

Research Article

The Influence of Live Streaming Shopping and Fear of Missing Out on Gen Z Impulse Buying on TikTok Shop in Bekasi City

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Abstract. This study aims to analyze the influence of live streaming shopping and fear of missing out (FOMO) on impulse buying among Generation Z in Bekasi on the TikTok Shop platform. The study employs a quantitative research method using a survey approach, with data collected through questionnaires distributed to 100 respondents selected based on the Lemeshow formula. The data were analyzed using validity and reliability tests, classical assumption tests, and multiple linear regression analysis with the assistance of SPSS software. The findings reveal that both live streaming shopping and FOMO have a significant effect on impulse buying, both partially and simultaneously. These results indicate that psychological factors, particularly FOMO, together with digital marketing strategies implemented through live streaming features, play an important role in encouraging impulsive purchasing behavior among Generation Z consumers. Therefore, businesses can utilize interactive live streaming content to increase consumer engagement and stimulate purchase decisions. This study is expected to contribute to the development of digital business practices by providing insights for designing more effective and targeted marketing strategies on the TikTok Shop platform.

Keywords: FOMO; Generation Z; Impulse Buying; Live Streaming Shopping; TikTok Shop.

1. Introduction

The development of digital technology has driven significant changes in consumer behavior, particularly in online shopping activities. One rapidly developing innovation is the live streaming shopping feature on e-commerce platforms like TikTok Shop. This feature allows direct interaction between sellers and consumers, creating a more interactive shopping experience. According to research in the UNY Journal on live streaming and impulse buying, live streaming shopping has been shown to significantly increase consumer engagement and encourage impulse purchases (Efendi et al., 2024).

Generation Z is a group closely connected to the development of digital technology and social media. Their high level of digital platform usage makes them more susceptible to emerging trends. One psychological factor influencing this behavior is the fear of missing out (FOMO). According to research in the International Journal of Integrative Sciences (live shopping & FOMO), FOMO is a key factor triggering impulse buying behavior on live shopping platforms like TikTok and Shopee (Elsholiha et al., 2023).

Furthermore, other research also shows that FOMO plays a significant role as a psychological trigger in impulsive buying behavior. According to Li Falah's journal on FOMO and impulse buying, FOMO can act as a mediating variable that strengthens the relationship between marketing stimuli and consumer impulse buying behavior (Aryanita & Permadi, 2025). This suggests that the fear of missing out on information or opportunities can drive

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consumers to make spontaneous, unplanned purchases.

On the other hand, live streaming shopping has also been shown to influence impulse buying. According to Widyastuti (2023) regarding live streaming and impulsive buying, direct interaction, limited promotions, and engaging shopping experiences in live streaming can increase the tendency for impulse buying in consumers. The combination of psychological factors (FOMO) and digital marketing strategies (live streaming shopping) are the main drivers in the formation of impulse buying behavior, especially among Generation Z (Maharani et al., 2024).

Based on this phenomenon, it can be concluded that live streaming shopping and FOMO play a significant role in influencing impulse buying behavior. Therefore, this study aims to analyze the influence of live streaming shopping and FOMO on impulse buying among Generation Z in Bekasi on the TikTok Shop platform (Pangastuti, 2025).

2. Research Method

This study uses a quantitative approach with a survey method to analyze the influence of live streaming shopping and fear of missing out (FOMO) on impulse buying among Generation Z in Bekasi. The quantitative approach was used because this study focuses on testing hypotheses through numerical data processed using statistical applications (Imasiku et al., 2020).

Population

The population in this study was Generation Z residing in Bekasi City who use the TikTok Shop platform. The sampling technique used a non-probability sampling method with a purposive sampling approach, namely respondents were selected based on certain criteria, such as having made a purchase through TikTok Shop (Review et al., 2025). The sample size in this study was 102 respondents, determined using the Lemeshow formula.

Sample

A sample is a portion of the population and its characteristics. The sampling technique used is purposive sampling, which is a technique for determining the sample based on specific criteria established by the researcher. The respondent criteria are as follows:

- a. Domiciled in Bekasi City.
- b. Generation Z (aged around 17–27 years).
- c. Have you ever made a purchase through TikTok Shop?
- d. Have you ever watched Live Streaming Shopping on TikTok Shop?

The number of samples in this study was 102 respondents.

Preparation of Research Instruments

A five-point Likert scale was used in this questionnaire to measure the operational indicators of the variables Live Streaming Shopping, Fear of Missing Out (FOMO), and Impulse Buying. This ensures the accuracy and consistency of the instrument before the main research, each question item was first evaluated using validity and reliability tests.

