THE EFFECT OF INTERACTIVITY AND SHOPEE LIVE PROMOTIONS ON IMPULSE BUYING OF NAJMIA BEAUTY CONSUMERS IN SEMARANG CITY

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ABSTRACT

The influence of interactive elements and promotional initiatives within the Shopee Live platform on spontaneous purchase tendencies among patrons of Najmia Beauty in Semarang Municipality was investigated through this inquiry. A quantitative methodology was adopted, whereby empirical evidence was gathered via digital surveys disseminated to individuals who had engaged with and transacted through Najmia Beauty's live broadcasts. Purposive selection was applied to recruit 100 participants. Statistical evaluation of the dataset was conducted employing multivariate linear modeling, facilitated by SPSS software version 25. Positive and statistically meaningful associations were revealed between interactive dynamics and promotional efforts, on one hand, and patrons' unplanned acquisition patterns, on the other. Bidirectional engagement in real-time broadcasts, coupled with fleeting incentive schemes, was found to foster abrupt buying choices. Such outcomes suggest that refined dialogic exchanges and incentive frameworks in livestream merchandising can robustly provoke impromptu consumer actions. Nonetheless, constraints arise from the inquiry's confinement to a singular brand and locale. Subsequent investigations are thus advised to incorporate supplementary factors while broadening contextual and territorial dimensions for more holistic insights.

Keywords: *Interactivity; Promotion; Impulse Buying*

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INTRODUCTION

Technological innovations have revolutionized numerous facets of everyday existence, encompassing consumer purchasing patterns (Liu, 2024). Internet evolution has rendered diverse operations more convenient, especially within commerce, profoundly altering transaction methodologies (Elamathi, 2020). E-commerce platforms and social media, whether in the form of websites, applications, or online marketplaces, enable businesses to market their products more efficiently while allowing consumers to easily search for and select the products they need. The presence of e-commerce has made shopping more practical and convenient because consumers no longer need to visit physical stores. Instead, they can simply use internet-connected smartphones to browse products, make payments, and receive their purchases directly at home through delivery services (Masitoh et al., 2024).

APJII's 2025 survey reports that Indonesia's internet users reached about 229.4 million, achieving an 80.66% penetration rate. This indicates that more than three-quarters of Indonesia's population is actively connected to the internet. Previously, in 2024, Statistics Indonesia (BPS) recorded internet access at 72.78% of the total population. The increasing number of internet users, particularly in major cities such as Semarang, has created wider opportunities for the growth of e-commerce and has encouraged higher levels of online shopping activity (APJII, 2025).

Along with the growth of online shopping, live streaming commerce has emerged as an innovative marketing strategy that integrates real-time interaction and promotional activities to create a more engaging shopping experience. Many e-commerce platforms have adopted this feature because it can foster entertainment, interaction, and trust between sellers and consumers. Through clear product visualization and spontaneous two-way communication, live streaming commerce has been shown to accelerate consumers' purchasing decisions (Sun et al., 2019;Wongkitrungrueng & Assarut, 2020).

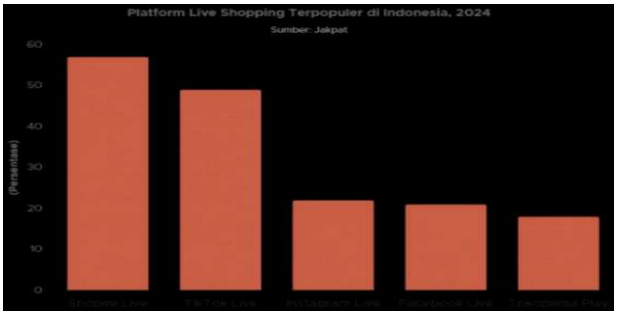
One of the platforms that utilizes this feature is Shopee through its Shopee Live service, which allows sellers to conduct live broadcasts to promote their products directly to potential buyers. This feature enables users to interact with sellers in real time, obtain additional product information, and make purchases instantly without leaving the live broadcast page. Sellers can also replay their live sessions, which are then displayed in a dedicated Shopee Live tab on their store page. The combination of entertainment, interaction, and promotional activities makes Shopee Live an effective digital marketing strategy for increasing consumer engagement and driving sales, particularly among digitally active consumers. The effectiveness of this feature largely depends on the level of interactivity and the promotional strategies implemented during the live sessions (Fauzi et al., 2023).

