



Driving Purchase Decisions and Electronic Word of Mouth Through Influencer Marketing, Gamification, and Live Streaming: Evidence from TikTok Shop

Tirto Tantri^{✉1}, Meylani Tuti²

Management Department, ASA University of Indonesia, Jakarta, Indonesia^{1,2}

Article Info

Article History:

Submitted 27 Desember 2025

Revised 2 March 2026

Accepted 25 June 2026

Keywords:

*eWOM, Gamification,
Influencer Marketing, Live
Streaming, Purchase Decision.*

Abstract

This study investigates the effects of influencer marketing, gamification, and live streaming on consumer purchase decisions in TikTok Shop. It also examines the influence of purchase decisions on electronic word-of-mouth (eWOM) in the context of social commerce. As competition among online retailers continues to intensify, understanding the effectiveness of these digital marketing strategies has become increasingly important for improving customer engagement and business performance. Throughout the course of this inquiry, a quantitative methodology was utilized. Primary data were collected from 250 respondents through a structured questionnaire distributed to customers who had previously purchased products from Tio Gallery. The data were evaluated using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results reveal that gamification significantly affects purchase decisions, which in turn strongly influence eWOM, while influencer marketing and live streaming show no significant impact on purchase decisions. These findings indicate that interactive and reward-based marketing features are more effective than influencer endorsements and live selling activities in encouraging consumers to complete purchases. Furthermore, satisfied customers are more likely to share positive experiences and recommendations through eWOM. This study contributes to the social commerce literature by developing an integrated model within the TikTok Shop environment and provides practical implications for businesses seeking to enhance purchasing decisions and post-purchase engagement through effective gamification strategies.

Pengaruh Pemasaran Influencer, Gamifikasi, dan Siaran Langsung Terhadap Keputusan Pembelian serta Ulasan Elektronik: Bukti Empiris dari TikTok Shop

Abstrak

Penelitian ini menyelidiki efek pemasaran influencer, gamifikasi, dan streaming langsung pada keputusan pembelian konsumen di TikTok Shop. Ini juga meneliti pengaruh keputusan pembelian pada dari mulut ke mulut elektronik (eWOM) dalam konteks perdagangan sosial. Seiring dengan semakin pesatnya perkembangan social commerce dan meningkatnya persaingan di antara pelaku bisnis digital, pemahaman mengenai efektivitas strategi pemasaran digital menjadi semakin penting untuk meningkatkan keterlibatan konsumen, keputusan pembelian, serta kinerja bisnis. Penelitian ini menggunakan pendekatan kuantitatif dengan data primer yang diperoleh melalui penyebaran kuesioner terstruktur kepada 250 responden yang pernah melakukan pembelian di Tio Gallery. Data dianalisis menggunakan metode Partial Least Squares Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa gamification berpengaruh positif dan signifikan terhadap keputusan pembelian, sedangkan influencer marketing dan live streaming tidak berpengaruh signifikan terhadap keputusan pembelian. Selanjutnya, keputusan pembelian terbukti berpengaruh positif dan signifikan terhadap electronic word-of-mouth (eWOM), yang menunjukkan bahwa konsumen yang memperoleh pengalaman pembelian yang memuaskan cenderung memberikan ulasan dan rekomendasi positif secara daring. Temuan ini mengindikasikan bahwa fitur pemasaran yang bersifat interaktif dan berbasis penghargaan lebih efektif dibandingkan dukungan influencer maupun aktivitas penjualan melalui live streaming dalam mendorong perilaku pembelian konsumen di TikTok Shop. Penelitian ini memberikan kontribusi terhadap pengembangan literatur social commerce dengan menawarkan model terpadu yang menjelaskan perilaku pembelian konsumen dan keterlibatan pascapembelian, serta memberikan implikasi praktis bagi pelaku usaha dalam meningkatkan efektivitas strategi pemasaran melalui penerapan gamification.