Data Types and Sources

The type of data used in this study is primary data obtained through an online questionnaire distributed to respondents. The research instrument was constructed using a Likert scale with five levels of assessment: strongly disagree, disagree, neutral, agree, and strongly agree. Prior to use in the study, the questionnaire was pre-tested to ensure its validity and reliability (Rahmandani & Rahmidani, 2025).

The variables in this study consist of live streaming shopping (X1) and FOMO (X2) as independent variables, and impulse buying (Y) as the dependent variable. Each variable is measured using several indicators adapted to the theoretical concepts used in the study.

Data Analysis Techniques

The data analysis techniques in this study were conducted through several stages. The first stage was a validity and reliability test to ensure the research instrument was suitable for use. The second stage was a classical assumption test, consisting of a normality test, a multicollinearity test, and a heteroscedasticity test to ensure that the regression model met the basic assumptions of the analysis. The next stage was a multiple linear regression analysis, which was used to determine the effect of the independent variables on the dependent variable.

Hypothesis testing was conducted using a t-test to determine the partial effect of each independent variable on the dependent variable, and an F-test to determine the simultaneous effect. Furthermore, the coefficient of determination (R^2) was used to determine the extent of the independent variables' contribution to explaining variation in the dependent variable. All data processing and analysis in this study were conducted using the Statistical Product and Service Solutions (SPSS) application.

3. Results and Discussion

Results

Test Quality Data

- testing ensures that respondents understand the questionnaire questions well. The criteria are: a statement is declared valid if the calculated *r*-value is greater than the table *r*-value at a significance level of 0.05.
- Reliability testing evaluates the consistency of respondents' answers in the form of coefficients. Using *the Cronbach's Alpha test*, a questionnaire is declared reliable if its significance value is greater than 0.60.

Test Assumptions Classic

Normality Test

A normality test via IBM SPSS Statistics was performed to detect the distribution of variables using the Kolmogorov-Smirnov method. Decisions were made based on *the Asymp. Sig. (2-tailed) value*; if the Sig. value is > 0.05 , the data is normally distributed. For visualization, supporting tables or images are used. can included on part This. Temporary That, instrument research stated reliable If score *Cronbach's Alpha* > 0.60 .

Table 1. Results Test Normality Kolmogorov- Smirnov.

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		102
Normal Parameters ^{a,b}	Mean	,0000000
	Standard Deviation	5.07848734
Most Extreme Differences	Absolute	,131
	Positive	,089
	Negative	-,131
Test Statistics		,131
Asymp. Sig. (2-tailed)		,000 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: SPSS 26 Research Results

Based on Table 1, the Asymp. Sig. (2-tailed) value is 0.000, which is smaller than 0.05. This indicates that based on the Kolmogorov-Smirnov test, the residuals are not normally distributed.

Multicollinearity Test

The multicollinearity test aims to detect high correlations between independent variables. The regression model is declared free of this problem. if *the Variance Inflation value Factor* (VIF) is below 10 and the *tolerance number* is above 0.1. The test results are summarized in the following table:

Table 2. Results Test Multicollinearity.

		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients			Tolerance	VIF
Model		B	Std. Error	Beta	t	Sig.		
1	(Constant)	1,086	4,976		,218	,828		
	LIVE	,551	,135	,349	4,072	,000	,663	1,508
	STREAMING							
	SHOPPING							
	FOMO	,399	,074	,459	5,365	,000	,663	1,508

a. Dependent Variable: IMBULYING BUYING

Source: Research Results in SPSS 26

Based on the results shown in Table 2, it can be concluded that there is no evidence of multicollinearity in the regression model. This is due to the fact that the *tolerance value* of all independent variables is greater than 0.10 ($X_1 = 0.663$); ($X_2 = 0.663$) and the VIF value is less than 10 ($X_1 = 1.508$); ($X_2 = 1.508$).

Heteroscedasticity Test

Heteroscedasticity test using *Scatterplot graph*. If the points on the graph are spread evenly random in above and below the number 0 without forming a particular pattern, then the regression model is declared free from heteroscedasticity problems.

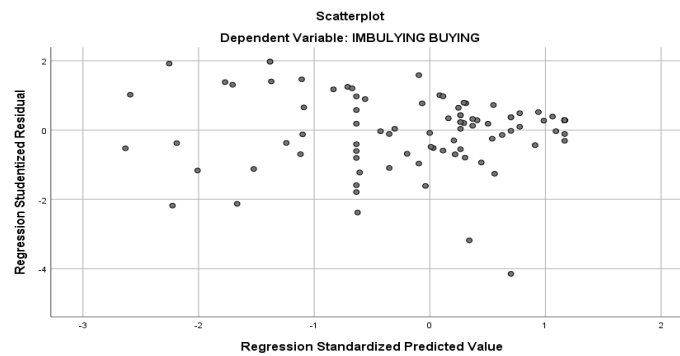


Figure 1. Results Test Heteroscedasticity.