One local business that actively utilizes Shopee Live is Najmia Beauty in Semarang City. Najmia Beauty is a well-known multi-brand cosmetics store offering a wide range of beauty products, including skincare, makeup, body care, perfume, and hair care from both local and international brands. The store is popular among young consumers, students, and resellers due to its diverse product selection and competitive pricing. In addition to operating a physical store, Najmia Beauty also utilizes digital platforms to expand its consumer reach, particularly through e-commerce and interactive features such as Shopee Live. Through live streaming sessions, the store showcases products directly while offering special promotions and bundle packages, creating a more interactive shopping experience and strengthening its digital marketing strategy (Zulfa et al., 2024).

With escalating rivalry across e-commerce arenas, novel digital marketing strategies are ceaselessly unveiled to captivate consumer interest and elevate virtual

purchasing encounters (Bansal, 2022) . Live streaming commerce stands out as one of the swiftest-evolving innovations, merging live broadcasts, instantaneous seller-consumer exchanges, and promotional efforts into a unified platform. Products are showcased directly by vendors, while shoppers can pose queries, obtain prompt replies, and execute buys on the spot. Thus, this method proves highly effective in boosting user involvement and spurring unplanned acquisitions (Nuraisah et al., 2024). This phenomenon is illustrated in Figure 1, which presents an overview of how live streaming features facilitate interaction and promotional activities that may stimulate consumers' impulse purchasing decisions.

Figure 1
The Most Popular Live Shopping Platforms in Indonesia, 2024



Source: Jakpat, 2024

Based on Figure 1, the data from Jakpat, (2024) shows that in 2024, Shopee Live will become the most popular live shopping platform in Indonesia, far surpassing TikTok Live, Instagram Live, Facebook Live, and Tokopedia Play. This dominance underscores Shopee Live's role as a hub for live commerce activity with a very high level of consumer engagement. Each broadcast session is filled with persuasive host interactions, as well as real-time promotions and flash sales, creating a fast-paced and interactive shopping environment, making it easier for consumers to make impulse purchases.

Meanwhile, Figure 2, data *GoodStats* (2025) shows that Shopee is the most frequently accessed e-commerce platform in Indonesia, with a percentage of 53.22%, far surpassing TikTok Shop, Tokopedia, and Lazada. This high usage rate gives the Shopee Live feature a very broad audience reach. Real-time promotions, flash sales, and live invitations from hosts create a dynamic and stimulating shopping environment, increasing consumers' tendency to make spontaneous, unplanned purchases.

Figure 2
E-commerce frequently accessed in Indonesia, 2025

Source: GoodStates, 2025

In live streaming commerce, interactivity plays a crucial role because it enables direct two-way communication between sellers and consumers. Consumers can participate through comments, questions, and direct responses from the host, ultimately increasing emotional engagement and a sense of connection with the products being offered (Mardiyyah & Wincoko, 2021). The high level of interaction during live broadcasts has been proven to strengthen consumers' urge to make spontaneous purchases (Masitoh et al., 2024). In addition to interactivity, promotions are also a key element in Shopee Live, such (as discounts, flash sales, vouchers, and time-limited offers designed to create a sense of urgency and encourage quick purchasing decisions (Ningrum et al., 2023).

Impulsive buying behavior, characterized by abrupt purchasing decisions devoid of prior deliberation, is frequently triggered by emotional impulses stemming from interactive engagements and promotional stimuli (Chauhan, 2024). Impulse buying is influenced by situational conditions, emotional stimuli, and consumers' hedonistic motivations, which are further amplified in a live-streamed shopping environment (Mertaningrum et al., 2023). However, previous research findings show inconsistent results. Masitoh et al., (2024) found that interactivity had a positive effect on impulse buying, while Rahma & Nurhasanah (2022) stated that interactivity had no significant effect. On the promotional side, Azzahra et al., (2025) found a positive influence on impulsive buying, whereas Sihombing (2022) showed insignificant results.

Diverse empirical outcomes underscore a research gap, especially concerning the roles of interactivity and promotion within live streaming commerce for local brands and targeted locales. Thus, the impact of Shopee Live's interactive features and promotional tactics on impulse buying among Najmia Beauty patrons in Semarang is examined in this study.

