

Purchase Decisions Through Purchase Intention for *Platyserium* Ornamental Plants on TikTok

Maria Yolanda Patarruk and Gede Mekse Korri Arisena

Udayana University, Bali, Indonesia

Corresponding Author : Maria Yolanda Patarruk

E-mail : yolandapatarruk@gmail.com

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ABSTRACT

BACKGROUND AND OBJECTIVES

The decline in the production of ornamental ferns, including *Platyserium*, poses a challenge for business actors, while digital marketing offers opportunities to increase sales. One widely used platform is TikTok, which offers a live-streaming feature that enables direct interaction between sellers and consumers. This study aims to analyze the influence of live streaming, sales promotion, and product quality on purchase decisions for *Platyserium* ornamental plant products on TikTok, as measured by purchase intention.

METHODS

The population in this study comprises all TikTok users who have seen live streams by *Platyserium* sellers in Bali. Samples come from populations that meet the following criteria: have purchased *Platyserium* ornamental plants via TikTok live streaming by business actors in Bali and are at least 18 years old. The sample size was determined using the Roscoe formula, which involves multiplying the number of research variables by 10. The total sample used was 50 respondents. Primary data in this study were obtained through a questionnaire based survey and analyzed using descriptive statistics and Structural Equation Modeling – Partial Least Squares (SEM-PLS).

FINDINGS

The study shows that live streaming has a significant effect on purchase intention. Product quality and sales promotion have a significant effect on purchasing decisions. However, product quality, sales promotion do not have a significant effect on purchase intention. In addition, live streaming, purchase intention also do not have a significant effect on purchase decisions. Purchase intention does not mediate the influence of product quality, live streaming, or sales promotion on purchase decisions.

CONCLUSION

These findings show that *Platyserium* consumers place greater emphasis on product quality and sales promotion when making purchasing decisions, while live streaming is used to obtain information about plant conditions. Business actors are advised to improve product quality, sales promotion while continuing to use live streaming as a medium to convey product information and interact with consumers in real time. The weaknesses in this study include the limited number of respondents and t use of purchase intention as a mediating variable, which has not mediated the influence of live streaming, sales promotion, and product quality on purchase decisions.

Keywords: *Platyserium*; TikTok; Purchasing; Intention; Livestreaming

INTRODUCTION

Ornamental plants have beauty and aesthetic value through their shape, color, the shape of the crown leaves, and the shape of the tree or stem, as well as the color of the flowers and the fragrance of the flowers (1). Ferns are at the top of the list in the ornamental plant production category in terms of tree units. The types of plants classified as ornamental ferns are also diverse; one is the deer antler fern, which is in the genus *Platycerium* (2). Ferns are at the top of the list in the ornamental plant production category in terms of tree units. The types of plants classified as ornamental ferns are also diverse; one is the deer antler fern, which is in the genus *Platycerium*.

Ornamental plant business actors face complex challenges amid increasing market competition. After the pandemic, which had increased the gardening trend, public demand declined, but the number of sellers remained high, causing market problems. Market demand will affect the planning system and determine the quantity of the product produced. Purchase intention is one of the external factors used to predict demand (4). Predictable demand will determine demand forecasting; the value of demand forecasting information is an influential factor in implementing a production planning system. According to (5), TikTok has become a medium that is loved by the community, and (6) explained that the live streaming feature on TikTok can provide an emotional and interpersonal shopping experience, so that it can influence consumer confidence to determine purchase intention.

Previous research (7) found that the quality of live streaming, including interactivity, product visibility, and entertainment elements, positively affected purchase intent. In addition, research shows that consumer trust serves as a mediator, strengthening the relationship between the quality of live streaming and purchase intent. Research (8) found that sales promotion has a positive and significant influence on purchase decisions and that attractive promotional programs encourage consumers to make purchases on the Bukalapak e-commerce platform. Furthermore, the quality of the product, as explained by (9), (10), (11), and (12), indicates that sales promotion has a significant influence on purchase intent. On the contrary, (13) and (14) found that promotions had no significant effect on purchase intent. In addition, (8) found that sales promotion had a significant effect on purchasing decisions.

