growing importance of electronic word-of-mouth in reducing information asymmetry within online shopping environments. According to the Stimulus–Response framework, online customer reviews serve as social stimuli that influence consumer perceptions regarding product quality and

credibility. Positive reviews describing product comfort, material quality, size accuracy, and overall satisfaction create favorable impressions that strengthen consumer confidence. In contrast, negative reviews may increase perceived risk and reduce purchase intentions. Consequently, online customer reviews function as a critical source of information that helps consumers evaluate alternatives and make informed purchasing decisions. The results support previous studies by Sianipar and Yoestini (2021), Regina et al. (2021), Fauziah et al. (2023), and Lyu and Choi (2020), all of which found that online customer reviews positively and significantly affect purchasing decisions. More importantly, this study extends the existing literature by demonstrating that online customer reviews exert a stronger influence than other digital marketing variables in the context of Muslim fashion products sold through TikTok Shop. Nevertheless, the findings differ from those of Andrew and Erdiansyah (2021), who reported a negative influence of online customer reviews on purchasing decisions. Such differences may be explained by variations in review quality and consumer perceptions. In the case of Ethica Seply, the predominance of positive reviews appears to strengthen consumer trust and encourage purchasing behavior.

The study also found that live streaming significantly and positively affects purchasing decisions. This finding suggests that real-time product demonstrations and interactive communication contribute substantially to consumer confidence and purchase intentions. Through live streaming, consumers can directly observe product characteristics, receive immediate responses to inquiries, and interact with hosts during promotional sessions. Such interactions provide a shopping experience that is more engaging and transparent than conventional online product displays. Within the Stimulus–Response framework, live streaming acts as a dynamic stimulus that combines information delivery, social interaction, and entertainment. Real-time communication reduces uncertainty and allows consumers to evaluate products more comprehensively. Consumers can obtain detailed explanations regarding product specifications, materials, colors, and sizes while simultaneously observing the authenticity of the products being presented. As a result, live streaming enhances consumer trust and accelerates decision-making processes.

These findings align with the studies conducted by Putri and Asrofillah (2025), Silfiyah et al. (2024), Islami et al. (2024), and Febriah and Febriyantoro (2023), all of which concluded that live streaming positively influences purchasing decisions. The results reinforce the notion that live streaming has evolved into an effective digital marketing strategy due to its ability to integrate communication, product presentation, and promotional

activities into a single interactive platform. However, the findings contradict those reported by Pangesti et al. (2025) and Firmansyah et al. (2025), who found no significant influence of live streaming on purchasing decisions. Differences in host performance, audience engagement, product categories, and platform characteristics may explain these inconsistencies. Furthermore, flash sales were found to have a positive and significant impact on purchasing decisions. This result indicates that limited-time promotional programs effectively encourage consumers to make immediate purchases. By offering substantial discounts, free shipping vouchers, cashback opportunities, and special promotional packages, flash sales create a sense of urgency that motivates consumers to act quickly before the promotional period expires.

According to Stimulus–Response Theory, flash sales function as economic stimuli designed to influence consumer behavior through perceptions of scarcity and financial benefits. Limited promotional periods increase the fear of missing out (FOMO), prompting consumers to make faster purchasing decisions. In addition, attractive discounts enhance perceived value, making consumers feel that they are obtaining greater benefits compared to regular purchasing conditions. Consequently, flash sales become an effective mechanism for stimulating short-term sales and increasing transaction volumes. The findings are consistent with previous studies by Malafitri et al. (2022), Hertanto et al. (2020), and Syauqi et al. (2022), which demonstrated that flash sales positively influence purchasing decisions. These studies emphasize that time-limited promotions create urgency and strengthen consumer motivation to purchase products. However, the results differ from Firmansyah et al. (2025), who reported no significant relationship between flash sales and purchasing decisions. Such differences may be associated with product categories, consumer demographics, and promotional effectiveness. In the context of Muslim fashion products, consumers appear to respond positively to discount-based promotional programs, making flash sales an effective marketing strategy.