LITERATURE REVIEW

Interactivity

Interactivity describes the level of consumer involvement in an active and responsive two-way communication process. In the context of digital media, interactivity is a crucial element because it allows users not only to receive information but also to participate directly in the communication process (Gunawan & Sukresna 2023). In live streaming

shopping activities, consumers have the opportunity to interact with sellers in real time, making the shopping experience more personal and dynamic (Martin et al., 2025)

Through these direct interactions, consumers can gain a deeper understanding of the product because they can ask questions and receive quick responses. This creates a sense of closeness and trust between consumers and sellers, which ultimately influences consumer attitudes and behavior (Ou et al., 2014; Masitoh et al., 2024). The influence of interactivity on impulsive buying is also strengthened by the findings by Masitoh et al., (2024) which states that high levels of interaction increase the chances of spontaneous purchases.

In this study, interactivity is measured through several indicators, namely feature interactivity, perceived interactivity, exchange interactivity, feeling of caring, as referred to from Liverouw & Liverstone (2006), Pangestu (2022), and Angelina & Henuk (2024).

Promotion

Promotion is a short-term marketing strategy designed to encourage consumers to make purchases by offering various incentives. These incentives can include discounts, cashback, coupons, flash sales, and even live broadcast promotions (Sudyasjayanti & Lie, 2022;Azzahra et al., 2025). Through promotions, marketers try to create attraction and a sense of urgency so that consumers are encouraged to make purchases in a short time (Kempa et al., 2020;Denia & Yohana, 2023).

Various forms of promotion, such as discounts, cashback, and package price offers, are considered effective in increasing purchasing intensity, especially in digital-based shopping situations (Kotler et al., 2019;Denia & Yohana, 2023). In addition to conveying product information, promotion also functions to persuade and convince consumers about the value and benefits of the product, thereby influencing their attitudes and purchasing behavior. This is in line with the view from Marbun and Saputra (2022) which states that promotion is a means of persuasion to attract consumer interest in making transactions.

Promotional incentives have been demonstrated to provoke spontaneous buying actions by evoking affective impulses and a sense of scarcity-driven urgency (Mandolfo et al., 2022). Therefore, the promotion indicators used in this study include sales promotions, discount frequency, discount amount, cashback frequency, and price packs or cents-off deals, as referenced in Kotler and Keller (2016) and Hidayah & Indah (2023).

Impulse Buying

Spontaneous purchasing, known as impulse buying, arises without prior deliberation and is typically ignited by emotional triggers (Gantulga, 2023). Consumers often make quick decisions without considering the impact of their purchases (Maqhafiroh, 2018; Irza, 2024). A strong and reflexive buying urge is also a main characteristic of impulsive buying, where individuals are driven to immediately own a particular product without going through a mature consideration process (Rook et al., 1995; Irza, 2024)

This impulsive behavior is also described as the tendency of consumers to buy automatically, suddenly, and without planning, so that purchasing decisions are dominated more by momentary impulses than rational considerations (Rook & Fisher, 1995; Rahma & Nurhasanah, 2022) In addition, differences in individual characteristics also influence impulsive buying behavior. Gender factors are said to play a role in shaping impulsive tendencies, with women considered more easily influenced by promotions and discounts than men (Giraund, 2001; Irza, 2024).

Spontaneous purchasing is frequently encountered by shoppers who harbor no initial intent or premeditated plan to acquire specific goods. Such unplanned acquisitions manifest when consumers engage in shopping absent forethought and deliberation regarding particular brands or items (Paul, 2021). The urge to buy can even arise before consumers enter the shopping process and is done without full awareness of the consequences of the purchase (Mowen & Minor in Maulana, 2018; Sihombing & Sukati, 2022).