The novelty of this research lies in developing a research model that examines live-streaming variables, sales promotion, and product quality in relation to purchase decisions through purchase intention for horticultural commodities, namely *Platycerium* ornamental plants, marketed on the TikTok platform. In contrast to previous research, which was generally conducted on fashion products, cosmetics, food, beverages, and e-commerce, this study examines consumer purchasing behavior for agricultural commodities with varying characteristics, where consumers tend to consider the product's physical quality, uniqueness, and condition before making a purchase. In addition, this study provides empirical evidence on the role of purchase intention as a mediating variable in the digital marketing of ornamental plants, a gap in previous research. The purpose of this study is to analyze i) respondents' attitudes and opinions on the variables of live streaming, sales promotion, product quality, purchase decisions, and purchase intention, respectively, and ii) the influence of the use of live streaming, sales promotion, and product quality on purchase decisions through purchase intention among consumers of *Platycerium* on TikTok.

RESEARCH METHOD

This study uses a quantitative approach with an explanatory research model to analyze how live streaming, sales promotion, and product quality influence purchase decisions through purchase intention. The research design is shown in Figure 1.

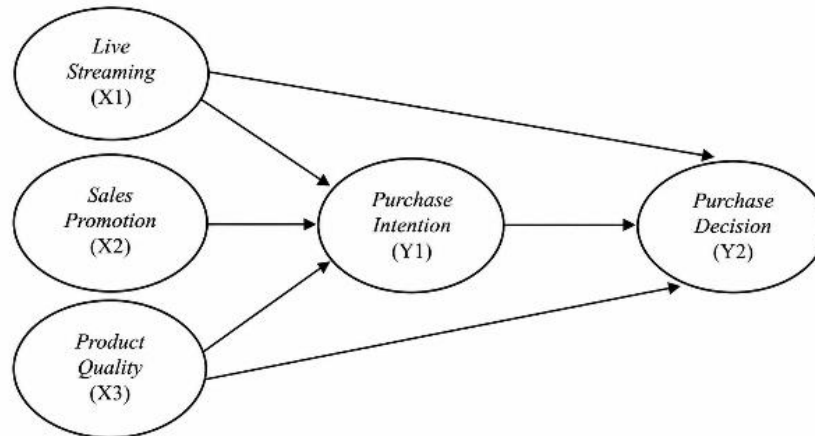


Figure 1. Framework of Purchase Decisions Through Purchase Intention for *Platycerium* Ornamental Plants on TikTok

Through Figure 1. It was explained that this study comprised five variables: live streaming (X1), sales promotion (X2), product quality (X3), purchase intention (Y1), and purchase decision (Y2). Live streaming indicators include appeal, trust, expertise, ease of purchase, interactivity, and flexibility. Sales promotion is measured through bundling packages, discounts, bonuses, guarantees, and contests. Product quality is measured through product benefits, conformity with specifications, product features, product aesthetics, and product convenience. Purchase intention is measured through transactional, referential, preferential, and exploratory interests. Purchase decisions are measured through product choice, brand choice, place of purchase, time of purchase, and payment method. The determination of research indicators was adapted from (15), (16), (17), and (9).

Bali Province was chosen as the research location because *Platycerium* business actors in Bali have leveraged TikTok's live streaming feature to market their products. In addition, the TikTok live streaming feature can be used by consumers as a platform to search for information about *Platycerium*. As explained in (18) and (19), TikTok is an effective marketing channel for business actors in Bali because of the wide range of digital marketing opportunities, and business actors have begun to shift toward digital marketing.

The research population comprises all TikTok users who have seen live streams from *Platycerium* sellers in Bali. The research sample was determined using a purposive sampling technique, with the criteria that respondents had purchased ornamental *Platycerium* plants through TikTok live streams from business actors in Bali and were at least 18 years old. The sample size was 50 respondents, obtained using Roscoe's formula: 5 variables multiplied by 10. According to (20), multivariate research requires a sample size of at least ten times the

number of variables studied. (21) conveys a relatively simple size and research model, with a sample count of 50 capable of meeting the needs and testing between variables.

The data used consists of primary and secondary data. Primary data were obtained through the distribution of questionnaires, and secondary data were obtained from the literature, scientific journals, agency reports, and other sources relevant to the research. Variable measurements were carried out using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

Objective one is analyzed using descriptive analysis. Descriptive analysis is used to address the purpose of research one, which is to describe respondents' attitudes and opinions towards live streaming, sales promotion, product quality, purchase intention, and purchase decisions. Objective two was analyzed using *Partial Least Squares Structural Equation Modeling* (PLS-SEM). SEM-PLS is used to test the relationships among live streaming, sales promotions, product quality, and purchase decisions via *purchase intent*. Data processing involves evaluating the outer and inner models and performing bootstrapping.