JEL Classification: M31, L81, D91

How to Cite: Tantri, T. & Tuti, M. (2026). Driving Purchase Decisions and Electronic Word of Mouth through Influencer Marketing, Gamification, and Live Streaming: Evidence from TikTok Shop. *JDM (Jurnal Dinamika Manajemen)*, 17(2), 201-217.

✉Correspondence Address

Institutional address: Jalan Raya Kalimalang No 2A, Makasar, Jakarta Timur
Email: meylanituti@stein.ac.id

INTRODUCTION

Business development in Indonesia is growing rapidly, and this is inseparable from technology's role in helping entrepreneurs run their businesses online. Online shopping is increasingly popular among people of all ages. Online sales are popular because the buying and selling process can be completed without visiting a store in person, which greatly simplifies the process for both parties (Fauziah, 2020). In 2024, the e-commerce sector contributed up to 65 billion US dollars and is projected to reach 150 billion US dollars by 2030. Rapid economic growth indicates that business stakeholders need to keep up with developments by maintaining the e-commerce ecosystem to ensure it continues to thrive (Santia, 2024). One of the striking economic developments in the e-commerce sector is the existence of social commerce platforms such as TikTok Shop.

Purchasing decisions are the final result of the buyer's preference selection process for available options, a process that begins with product introduction, information search, choice evaluation, purchase decision, and post-purchase behavior (Kotler & Keller, 2016). Purchasing decisions in digital marketing on TikTok Shop can be influenced by various factors, including influencer product marketing, attractive promotional offers, and live-streaming media (Wicaksana, 2024). In this study, the authors limit the variables to influencer marketing, gamification, and live streaming can influence buyer decisions and impact eWOM during transactions on TikTok Shop.

Post-purchase behavior in e-commerce will affect buyer experiences, and perceived benefits can be conveyed through eWOM (Bharej & Singh, 2025). eWOM is a dynamic, ongoing process of exchanging information about a product, service, or brand on the internet (Ismagilova et al., 2017). In the increasingly di-

gital era, forms of communication among consumers through e-commerce, such as product reviews on the TikTok Shop platform, can influence consumer purchasing decisions (Fernandes et al., 2022). Before purchasing a product, consumers tend to seek out information about it first. Consumers place more trust in positive or negative comments from buyers who have already purchased before making a purchase decision (Romadhoni et al., 2023). Previous research by Tariyal et al. (2022) has shown that eWOM influences purchasing decisions.

One of the factors that significantly shape consumer behavior when making purchasing decisions on TikTok Shop is influencer marketing (Nasikhin et al., 2025). Influencer marketing is a strategy that significantly shapes buyer behavior when making purchasing decisions (Migkos & Giannakopoulos, 2025). Influencers are individuals who wield influence on social media and can shape others' decisions (Solomon, 2018). Meanwhile, according to Brown & Hayes (2008), influencer marketing is a marketing practice that leverages individuals with strong influence to promote products. Influencer marketing enables consumers to interact with influencers and share experiences, making it a crucial component of marketing strategies. The high number of millennial and Gen Z users on TikTok underscores the phenomenon's relevance in shaping consumer behavior and purchasing decisions (Li, 2025). Based on previous research conducted by Durmishi & Durmishi (2024), influencer marketing influences purchasing decisions.

In addition to influencer marketing, gamification also plays a central role in influencing consumer purchasing decisions. Gamification is a transactional process that creates a pleasurable experience for consumers when making a purchase (Robson & Kietzmann, 2014). According to Hamari & Koivisto (2015), gamificati-

on aims to serve as a supportive tool that influences consumer purchasing decisions through processes related to emotions, feelings, and values. On e-commerce platforms, many forms of gamification can be offered to consumers (Kara, 2017). This aims to attract consumer interest in making purchasing decisions. Gamification can take the form of discounts and cash-back. With this gamification program, it is hoped that communication will occur between buyers and sellers regarding products with attractive offers, thereby convincing buyers to make purchasing decisions. This is supported by previous research by Tobon et al (2020), who stated that gamification influences purchasing decisions.