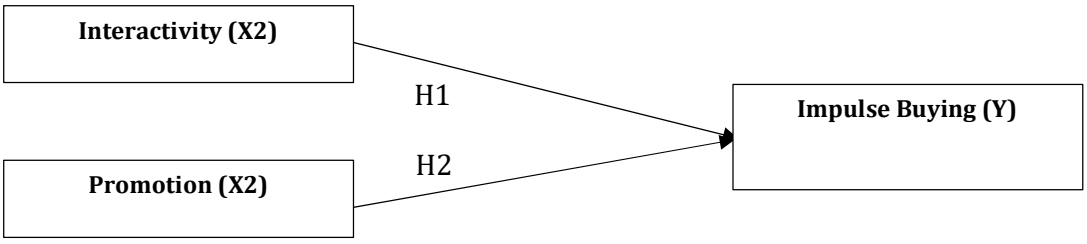
In this study, impulsive buying was measured through indicators spontaneity, necessity and intensity, strength, joy, and purchases without thinking or considering first, as stated by Sihombing and Sukati (2022), Baladini et al., (2021), Wu et al. 2020, and Tumewu et al., (2024).

This research framework describes the relationship between interactivity (X1) and promotion (X2) as independent variables with impulsive buying (Y) as the dependent variable, both independent variables are assumed to have a direct influence on consumer impulsive buying, testing of this relationship is carried out by formulating the H1 and H2 hypotheses to determine the influence of each variable in this study. The hypotheses used in this study are as follows:

H1: Interactivity in the Shopee Live feature has a positive and significant effect on consumers' impulsive buying behavior among Najmia Beauty consumers.

H2: Promotion in the Shopee Live feature has a positive and significant effect on consumers' impulsive buying behavior among Najmia Beauty consumers.

The relationships among the variables in this study are systematically illustrated in Figure 3, which presents the conceptual framework of the research.



Source: Analyzed Data, 2026

Figure 3
Research Framework

METHOD

A quantitative methodology is employed in this investigation to elucidate the associations and impacts of interactivity and promotional variables on spontaneous consumer purchasing patterns. This approach was selected due to its emphasis on systematic measurement of constructs and empirical validation of hypotheses through numerical insights derived from participant responses (Fergina, 2024). The scope of the study focuses on consumer shopping activities through the Shopee Live feature of Najmia Beauty in Semarang City. The research analysis is directed at consumers who have watched Shopee Live broadcasts and purchased Najmia Beauty products, so this study represents the practice of live streaming commerce in the beauty product category.

All Najmia Beauty customers in Semarang City who had completed transactions via the Shopee Live platform constituted the study's target population. Given the

indeterminable precise population size, purposive sampling was utilized to select participants based on predefined criteria aligned with the research goals (Mahendra, 2024). Non-probability sampling was employed as the selection method, since equal opportunities for inclusion were not afforded to all population members as respondents. (Mulisa, 2022). Consumers meeting specific criteria residing in Semarang City, maintaining active Shopee accounts, having viewed Najmia Beauty's Shopee Live sessions, and completing purchases via this feature were included in the sample. A total of 100 respondents was selected, deemed sufficient for quantitative inquiry and compatible with regression analysis demands, thereby adequately reflecting participant attributes (Farhati, 2024).

Data were gathered via an online questionnaire disseminated through Google Forms. The research instrument was constructed using established indicators for interactivity, promotional activities, and impulsive buying constructs, drawing from prior scholarly works. Deployment of a digital survey was deemed optimal, given its alignment with respondents' familiarity and proficiency in online environments (Khan, 2024).

Data analysis was performed using multiple linear regression to assess the influence of interactivity and promotional variables on impulsive buying behavior (Hajati, 2023) . Data processing was executed via SPSS version 25 software, encompassing instrument validation, classical assumption evaluations, multiple significance testing, and individual impact assessments to guarantee the credibility and robustness of findings (Vanisa et al., 2024).

RESULTS AND DISCUSSION

Respondent Characteristics

A total of 100 participants participated in this study. Thus, the detailed characteristics of the respondents can be described as follows:

Table1
Respondent Characteristics

Category	Item	f	%
Gender	Woman	76	76%
	Man	24	24%
	Total	100	100%
Age	17 years	2	2%
	18 years	3	3%
	19 years old	3	3%
	20 years	6	6%
	21 years	16	16%
	22 years	17	17%
	23 years	7	7%
	24 years old	10	10%
	25 years	6	6%
	26 Years	7	7%
	27 Years	5	5%
	28 Years	6	6%
	29 years	5	5%
	30 years	3	3%
	31 Years	2	2%
	35 Years	2	2%
	Total	100	100%