From a theoretical perspective, this study contributes to the development of Stimulus–Response Theory in digital marketing research. The findings provide empirical evidence that content marketing, online customer reviews, live streaming, and flash sales function as marketing stimuli capable of generating positive behavioral responses in the form of purchasing decisions. The study further demonstrates that consumer responses in digital commerce environments are influenced not only by informational stimuli but also by social interaction and economic incentives. Therefore, the research expands the applicability of

Stimulus–Response Theory within social commerce and e-commerce contexts. Practically, the findings provide valuable insights for Ethica Seply Bindawood Purwokerto and similar businesses operating in digital marketplaces. First, companies should continue improving content quality by producing informative, engaging, and consistent content that addresses consumer needs. Second, businesses should actively encourage satisfied customers to provide positive reviews, as online customer reviews emerged as the most influential determinant of purchasing decisions. Third, live streaming activities should be conducted regularly and managed by competent hosts capable of creating meaningful interactions with viewers. Finally, flash sale programs should be strategically implemented during specific promotional periods to maximize sales performance and consumer engagement.

Despite its contributions, this study has several limitations. First, the research was conducted exclusively among consumers of Ethica Seply Bindawood Purwokerto, limiting the generalizability of the findings to other industries or geographical contexts. Second, the study focused on four independent variables, whereas other factors such as price, product quality, brand image, trust, customer satisfaction, and loyalty may also significantly influence purchasing decisions. Third, the study relied on self-reported questionnaire data, which may be subject to respondent bias. Fourth, the cross-sectional design captures consumer perceptions at a single point in time and therefore cannot explain changes in consumer behavior over longer periods. Overall, the study confirms that successful digital marketing on TikTok Shop is driven by the integration of multiple complementary strategies. Among the variables examined, online customer reviews emerged as the strongest determinant of purchasing decisions, followed by live streaming, flash sales, and content marketing. These findings highlight the critical role of consumer trust and social proof in digital commerce. In an increasingly competitive online marketplace, businesses that effectively combine informative content, positive customer reviews, interactive live streaming, and attractive promotional programs are more likely to strengthen consumer confidence and achieve superior marketing performance.

CONCLUSION

This study examined the influence of content marketing, online customer reviews, live streaming, and flash sales on consumers' purchase decisions regarding Ethica Seply products through TikTok Shop Bindawood Purwokerto. The findings demonstrate that all

independent variables have a positive and significant effect on purchase decisions. Among the examined factors, online customer reviews emerged as the most influential variable, followed by live streaming, flash sales, and content marketing. These results indicate that consumers' purchasing decisions in digital marketplaces are shaped not only by the quality of marketing content but also by the credibility established through customer reviews, the interactive experience provided by live streaming activities, and the attractiveness of time-limited promotional programs. Collectively, these variables explain a substantial proportion of the variance in purchase decisions, confirming that the research objectives were successfully achieved and all proposed hypotheses were supported.

The study contributes theoretically by reinforcing the applicability of the Stimulus–Response (S-R) theory within the context of digital marketing. It demonstrates that marketing stimuli delivered through social commerce platforms can effectively generate consumer responses in the form of purchase decisions. Furthermore, the research enriches the literature on consumer behavior in the Muslim fashion industry, particularly within the rapidly evolving digital commerce environment. From a practical perspective, the findings provide empirical evidence that managing customer reviews, developing informative and consistent content, optimizing live streaming activities, and implementing effective flash sale strategies can significantly enhance consumer purchasing decisions. The implications of this research suggest that businesses operating in social commerce environments should adopt integrated digital marketing strategies to strengthen consumer trust, increase engagement, and stimulate purchasing behavior. Particular attention should be given to online customer reviews, as this variable was found to exert the strongest influence on purchase decisions. In addition, businesses should ensure that product information delivered through content marketing and live streaming activities is clear, accurate, and responsive to consumer needs. Future studies are recommended to incorporate additional variables, such as product quality, price, brand image, trust, and customer loyalty, to obtain a more comprehensive understanding of purchasing behavior. Researchers may also employ qualitative or mixed-method approaches to gain deeper insights into consumers' decision-making processes. Moreover, expanding the scope of research to other e-commerce and social commerce platforms would provide broader comparative evidence regarding the effectiveness of digital marketing strategies across different online environments.

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