Another important factor influencing e-commerce purchasing decisions is live streaming. Live streaming in e-commerce is an activity where a host offers products, and consumers can comment and ask questions that can be answered live (Chen et al., 2023). Participatory behavior by consumers who watch live streaming makes consumers contributors who can influence behavior and purchasing decisions during the live stream (Shih et al., 2024). According to Qu et al. (2023), live streaming influences purchasing decisions.

Influencer marketing, gamification, and live streaming have been studied for their effects on social commerce purchases, but the findings are mixed. Most studies look at these aspects individually, making it challenging to understand how they affect buying behavior. Research shows inconsistencies across platforms and contexts, underscoring the lack of a comprehensive framework for explaining how these digital marketing methods simultaneously affect consumer behavior. Electronic word-of-mouth (eWOM) is widely regarded as a significant feature in digital environments, but its role as a mediating mechanism between marketing stimuli and purchase decisions, or as

a post-purchase behavioral effect, remains unclear. Uncertainty regarding the sequence of relationships between digital engagement techniques and consumer responses highlights a theoretical gap. Although TikTok Shop has risen significantly in social commerce, little empirical research has studied these intertwined links.

Hypothesis Development

The Relationship between Influencer Marketing and Purchasing Decisions

Influencer Marketing is a form of marketing communication that utilizes individuals with strong influence on social media to influence the behavior or opinions of others (Brown & Hayes, 2008). Likewise, according to Tuti (2025), influencer marketing involves individuals who can influence others' decisions through their expertise, credibility, or closeness to their audience, typically on social media. Marketing conducted by influencers through direct interaction can build buyer trust and influence purchasing decisions. According to Li et al. (2025), their previous research emphasized that influencer marketing emphasizes authenticity and active involvement, thereby increasing consumer purchasing decisions and emotional connection, making it an effective strategy for influencing purchasing decisions in the modern marketing era. According to Tuti (2025), several indicators influence influencer marketing, namely: 1) Number of followers and level of engagement; 2) Credibility and expertise; 3) Emotional engagement and content quality; 4) Authentic interaction and audience authenticity; 5) Popularity and self-image; 6) Authenticity in collaboration and brand suitability.

Purchasing decisions are a systematic process in which consumers recognize needs, seek information, evaluate product alternatives, make a purchase decision, and evaluate the results (Schiffman & Wisenblit, 2015). Influencer marketing plays a crucial role in shaping consumer

purchasing decisions because influencers can build trust with buyers in the products they offer. This is in line with previous research by Crisafulli et al. (2022), which finds that influencer marketing affects purchasing decisions. Therefore, based on the theoretical framework and the findings of previous studies, the following hypothesis is proposed:

H1: Influencer marketing influences purchasing decisions.

The Relationship between Gamification and Purchasing Decisions

Gamification is a dynamic and two-way process in which technology and users influence each other (Koivisto & Hamari, 2019). In line with Hyzy & Wardle (2023), gamification is the use of game elements in product sales activities to influence psychological aspects. Gamification is used to achieve goals such as stimulating and encouraging consumer purchasing behavior (Garone & Nesteriuk, 2019). Gamification applied in e-commerce can take the form of limited-time vouchers, cash back, and flash sales. According to Dwijaputra et al. (2025), effective gamification on e-commerce platforms, in the form of promo designs that attract and engage consumers, can encourage purchases and increase sales. According to Koivisto & Hamari (2019), several indicators influence gamification, namely usefulness, ease of use, enjoyment, playfulness, recognition, and social influence.

According to Kotler & Armstrong (2008), consumers make purchasing decisions based on two factors: others' attitudes and unexpected situations. Gamification implemented by sellers on e-commerce platforms, such as flash sales, can create consumer interest in impulsive purchases. Therefore, engaging in gamification can influence consumer purchasing decisions. The relationship between gamification and purchasing decisions is supported by previous research indicating that gamification positively increases digital engage-

ment among buyers, leading to transactions (Tobon et al., 2020; Butt et al., 2024). Therefore, based on the theoretical framework and the findings of previous studies, the following hypothesis is proposed:

H2: Gamification influences purchasing decisions.