Source: Analyzed Data, 2026

This study involved 100 respondents. Based on gender, 76 female respondents (76%), while 24 male respondents (24%). This composition shows that female respondents have a larger proportion in this study. Based on age, respondents ranged from 17 to 35 years with a varied distribution. Respondents aged 17 years numbered 2 people (2%), 18 years old numbered 3 people (3%), and 19 years old numbered 3 people (3%). Furthermore, respondents aged 20 years were recorded at 6 people (6%) and 21 years old numbered 16 people (16%). The 22-year-old age group was the group with the largest number of respondents, namely 17 people (17%). Respondents aged 23 years numbered 7 people (7%), 24 years old numbered 10 people (10%), and 25 years old numbered 6 people (6%). In addition, there were 7 respondents aged 26 (7%), 5 respondents aged 27 (5%), and 6 respondents aged 28 (6%). There were 5 respondents aged 29 (5%), 3 respondents aged 30 (3%), 2 respondents aged 31 (2%), and 2 respondents aged 35 (2%). Based on this age distribution, it can be concluded that the majority of respondents are in the productive age group who actively use e-commerce platforms and conduct online shopping activities.

Validity Test

According to (Sugiyono, 2017) Validity is defined as the extent to which measurements from the research instrument accurately correspond to phenomena observed in the study subjects. In this investigation, validity was evaluated through the Pearson Product Moment correlation method, wherein computed r-values (r-count) were contrasted against r-table thresholds at a 0.05 significance level.

The validity determination criteria were applied as follows:

- Statement items were deemed valid when r-count exceeded r-table and yielded positive results.
- Items were classified as invalid if r-count fell below r-table.

Correlations between all items in the Interactivity, Promotion, and Impulsive Buying constructs and their respective total scores were assessed accordingly. Qualifying items proceeded to further analyses. This process was executed via SPSS 25 for Windows, utilizing responses from 30 participants.

Table 2
Validity Test

No	Variables	Indicator	R-value calculation	R Table Value	Sig.	Information
1.	Interactivity	X1.1	0.765	0.361	0,000	Valid
		X1.2	0.863	0.361	0,000	Valid
		X1.3	0.793	0.361	0,000	Valid
		X1.4	0.863	0.361	0,000	Valid
2.	Promotion	X2.1	0.787	0.361	0.000	Valid
		X2.2	0.609	0.361	0,000	Valid
		X2.3	0.721	0.361	0.000	Valid
		X2.4	0.667	0.361	0.000	Valid
		X2.5	0.655	0.361	0.000	Valid
3.	Impulse Buying	Y1	0.841	0.361	0.000	Valid
		Y2	0.713	0.361	0.000	Valid
		Y3	0.582	0.361	0.001	Valid
		Y4	0.604	0.361	0.000	Valid
		Y5	0.762	0.361	0.000	Valid

Source: Analyzed Data, 2026

All questionnaire items measuring indicators of interactivity, promotion, and impulsive buying variables were deemed valid based on the validity assessment. This determination was evidenced by calculated R-values (correlation coefficients) for each item surpassing their respective R-table thresholds at a significance level below 0.05.

Reliability Test

Reliability assesses the consistency of measurement outcomes to verify whether the questionnaire items measuring variables yield stable, dependable results. In this study, reliability testing was performed via Cronbach's Alpha (α) statistical method using SPSS software, with variables classified as reliable when the Cronbach's Alpha value exceeded 0.60 (Siregar, 2014).

Table 3
Reliability Test

No	Variables	Cronbach Alpha	Information
1.	Interactivity	0.838	Reliable
2.	Promotion	0.718	Reliable
3.	Impulse Buying	0.743	Reliable

Source: Analyzed Data, 2026

From the table egarding the reliability test, it is known that the calculated r Alpha value for the variables Interactivity (X_1), Promotion (X_2), and Impulsive Buying (Y) in this study is greater than 0.6. This means that in this study, all three variables are declared reliable.

Classical Assumption Test

Normality Test

Uji normalitas bertujuan untuk mengetahui apakah residual dalam model penelitian berdistribusi normal atau tidak, yang dapat diuji menggunakan metode Kolmogorov–Smirnov, dengan kriteria bahwa data dinyatakan tidak berdistribusi normal apabila nilai signifikansi kurang dari 0,05, dan sebaliknya dinyatakan berdistribusi normal jika nilai signifikansi lebih dari 0,05 (Sugiyono, 2017).