Based on the scatterplot results, the regression model does not experience heteroscedasticity, so the assumption of homoscedasticity has been met. concluded that data study No show heteroscedasticity.

Analysis Regression Linear Multiple

Multiple linear regression analysis consists of a dependent variable and two or more independent variables. This analytical approach finds the dependent variable by formulating its relationship with the independent variables:

$$Y = a + b_1 X_1 + b_2 X_2 + e \dots \dots \dots (i)$$

Information:

Y = Impulse Buying

a = Constant

b₁, b₂, b₃ = Coefficient regression

X₁ = Live Streaming Shop

X₂ = FOMO

e = Error

Table 3. Results Analysis Regression Multiple.

		Coefficients ^a			t	Sig.
		Unstandardized Coefficients	Std. Error	Standardized Coefficients		
Model		B		Beta		
1	(Constant)	2,935	1,716		1,710	,090
	live shopping	,159	,093	,131	1,708	,091
	FOMO	,684	,071	,738	9,628	,000

a. Dependent Variable: Buying Impulse

Source: SPSS 26 Research Results,

On table 3 in on show results from testing regression multiple. The regression equation is known as follows:

$$Y = 2,935 + 0.159 X_1 + 0.684 X_2 + e \dots \dots \dots (ii)$$

In conclusion:

- The constant of 2.935 indicates that if the Live Streaming Shopping and FOMO variables are zero, then Impulse Buying is 2.935.
- The Live Streaming Shopping coefficient of 0.159 means that every one unit increase in Live Streaming Shopping will increase Impulse Buying by 0.159 units.
- The FOMO coefficient of 0.684 means that every one unit increase in FOMO will increase Impulse Buying by 0.684 units.

Test Hypothesis

Results t-test

The purpose of the t-test is to determine whether each independent variable (X) has a partial effect on the dependent variable (Y). To conduct the t-test, we compare the calculated t-value with the t-table. To determine the t-value, we look at the results of the data analysis on the regression coefficient. The research results are used to determine the t-value. The appropriate t-table value for decision making is 1.984 df=n-k-1 or 102-3-1 = 99.

Table 4. Results t-test Partial.

		Coefficients ^a			t	Sig.
		Unstandardized Coefficients	Std. Error	Standardized Coefficients		
Model		B		Beta		
1	(Constant)	2,935	1,716		1,710	,090
	live shopping	,159	,093	,131	1,708	,091
	FOMO	,684	,071	,738	9,628	,000

a. Dependent Variable: Buying Impulse

Source: Research result, 2026.

Based on the t test, the calculated t value of the Live Streaming Shopping variable was 1.708 with a significance value of 0.091. Because the significance value is greater than 0.05, Live Streaming Shopping does not have a significant effect on Impulse Buying. The FOMO variable obtained a calculated t value of 9.628 with a significance of 0.000, so FOMO has a significant effect on Impulse Buying. So the t -test can conclude that partially the Live Streaming Shopping variable does not have a significant effect on Impulse Buying, while the FOMO variable has a significant effect on Impulse Buying.

Results F test

Test F used For know influence X1, X2, in a way simultaneous to Y. On study This obtained mark F table as big as 2, 70 (df1 = 2; df2 = 99). If F count >

2, 70 And significance < 0.05, so X1, X2, in a way together influential significant to Y.

Table 5. Results Test Simultan.

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	3857,761	2	1928,880	113,211
	Residual	1686,759	99	17,038	
	Total	5544,520	101		

a. Dependent Variable: Buying Impulse

Source: SPSS 26 Research Results.

The results of the F test show that the calculated F value (113.211 > F table (2.70) and the value significance 0.001 < 0.05. Thus, variables X1, X2, simultaneously have a significant effect on Y. Therefore, Ha is accepted and H0 is rejected.

Coefficient Determination (R²)

a. Coefficient Partial Determination

Table 6. Results Test Coefficient Determination Partial X1.

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,641 ^a	,411	,405	5,715

a. Predictors: (Constant), live shopping

Source: Research result, 2026.

Table 6 shows an R Square value of 0.411, which means that variable X1 influences Y by 41.1 %, while the remaining 58.9 % is influenced by other factors outside the research.

Table 7. Results Test Coefficient Determination Partial X2

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,829 ^a	,687	,684	4,167

a. Predictors: (Constant), FOMO (X2)

Source: Research result, 2026.