The Relationship between Live Streaming and Purchasing Decisions

Live Streaming is an effective means in e-commerce to broadcast business live to reach audiences wherever they are (Wasem, 2017). According to Wongkitrungrueng & Assarut (2020), live streaming increases customer trust and engagement through interactivity and social presence. Sun et al. (2019) emphasized that direct interaction and product demonstrations during live streaming can increase purchase intentions. Thus, live streaming is an effective marketing tool in influencing purchasing decisions. According to Cai et al. (2018), several indicators influence live streaming, namely product demonstrations, product information, excitement about novelty, interaction, convenience, hype, wanting other opinions, and deals or discounts.

Purchasing decisions are the activities individuals engage in when deciding to purchase products offered by sellers (Kotler & Armstrong, 2016). Live streaming influences purchasing decisions by allowing sellers to broadcast and demonstrate products to audiences. The relationship between live streaming and purchasing decisions is supported by previous research by Qu et al. (2023), who found that during live streaming, consumer behavior tends to be more impulsive, especially when offers are promoted with a time limit or limited quantity. Therefore, based on the theoretical framework and the findings of previous studies, the following hypothesis is proposed:

H3: Live Streaming influences purchasing decisions.

The Relationship between Purchase decision and eWOM

According to Firmansyah (2019), a purchasing decision is the process of choosing among several alternatives, then selecting the one considered most appropriate. According to Kotler & Keller (2016), post-purchase behavior determines whether customers will engage in information dissemination, including recommendations and reviews of the products they have purchased. Consumers who have purchased and experienced the product tend to provide reviews, recommendations, and complaints on social media, thereby triggering the formation of eWOM (Hennig-Thurau et al., 2004). According to Kotler & Keller (2012) There are indicators of purchasing decisions, namely problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

Electronic word of mouth (eWOM) is communication created by consumers, whether positive or negative, that is spread via the internet to influence other consumers (Weitzl, 2017). In line with Pratiwi & Silitonga (2024), eWOM is

a step consumers take to share information and recommend products through digital platforms. According to Loureiro & Kaufmann (2020). Consumers cannot evaluate products before purchasing. Therefore, eWOM is considered powerful because it is considered more objective and trustworthy, as it is provided by people who have already purchased and experienced the benefits (Zhao et al., 2020).

According to Ahn & Park (2024), consumers on e-commerce platforms tend to focus on review comments before making a purchase to learn what others think of the product. Therefore, business owners need to pay attention to eWOM because it is a sensitive issue. The relationship between purchasing decisions and eWOM is supported by previous research Lim et al. (2022), which has shown that consumers naturally provide eWOM to others pre-purchase because they want to share information and help others. Therefore, based on the theoretical framework and the findings of previous studies, the following hypothesis is proposed:

H4: Purchasing decisions influence eWOM.