Table 4
Normality Test
One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			100
Normal Parameters[a,b]	Mean		.0000000
	Standard Deviation		2.45957697
Most Extreme Differences	Absolute		.111
	Positive		.111
	Negative		-.111
Test Statistics			.111
Asymp. Sig. (2-tailed)			.004c
Monte Carlo Sig. (2-tailed)	Sig.		.161d
	99% Confidence Interval	Lower Bound	.151
		Upper Bound	.170

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Based on 10000 sampled tables with starting seed 2000000.
Source: Analyzed Data, 2026

Table 4 shows that the Kolmogorov-Smirnov test obtained a p-value of 0.004 (p>0.05), indicating that the data were not normal. Using Monte Carlo, the value increased significantly to 0.161 (p>0.05), indicating that the data were normally distributed. Based on these test results, it appears that the model meets the assumption of normality.

Multicollinearity Test

The multicollinearity test is conducted to determine whether there is intercorrelation or collinearity among the independent variables within a regression model, intercorrelation refers to a linear or strong relationship between one independent variable or predictor and other predictor variables in a regression model (Sugiyono, 2017).

The presence of multicollinearity in a regression model can be detected by examining the Tolerance and Variance Inflation Factor (VIF) values, where multicollinearity is generally indicated if the Tolerance value is less than 0.10 or the VIF value exceeds 10 (Sugiyono, 2017).

Table 5
Multicollinearity Test

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Interactivity	.525	1,905
	Promotion	.525	1,905

a. Dependent Variable: Impulse Buying
Source: Analyzed Data, 2026

The test results in Table 5 show that there is no multicollinearity because all the VIF figures produced have a value below 10, namely 1.905 and a tolerance value above 0.1, namely 0.525.

Heteroscedasticity Test

The heteroscedasticity test is conducted to determine whether there is a difference in the variance of residuals between one observation and another in a regression model, if the residual variance remains constant across observations, the condition is referred to as homoscedasticity, whereas differing residual variances indicate heteroscedasticity, a good regression model is one that does not exhibit heteroscedasticity (Priyatno, 2012).

To detect the presence of heteroscedasticity, the Glejser test can be used, the basis for decision making in this test is that if the significance value ≥ 0.05, it can be concluded that the regression model does not experience heteroscedasticity, conversely, if the significance value < 0.05, it indicates that heteroscedasticity occurs in the regression model (Priyatno, 2012).

Table 6
Heteroscedasticity Test

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3,827	.931		4.112	.000
	Interactivity	-.071	.069	-.141	-1,030	.306
	Promotion	-.047	.060	-.107	-.783	.436

a. Dependent Variable: ABS_RES
Source: Analyzed Data, 2026

Table 6 shows that the significance value for the Interactivity and Promotion variables is greater than 0.05, thus, there is no heteroscedasticity in this regression model. Therefore, the equation in this study is worthy of testing.

Coefficient of Determination Test

The coefficient of determination (R^2) test is used to measure how far the independent variables collectively explain the dependent variable, the R^2 value ranges from 0 to 1, where a value closer to 1 indicates that the independent variables provide greater information in predicting the dependent variable, while a smaller value indicates that the explanatory power of the independent variables is limited (Priyatno, 2012).

Table 7
Coefficient of Determination Test

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin-Watson
1	.768a	.590	.582	2,485	2,245

a. Predictors: (Constant), Interactivity, Promotion
b. Dependent Variable: Impulse Buying
Source: Analyzed Data, 2026

Based on Table 7, the results of the coefficient of determination test show that the Adjusted R Square value obtained is 0.582, or equal to 58.2%. This indicates that the independent variables, namely Interactivity and Promotion, are able to contribute 58.2% to the dependent variable, namely Impulse Buying. Meanwhile, the remaining 41.8% is influenced by other variables not examined in this study, including price, product quality, consumer trust, brand image, and other factors.

Multiple Linear Regression

This study uses multiple linear regression analysis with the aim of identifying and analyzing the influence of independent variables on the dependent variable as well as predicting the value of the dependent variable based on the known independent variables. The data processing and analysis were carried out using SPSS version 25 (Ghozali, 2018).