From table 7 seen clear that mark R Square is 0, 687, Which show that variable X2 has an influence of 68.7 % on variable Y.

b. Test Coefficient Determination Simultan

Table 8 . Results Test Coefficient Determination Simultan.

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,834 ^a	,696	,690	4,128

a. Predictors: (Constant), FOMO, Live Shopping

Source: Research result, 2026

Table 8 shows an R Square value of 0.696, which means that variables X1 and X2 together influence Impulse Buying (Y) by 69.6 %, while 30.4 % the rest is influenced by other factors outside the research.

Discussion

Influence Live Streaming Shopping Against Impulse Buying

Based on the results of the partial hypothesis test (t-test), the Live Streaming Shopping variable obtained a t-value of 1.708, smaller than the t-table of 1.984, with a significance value of 0.091, which is greater than 0.05. These results indicate that Live Streaming Shopping does not have a significant effect on Impulse Buying in Generation Z in Bekasi TikTok Shop users. Thus, the first hypothesis stating that Live Streaming Shopping has an effect on Impulse Buying is rejected.

The results of this study indicate that the live streaming shopping feature has not yet been able to encourage consumers to make impulse purchases. Although live streaming provides consumers with the opportunity to see products directly, obtain real-time information, and interact with sellers, consumers still consider product benefits, needs, and financial situation before deciding to purchase. In other words, the live streaming shopping experience is not yet a primary factor influencing impulse buying behavior.

Influence Fomo Terhadap Impulse Buying

Based on the t-test results, the Fear of Missing Out (FOMO) variable obtained a t-value of 9.628 with a significance value of 0.000, which is smaller than 0.05. This indicates that FOMO has a positive and significant effect on Impulse Buying, so the second hypothesis is accepted.

The results of this study indicate that the higher the level of FOMO experienced by consumers, the higher their tendency to make impulse purchases. The fear of missing out on a promotion, a trending product, or a limited-time offer drives consumers to make a purchase immediately without careful consideration.

Influence Live Streaming Shopping, Fear of Missing Out (FOMO) Against Impulse Buying

Based on the results of the simultaneous test (F test), the calculated F value was 113.211, which was greater than the F table of 2.70, with a significance value of 0.000 which was less than 0.05. These results indicate that Live Streaming Shopping and Fear of Missing Out (FOMO) simultaneously have a significant effect on Impulse Buying. Thus, the third hypothesis is accepted. The coefficient of determination (R^2) value of 0.696 indicates that these two variables are able to explain 69.6% of the variation in Impulse Buying, while the remaining 30.4% is influenced by other factors not examined, such as promotion, price, product quality, brand image, consumer trust, and other psychological factors.

4. Conclusions and Suggestions

Based on the results of research on the influence of Live Streaming Shopping and Fear of Missing Out (FOMO) on Impulse Buying in Generation Z in Bekasi TikTok Shop users, it can be concluded as follows: Based on the results of the partial test (t test), the Live Streaming Shopping variable does not have a significant effect on Impulse Buying. This is indicated by the calculated t value of 1.708 which is smaller than the t table of 1.984, with a significance value of 0.091 which is greater than 0.05. These results indicate that live streaming shopping activities have not been able to encourage Generation Z consumers to make impulsive purchases. Consumers still consider needs, product benefits, and financial conditions before making a purchase. Based on the results of the partial test (t test), the Fear of Missing Out (FOMO) variable has a positive and significant effect on Impulse Buying. This is evidenced by the calculated t value of 9.628 which is greater than the t table of 1.984, as well as a significance value of 0.000 which is smaller than 0.05. Based on the results of the simultaneous test (F test), the variables Live Streaming Shopping and Fear of Missing Out (FOMO) together have a significant effect on Impulse Buying. This is indicated by the calculated F value of 113.211 which is greater than the F table of 2.70, with a significance value of 0.000 which is smaller than 0.05. In addition, the coefficient of determination (R^2) value of 0.696 indicates that the two variables are able to explain 69.6% of the variation in Impulse Buying, while the remaining 30.4% is influenced by other factors outside the study, such as promotion, price, product quality, brand image, and other psychological factors.

Based on the results of the research that has been conducted, the researcher provides several suggestions. For business actors or sellers on TikTok Shop, it is recommended to implement attractive marketing strategies, such as offering discounts, vouchers, free shipping, and interactive promotions to increase consumers' purchasing interest. For consumers, they are expected to shop more wisely by considering their actual needs and financial conditions, as well as controlling fear of missing out (FOMO) to avoid making impulsive purchases. For further researchers, it is suggested to include additional variables, expand the number of respondents and the research area, and compare various e-commerce platforms so that the research findings become more comprehensive.

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