RESULT AND DISCUSSION

Respondents' Attitudes and Opinions on Live Streaming, Sales Promotion, Product Quality, Purchase Decisions, *Purchase Intention*

Descriptive analysis was conducted to assess respondents' attitudes and opinions toward the research variables, including live streaming, sales promotion, product quality, purchase intention, and purchase decisions. The results of the descriptive analysis are presented in Table 1.

Table 1. Descriptive Analysis Results of Live Streaming, Sales Promotion, Product Quality, Purchase Intention, and Purchase Decision

No	Variable	Mean	Category
1.	Live Streaming	4.37	Srtongly Good
2.	Sales Promotion	3.67	Good
3.	Product Quality	4.49	Srtongly Good
4.	Purchase Intention	4.25	Srtongly Good
5.	Purchase Decision	3.89	Good

Source: Primary Data, 2026

Based on Table 1, product quality has the highest mean value among the variables, at 4.49, which falls within the very good category. These results indicate that respondents have a very good perception of the quality of *Platyserium* marketed through TikTok live streaming. In general, respondents feel that the products offered during live streaming have excellent benefits, the product specifications presented are very consistent with the appearance, the products offered have their own uniqueness, look visually attractive, and *Platyserium* is easy to maintain. This condition shows that consumers not only consider the plant's aesthetic aspects but also pay attention to the compatibility between the information conveyed by the seller and the actual condition of the product displayed before making a purchase. In real-life field settings, consumers said that through live streaming and clear explanations of product

information from business actors, they were able to compare what the seller explained with the products being aired. The compatibility between information and products seen during live streaming can increase consumer confidence in shopping.

These findings are in line with (6) in China, which shows that delivering authentic and informative information through live streaming increases consumer trust in products. In addition, these results also strengthen the opinion (22), which states that complete, accurate, and appropriate product information will affect the formation of consumer trust. This means that the quality of the product, when appropriately displayed with product-specific information, can cultivate consumer confidence and influence purchase decisions.

The variable with the lowest mean is sales promotion, at 3.67, placing it in the good category. Although sales promotions have the lowest mean value among the variables, respondents still feel that promotional strategies such as bundling packages, discounts, purchase guarantees, and marketing through contests are well received.

This research differs from the research in (10), which found that sales promotion is one of the main factors determining positive consumer perception and encouraging purchase intent in the tourism sector. Nevertheless, the results of this study are still supported by (16), which states that sales promotion provides consumers with a greater perception of profits, thereby increasing attractiveness. In this study, although respondents did not consider sales promotion the main factor determining positive perceptions, it still influenced their purchasing decisions because they felt consumers received greater profits.

The Influence of Live Streaming, Sales Promotion, and Product Quality on Purchase Decisions through Purchase Intention

Evaluation of the measurement model showed that all variables had a Cronbach's Alpha value greater than 0.60, a Composite Reliability value greater than 0.70, and an AVE value greater than 0.50. Thus, all research constructs are declared valid and reliable for use in further analysis. More details are explained in Table 2 below.

Table 2. Validity and Reliability Test Results

No	Variable	Cronbach Alpha	Composite Reliability	AVE
1.	Live Streaming	0.799	0.862	0.556
2.	Sales Promotion	0.736	0.831	0.555
3.	Product Quality	0.700	0.816	0.529
4.	Purchase Intention	0.750	0.888	0.798
5.	Purchase Decision	0.687	0.800	0.504

Source: Primary Data, 2026

Furthermore, the results of the R-Square value test listed in Table 3 show that purchase intention can be explained by live streaming, sales promotions, and product quality of 37.2%, meaning that the variable has a moderate ability to explain the purchase intention of consumers of *Platyserium* ornamental plant products, and the rest there are other factors outside the model that affect purchase intention. Meanwhile, the purchase decision variable

can be explained by live streaming, sales promotion, product quality, and purchase intention, which together account for 75.7%, indicating that the research model has a strong ability to explain purchase decisions and that these factors play an important role in shaping buyer decisions.