Table 8
Multiple Linear Regression Test

Model		Unstandardized Coefficients	Standardized Coefficients	t	sig
		B	Std. Error	Beta	
1	(Constant)	1,367		3,011	0.003
	Interactivity	0.101	0.272	3,034	0.003
	Promotion	0.088	0.555	6,183	0.000

a. Dependent Variable: Impulse Buying
Source: Analyzed Data, 2026

Based on the regression results, a linear equation can be made for the influence of Interactivity and Promotion on Impulsive Purchases through the Shopee Live platform at Najmia Beauty, Semarang City, as follows:

Y = b1X1 + b2X2
Y = 0.272 X1 + 0.555
Information :
Y = Impulse Purchase
b1 b2 = Regression coefficient
X1 = Interactivity
X2 = Promotion

Regression results can be interpreted as follows:

1. Interactivity exhibits a positive regression coefficient of 0.272, with significance at 0.003 (<0.05), signifying a meaningful positive relationship with impulse buying. Thus, enhanced interactivity during Shopee Live elevates spontaneous purchase tendencies among consumers.
2. Promotion displays a positive regression coefficient of 0.555, with significance at 0.000 (<0.05), confirming its substantial positive influence on impulse buying. Greater promotional intensity correspondingly amplifies unplanned buying behavior.

Hypothesis Testing

F-test

The F-test is used to assess the feasibility of a regression model in explaining the relationship between independent variables and the dependent variable, where the model is considered appropriate if the F-count value is greater than the F-table value or the significance value is less than 0.05, and conversely it is considered not appropriate if the F-count value is smaller than the F-table value or the significance value is greater than 0.05 (Ghozali, 2018).

Table 9
F test

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	862,088	2	431,044	69,813	.000b
	Residual	598,902	97	6,174		
	Total	1460,990	99			

a. Dependent Variable: Y
b. Predictors: (Constant), X2, X1
Source: Analyzed Data, 2026

From the regression output presented in Table 9, an F-value of 69.813 was obtained, accompanied by a significance level of 0.000 (<0.05). Consequently, the independent variables within the regression model are deemed collectively suitable for elucidating their combined impact on the dependent variable.

T-test

The t-test is used to examine the research hypothesis by analyzing the partial effect of each independent variable on the dependent variable, the t-test is a statistical method used to determine the validity of a hypothesis that states there is no significant difference between the means of two samples randomly drawn from the same population (Sudjiono, 2010).

The decision-making criteria in this test are based on the significance value. If the probability value is less than 0.05, then H_0 is rejected and H_a is accepted, indicating that there is a significant partial effect of the independent variable on the dependent variable, conversely if the probability value is greater than 0.05, then H_0 is accepted and H_a is rejected, which means that there is no significant partial effect of the independent variable on the dependent variable (Sudjiono, 2010).

Table10
T-test

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4.116	1,367		3,011	.003
	Interactivity	.306	.101	.272	3,034	.003
	Promotion	.543	.088	.555	6,183	.000

a. Dependent Variable: Y
Source: Analyzed Data, 2026

Hypothesis	T-test results	Information
H1: There is a significant positive influence between interactivity and impulsive buying.	T count is 3.034 Significant value of 0.003 (0.003<0.05)	There is a significant influence between the Interactivity variable and Impulse Buying.
H2: There is a significant positive influence between Promotion and Impulse Buying	T count is 6.183 Significant value of 0.000 (0.000<0.05)	There is a significant influence between the Promotion variable and Impulse Buying

Source: Analyzed Data, 2026

1. From the partial test calculation data for the Interactivity variable, the calculated t value was 3,034 (positive) with a significance value of 0.003<0.05. These results indicate that the hypothesis (H1) which states that the Interactivity variable has a positive and significant effect on the Impulsive Buying variable is statistically acceptable.
2. From the partial test calculation data for the Interactivity variable, the calculated t value was 6.183 (positive) with a significance value of 0.000<0.05. These results indicate that the hypothesis (H2) which states that the Interactivity variable has a positive and significant effect on the Impulsive Buying variable is statistically acceptable.