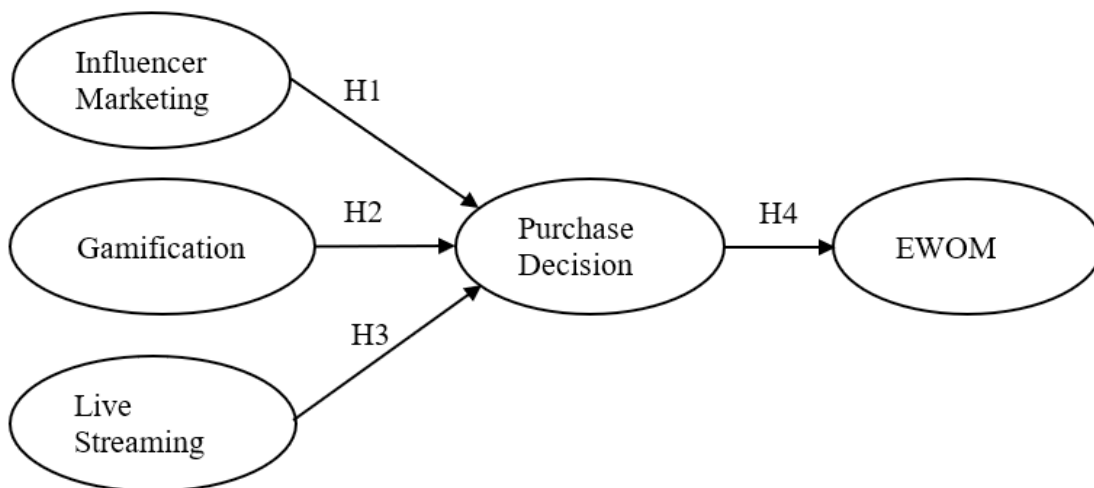


Figure 1. Empirical Research Method

Source: Authors (2026)

METHOD

This research implemented a descriptive statistical methodology. Primary data were collected by distributing questionnaires to respondents who had purchasing experience on the TikTok Shop platform, specifically at the Tio Gallery store. A sample of 250 individuals was obtained. The survey was administered in December 2025. Imam (2021) employed accidental sampling, which involved distributing questionnaires to consumers at the Tio Gallery store who were willing to participate.

Data were acquired by a questionnaire and analyzed using SmartPLS with the Structural Equation Modeling (SEM) approach. Each buyer characteristic is assessed in this investigation through the utilization of a Likert scale (1-5) that comprises the following options: 1) strongly disagree, 2) disagree, 3) neutral, 4) concur, and 5) agree. I wholeheartedly concur.

Data processing is conducted in two stages: model testing by measurement (outer model), which encompasses discriminant validity and reliability tests, factor loading values, Composite Reliability, and Average Variance Extracted (AVE). In addition to structural model testing (inner model) to assess the influence of variables (multicollinearity), the R², F², and Q² tests are employed to draw conclusions. Hypothesis testing is employed to evaluate each variable based on a t-statistic value greater than 1.96 and a probability value (p-value) less than 0.05, which indicates a significant influence (Hair et al., 2017).

RESULT AND DISCUSSION

Result

The description of the respondents explains the characteristics of individuals who participated in this study as questionnaire respondent.

Table 1. Respondent Description

Demographics	Frequency	N	%
Gender	Man	110	44
	Woman	140	56
Age	< 20 Years	38	15.2
	21 - 30 Years	154	61.6
	31 - 40 Years	50	20
	> 41 Years	8	3.2
Residence	Greater Jakarta	169	67.6
	Outside Jabodetabek	81	32.4
Work	Employee	100	40
	Housewife	65	26
	Students	85	34
How many times have you purchased at Tio Gallery?	First time	98	39.2
	2 – 3	80	32
	4 – 5	52	20.8
	> 5	20	8
How did you hear about this store?	TikTok	110	44
	Instagram	50	20
	Friend	70	28
	Family	20	8

What's interesting about this shop?	Product Discounts	92	36.8
	Free Shipping	53	21.2
	Product Content by Influencers	67	26.8
	Live Streaming Store	38	15.2
Total		250	100

Source: Processed Data (2026)

Based on Table 1, the respondents' gender in this study, the majority were female, totaling 140 people (56%). Furthermore, by age, the majority were 21-30 years old, comprising 154 people (61.6%). Next, by residence, the majority of respondents lived in Jabodetabek, totaling 169 people (67.6%). By occupation, most respondents worked as employees, totaling 100 people

(40%). Furthermore, the majority of respondents' purchases at Tio Gallery were first-time purchases, totaling 98 people (39.2%). Respondents learned more about the Tio Gallery store through the TikTok application, totaling 110 people (44%). And what attracted respondents to the Tio Gallery store was product discounts, with 92 people (36.8%).