Tabel 3. R-Square Value Results

No	Variable	R ²
1	Purchase Intention	0.372
2	Purchase Decision	0.757

Source: Primary Data, 2026

The results of the analysis showing the influence of each variable are listed in Table 4 below.

Table 4. Bootstrapping Result

No	Variable	β	T- Statistics	P -Values	Remarks
1	Live Streaming -> Purchase Decision	-0.372	1.546	0.122	<i>Not Significant</i>
2	Live Streaming -> Purchase Intention	0.578	2.948	0.003	Significant
3.	Sales Promotion -> Purchase Decision	0.324	2.423	0.015	Significant
4.	Sales Promotion -> Purchase Intention	0.079	0.478	0.633	<i>Not Significant</i>
5.	Product Quality -> Purchase Decision	0.550	2.855	0.004	Significant
6.	Product Quality -> Purchase Intention	0.161	0.715	0.475	<i>Not Significant</i>
7.	Purchase Intention -> Purchase Decision	0.303	1.662	0.097	<i>Not Significant</i>

Source: Primary Data, 2026

Table 4 shows that live streaming has a significant effect on purchase intention. These findings show that *Platyserium* consumers use the live streaming feature to obtain more detailed information about plant conditions, thereby increasing interest and purchase intent. Field conditions indicate that consumers feel live streaming provides important information about *Platyserium* and that they can receive information through questions posed, as sellers answer in real time. This condition results in the formation of an initial purchase-intention attitude, but does not necessarily mean that consumers can immediately make their purchase decision.

The results of this study are in line with research (23), which shows that live streaming can build consumer trust and engagement through direct interaction between sellers and buyers. In addition, research (24) found that live-streaming characteristics such as interactivity,

product visibility, and two-way communication had a significant effect on purchase intent. The similarities of this study show that consumers use live streaming as a source of information to reduce uncertainty before making a purchase. In this study, the function of live streaming is emphasized more as a repository of product information. These findings expand on previous research showing that the effectiveness of live streaming applies not only to consumer and fashion products but also to horticultural commodities with different product characteristics.

The inverse ratio between the live streaming relationship and purchase intent. The relationship between live streaming and purchase decisions obtained insignificant results. This indicates that consumers generally make more in-depth considerations before making purchases. Consumers pay attention to price and product form, so live streaming serves only as a medium for obtaining information. These results are in line with research conducted by (25), which found that live streaming has not been able to drive direct purchase decisions in the absence of psychological factors such as trust. In line with (23), live streaming is more effective in building consumer relationships, engagement, and trust than in driving direct engagement decisions. The equation shows that live streaming is more effective at building consumer relationships, engagement, and trust than at driving direct purchase decisions.

Furthermore, the sales promotion variable is not significantly related to purchase intention, whereas it is significantly related to the purchase decision. These results show that sales promotions have not been able to form purchase intentions, but can encourage consumers to make immediate purchases when the promotion is perceived to provide economic benefits. Based on field conditions, *Platyserium* consumers tend to be more selective when making purchases because they consider the plants' physical quality and the product's suitability to their needs. Therefore, various forms of promotion, such as discounts, bundled packages, guarantees, and contests, have not yet become the primary reason consumers form purchase intentions. However, when consumers encounter an interesting promotion while searching or comparing products, it can prompt them to make a purchase immediately.

The findings of this study differ from the results of study (10), which show that sales promotion has a positive effect on purchase intention in the tourism industry; the difference is suspected to be due to the characteristics of the different research objects. On the other hand, the results of this study are in line with the research (13,14), which shows that sales promotion is not always able to increase purchase intention. The equation shows that the effectiveness of promotions is greatly influenced by product characteristics and consumer behavior. In this study, promotion is more effective as a trigger for direct purchase decisions (purchase trigger) than as a factor shaping purchase intention. Consumers who don't initially plan to buy can make a purchase immediately when they find a discount or promotional offer that is profitable. These findings expand on previous research by showing that, for ornamental plant commodities, sales promotion plays a greater role as a stimulus for purchasing decisions than as a factor shaping consumer buying intention.