The discussion of the influence of each variable of interactivity and promotion on impulsive purchases is as follows:

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Hypothesis 1 (H1) was accepted in this study. T-test analysis revealed a t-value of 3.034 for interactivity, accompanied by a significance level of 0.003 (<0.05), confirming its positive and substantial impact on impulsive purchases among Najmia Beauty consumers in Semarang City.

Acceptance of this hypothesis demonstrates that elevated interactivity levels during Najmia Beauty's Shopee Live sessions heighten consumers' propensity for spontaneous buying. Such interactivity manifests through bidirectional seller-buyer exchanges, including prompt query responses, real time product details, usage demonstrations, and personalized acknowledgments.

Findings from this investigation reveal that interactivity fosters affective proximity and consumer immersion with featured items. Heightened perceptions of attentiveness and engagement during broadcasts amplify unplanned buying urges driven by situational cues and favorable sentiments hallmarks of impulsive acquisition patterns.

These results corroborate prior scholarship positing interactivity as a pivotal driver of spontaneous purchases in live commerce environments. Robust, instantaneous dialogues enhance buyer confidence in vendors and merchandise, precipitating abrupt decisions sans deliberation. Consequently, superior interaction quality in Shopee Live markedly elevates impulse buying incidence among Semarang's Najmia Beauty clientele.

The Influence of Promotion on Impulsive Purchases of Najmia Beauty Consumers in Semarang City

Hypothesis 2 (H2) was likewise upheld in this investigation. T-test outcomes demonstrated a t-value of 6.183 for the promotion variable, with a significance level of 0.000 (<0.05), affirming its positive and substantial influence on spontaneous purchases among Najmia Beauty consumers in Semarang City.

Validation of this hypothesis reveals that heightened intensity and appeal of promotions during Shopee Live sessions amplify consumers' inclination toward impulsive buying. Najmia Beauty's promotional tactics encompassing exclusive discounts, time-bound vouchers, flash sales, bundled extras, and broadcast-limited deals instill urgency and fear of missing out among shoppers.

Study findings underscore that promotions transcend mere marketing conduits, serving as potent emotional catalysts that propel unplanned acquisitions. Perceptions of time-sensitive value gains prompt abrupt purchasing choices.

These observations resonate with established theories and empirical precedents highlighting sales promotions robust sway over impulsive tendencies, especially within e-commerce and live streaming contexts. Ephemeral, exclusive offers elevate affective responses, curtailing deliberative processes. Thus, promotions emerge as the preeminent driver of impulse buying for Najmia Beauty's Semarang clientele, wherein escalated promotional vigor and sophistication directly correlates with heightened spontaneous acquisition rates.

CONCLUSION AND SUGGESTIONS

This study shows that interactivity and promotions within the Shopee Live feature play a significant role in driving impulse purchases among Najmia Beauty consumers in Semarang. Active, responsive, and personalized two-way interactions during live broadcasts foster emotional closeness and a sense of trust among consumers, often leading to spontaneous purchase decisions without prior planning. On the other hand, time-limited promotions, such as special discounts, flash sales, and bonuses during live streaming, have been shown to strengthen consumers' emotional impulses through a sense of urgency and fear of missing out. Simultaneously, these two variables significantly contribute to impulse purchases, demonstrating that the live streaming commerce environment is a powerful situational stimulus influencing consumer behavior.

In terms of managerial implications, these findings emphasize that businesses, particularly beauty product sellers, need to optimize the quality of host-audience interactions and design engaging and relevant promotional strategies during live streaming. This approach not only has the potential to increase short-term sales through impulse purchases but also strengthen consumer engagement. Theoretically, this research enriches the study of digital consumer behavior by emphasizing the role of interactivity and promotion as important determinants of impulse purchases in the context of live streaming commerce, while also strengthening previous empirical findings in local and regional brand settings.

Future research is recommended to develop the model by adding other relevant variables, such as trust, host quality, hedonic shopping motivation, or fear of missing out, to provide a more comprehensive understanding of impulse buying in live streaming commerce. Furthermore, expanding the research object to other brands, different product categories, or broader regions is expected to increase the generalizability of the research results. The use of analytical methods or a longitudinal approach can also be considered to capture changes in consumer behavior over time in the ever-evolving live commerce ecosystem.

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