Table 2. Measurement Model

Variable	Indicator	Item	Loading Factor	Composite Reliability	AVE
Influencer Marketing	1. Number of followers and level of engagement	X1.2	0.825	0.899	0.640
		X1.3	0.806		
	2. Credibility and expertise	X1.4	0.815		
		X1.5	0.706		
	3. Emotional engagement and content quality	X1.6	0.841		
Gamification	4. Authentic interaction and audience authenticity			0.881	0.597
	5. Popularity and self-image				
	6. Authenticity in collaboration and brand fit	X2.1	0.802		
		X2.2	0.738		
		X2.3	0.776		
		X2.4	0.809		
	4. Playfulness	X2.5	0.736		
	5. Recognition				
6. Social Influence					

(Koivisto & Hamari, 2019)

Variable	Indicator	Item	Loading Factor	Composite Reliability	AVE
Live Streaming	1. Product Demonstrations	X3.2	0.816	0.862	0.556
	2. Product Information	X3.3	0.703		
	3. Excitement about novelty	X3.4	0.789		
	4. Interaction	X3.5	0.734		
	5. Convenience				
	6. Hype				
	7. Wanting other opinions				
	8. Deals or discounts				
	(Cai et al., 2018)				
Purchase Decision	1. Recognition of needs	Y1.1	0.853	0.882	0.714
	2. Information Search	Y1.4	0.844		
	3. Alternative Evaluation	Y1.5	0.838		
	4. Purchase decision				
	5. Post-purchase behavior				
(Kotler & Keller, 2012)					
eWOM	1. Ability	Y2.1	0.830	0.916	0.731
	2. Integrity	Y2.3	0.880		
	3. Benevolence	Y2.4	0.860		
	4. Likeability	Y2.5	0.851		
	5. Willingness to rely on				
(Weitzl, 2017)					

Source: Processed Data (2026)

In this study, Influencer Marketing (X1), Gamification (X2), and Live Streaming (X3) are the independent variables. The dependent variables are purchasing decisions (Y1) and eWOM (Y2). The assessment indicator used is construct validity (outer model). If the independent factor test results exceed 0.5, the variable is considered acceptable. Table 2 displays the results of the model's validity and reliability tests. Validity test findings include factor loadings over 0.700 for all indicators, while model reliability is indicated by Composite Reliability values above 0.700

and AVE values above 0.500.

Referring to Table 2, the average value of each extracted variable (AVE) must be greater than 0.5 to create an acceptable model. The average value of each variable in each indicator also serves as an important reference in assessing construct validity. The results in Table 2 (AVE) show that influencer marketing, gamification, live streaming, purchase decision, and eWOM have values > 0.5. Therefore, each variable can be interpreted as having adequate value.

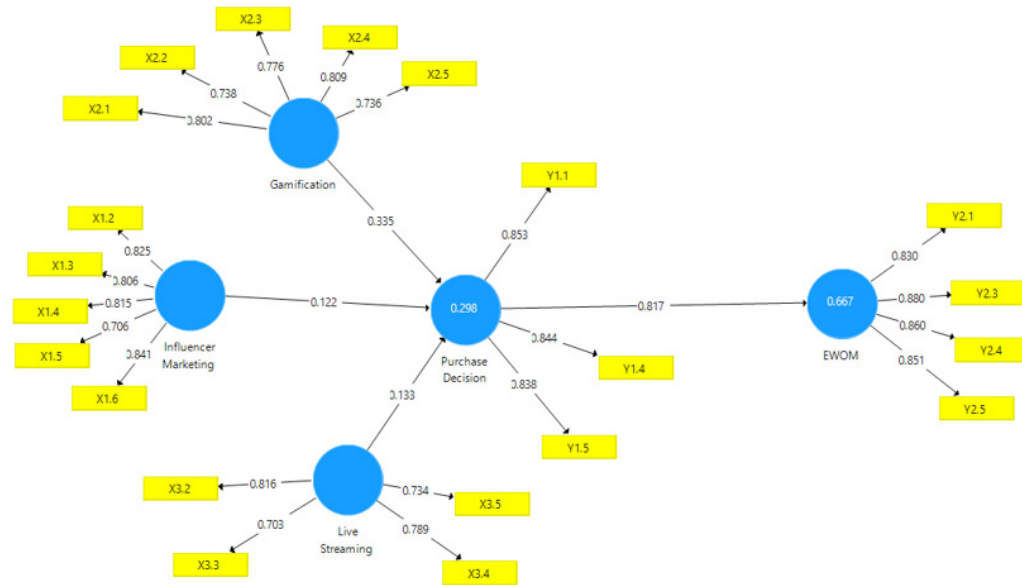


Figure 2. The Results of Full Model Analysis

Source: Processed Data (2026)