Product quality variables do not have a significant effect on purchase intention, but have a significant effect on purchase decisions. These results show that consumer perception of the quality of *Platyserium* ornamental plants does not necessarily shape purchase intention, but can encourage consumers to make a purchase decision immediately when the quality of the product offered meets their expectations. Based on field conditions, consumers pay more

attention to the physical condition of plants, such as leaf shape, size, color, plant health, and the suitability of the specifications as explained by the seller during live streaming. When consumers believe that the plants offered are of good quality, align with what is shown, and meet their needs, they tend to make a purchase immediately, without going through a lengthy process of forming purchase intentions.

According to the theory of planned behavior put forward by (26), a person's buying intention to perform a behavior is not only influenced by the perception of the object but also by the control that the perpetrator feels. The results of this study are different from those of (27). Which found that product quality positively affected purchase intention. The difference is thought to be caused by the characteristics of the research object. Previous research focused on general consumer products, whereas this study examined *Platyserium* ornamental plants, which have unique characteristics for each individual plant. As a result, consumers prioritize evaluating the plant's physical condition rather than forming purchase intentions first. However, the results of product quality that affect purchase decisions are in line with research from (27). This is likely due to the fact that this research was carried out on horticultural commodities in the form of ornamental plants *Platyserium* which has unique characteristics in each individual plant. Under these conditions, consumers not only consider overall quality perceptions but also evaluate the physical condition of the plants offered through live streaming sessions. Therefore, product quality alone does not form purchase intention; however, when the quality of the crop aligns with consumer expectations, product quality directly drives the purchase decision. However, the results of this study are similar to those of Sakinah and Firmansyah's research, showing that product quality remains an important factor influencing purchasing decisions.

The influence relationship between purchase intention and purchase decision was not significant. Based on the theory of planned behavior (26) stating that intention is the main factor in the formation of an actual behavior. The higher a person's intentions, the more likely this behavior will be realized.

In this study, the condition of the theory of planned behavior is inversely proportional; this means there is an intention-behavior gap, a situation in which a person has an intention but does not translate it into action. Conditions in the field show that *Platyserium* consumers who have a high purchase intention for a product may not buy due to limited funds, changing needs, finding alternative products, or consumer confusion about the products offered by the seller, which is not explained specifically and in more detail.

Furthermore, to see the mediating relationship between purchase intention and exogenous live streaming variables, sales promotion, and product quality to the variables endogenous purchase decision, through Table 5. Indirect effect results are obtained.

Tabel 5. Indirect Effect Results

No	Variable	T- Statistik	P Values	Remarks
1.	Product Quality -> Purchase Intention -> Purchase Decision	0.646	0.518	<i>Not Significant</i>
2.	Live Streaming -> Purchase Intention -> Purchase Decision	1.389	0.165	<i>Not Significant</i>
3.	Sales Promotion -> Purchase Intention -> Purchase Decision	0.416	0.677	<i>Not Significant</i>

Source: Primary Data, 2026

Based on these results, it can be concluded that the overall relationship between exogenous constructs and mediation is not significant. Purchase intent is not able to mediate the influence of live streaming on purchase decisions. These results show that although live streaming is able to increase consumer purchase intent, the purchase intent formed has not been able to encourage consumers to make real purchase decisions. In field conditions, live streaming is often used by consumers to obtain more complete product information, see demonstrations of product use, compare products with competitors, and interact directly with sellers through the comment feature. These activities are able to increase consumer interest and desire for the products offered. But before making a purchase, consumers still consider various other factors such as price, product quality, financial condition, personal needs, and reviews from other consumers. As a result, even though the purchase intention has been formed after watching the live streaming session, the consumer does not necessarily realize the intention into a purchase decision. The results of this study are in line with the findings of the direct effect which show that live streaming has a significant effect on purchase intention, but purchase intention does not have a significant effect on purchase decisions so that mediation channels cannot be formed.

Purchase Intention is not able to mediate the influence of sales promotion on purchase decisions. These results show that sales promotion does not affect purchasing decisions through the formation of consumer purchase intentions, but rather has a direct effect on purchasing decisions. In the field conditions, various forms of promotions such as discounts, bundling packages, guarantees, and contests often encourage *Platyserium* consumers to immediately make transactions because of the economic benefits obtained in a limited time. Consumers who previously had no plans to buy a product can immediately make a purchase when they find a promotion that is considered attractive and profitable. This condition shows that sales promotion functions more as a trigger for purchase actions than as a factor in forming purchase intent. In this study, consumers tend to respond directly to promotions in the form of purchase actions without going through the process of forming in-depth purchase intent. Theoretically, the results of this study can be explained through the sales promotion theory put forward by (9) which states that sales promotion is a short-term incentive designed to encourage immediate purchases. In addition, the theory of impulse buying explains that consumers can make purchases spontaneously when they get attractive promotional stimuli without going through a long consideration process. Thus, sales promotion in this study plays

more of a role as a purchase trigger that directly influences purchase decisions than shaping consumer purchase intentions first.

The role of purchase intention as a mediator between product quality and purchase decisions is not significant. The quality of the product perceived by consumers does not need to go through the formation of purchase intent in advance to drive purchase decisions. In the field conditions, *Platyserium* consumers who shop through digital platforms tend to pay more attention to product quality based on specifications and reviews from peers. When consumers believe that a product has good quality and meets their needs, they tend to make a purchase decision immediately without going through a long process of forming purchase intent. The results of this study differ from some previous studies (27), which state that purchase intention mediates the relationship between product quality and purchase decisions, where good product quality increases purchase intention, which then drives purchase decisions. However, in this study, product quality was proven to have a significant effect on purchasing decisions. The utilitarian consumption theory explains that consumers oriented towards the product's functional benefits will focus more on its usefulness and quality than on psychological aspects such as purchase intent. Thus, product quality in this study plays a more important role as a factor that directly drives purchase decisions than through the intermediary of purchase intention.

CONCLUSION

Consumers assess the quality of *Platyserium* ornamental plant products marketed by business actors in Bali through live streaming, the quality is in accordance with the information conveyed by the display that is aired. The compatibility between the information provided during live streaming can increase consumer confidence in making purchases. Sales promotion obtained a good valuation, promotional strategies such as bundling packages, discounts, guarantees, and contests were able to attract the attention of consumers in purchasing *Platyserium* ornamental plants. The relationship between live streaming and purchase intention has a significant influence, while sales promotion and product quality have no significant effect on purchase intention. In contrast, sales promotion and product quality have a significant influence on purchase decisions, while live streaming has no significant effect on purchase decisions. These findings identify that *Platyserium's* consumer purchasing decisions are more directly influenced by sales promotions and product quality, while live streaming plays a role in shaping the initial interest of *Platyserium* consumers without being able to drive purchasing decisions directly.

RECOMMENDATIONS

Based on this study, there are several limitations that can be of concern to future researchers. i) the study only involved 50 respondents who had bought *Platyserium* ornamental plants through TikTok live so that the results of the study had limitations in describing the characteristics of the wider population, ii) only using purchase intention as a mediating variable, while the results of the study showed that purchase intention had not been able to mediate the influence of live streaming, sales promotion, product quality to purchase decisions. For further research, the researcher suggests being able to involve a larger number of respondents so that the results of the study can be better generalized, expand the research

object on other types of ornamental plants, use other mediating variables besides purchase intention in order to provide a more comprehensive understanding of the factors that influence purchase decisions. One of the mediation variables that the author can suggest is consumer trust because in purchasing ornamental plants through TikTok live, consumers cannot see plants directly.

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AUTOR CONTRIBUTION

1	Maria Yolanda Patarruk	
	Institution	Student of Agribusiness Study Program, Faculty of Agriculture, Udayana University, Jl. Raya Kampus Unud No.88 Blok r, Jimbaran, Subdistrict Kuta Selatan, District Badung, Bali Indonesia
	Contribution	Design and carry out research, collect research data, analyze data, interpret research results, and prepare manuscripts.
	Homepage	https://pddikti.kemdiktisaintek.go.id/detail-mahasiswa/gFs95osNfMf7iSziKzDstNuTB-xBPcZTM-x_FIVdhKga3CS1HZScrZX02226OW6LW4j0fQ==
2	Dr. Ir. Gede Mekse Korri Arisena, S.P., M.Agb. IPM.	
	Institution	Lecturer of the Agribusiness Study Program, Faculty of Agriculture, Udayana University, Jl. Raya Kampus Unud No.88 Blok r, Jimbaran, Subdistrict Kuta Selatan, District Badung, Bali Indonesia
	Contribution	Responsible for coordinating all stages of research, including preparation for data collection, implementation of data analysis, interpretation of research results, and preparation of manuscripts until they are ready for publication
	Homepage	https://sinta.kemdiktisaintek.go.id/authors/profile/6188678