Table 3. Discriminant Validity of Fornell-Larcker Criteria

Variables	eWOM	Gamification	Influencer Marketing	Live Streaming	Purchase Decision
eWOM	0.855				
Gamification	0.482	0.773			
Influencer Marketing	0.354	0.753	0.800		
Live Streaming	0.429	0.758	0.748	0.762	
Purchase Decision	0.817	0.528	0.474	0.478	0.845

Source: Processed Data (2026)

Table 3 shows that each indicator item has the highest loading value on the latent construct it measures. The obtained loading values are Influencer Marketing (0.800), Gamification (0.773), Live Streaming (0.762), Purchase Decision (0.845), and eWOM (0.855). These values indicate that all indicators exceed the recommended threshold of 0.70, demonstrating satisfactory convergent validity. Discriminant validity was also assessed by checking cross-loadings and making sure each indi-

cator loads higher on its construct than on others. The results show that all indicators have larger loadings on their latent variables than other constructs, suggesting discriminant validity. This shows that each construct measures a discrete conceptual realm and is experimentally distinct. Thus, the measurement model is reliable and valid, confirming that the constructs are internally consistent and appropriately differentiated.

Table 4. R-Square

	R Square	R Square Adjusted
eWOM	0.667	0.666
Purchase Decision	0.298	0.290

Source: Processed Data (2026)

The R-squared value indicates the extent to which the independent variable

influences the dependent variable. Referring to Table 4, the R-squared (R^2) values

for eWOM and purchase decision are 0.667 and 0.298, respectively. This means that influencer marketing, gamification,

and live streaming influence purchase decisions by 29.8%. Meanwhile, eWOM influences purchase decisions by 66.7%.

Table 5. F Square

	eWOM	Gamification	Influencer Marketing	Live Streaming	Purchase Decision
eWOM					
Gamification					0.055
Influencer Marketing					0.008
Live Streaming					0.009
Purchase Decision	2.007				

Source: Processed Data (2026)

The F-test, as shown in Table 5, is used to assess the strength of the relationship between the independent variables and the dependent variable. Based on standard assessment criteria, an F-squared value above 0.02 is considered small influence, above 0.15 medium influence, and above 0.35 large influence. A value below 0.02 is interpreted as having no influence (Sarstedt et al., 2021). From Table 4, the

purchase decision variable is influenced by the independent variables, with an F-squared value of 0.296. For the purchase decision variable, gamification has a small influence (0.055). Likewise, the influencer marketing variable (0.008) and live streaming (0.009) appear to have no influence. For the eWOM variable, the purchase decision, with a value of 2.007, influences eWOM.

Table 6. Multicollinearity Results – Inner VIF Value

	eWOM	Gamification	Influencer Marketing	Live Streaming	Purchase Decision
eWOM					
Gamification					2.881
Influencer Marketing					2.784
Live Streaming					2.834
Purchase Decision	1.000				

Source: Processed Data (2026)

The results of the inner model multicollinearity test in Table 6 show that all inner VIF values have a result (<3.3), which can be interpreted as the presence of multicollinearity between constructs

with a value range of 1,000 - 2,842. This data indicates that there is no multicollinearity among latent variables in the structural model for this topic, so the topic can be continued.

Table 7. Prediction accuracy test (Q2)

	SSO	SSE	Q ² (=1-SSE/SSO)
eWOM	1.000.000	516.047	0.484
Gamification	1250.000	1250.000	
Influencer Marketing	1250.000	1250.000	
Live Streaming	1000.000	1000.000	
Purchase Decision	750.000	599.577	0.201

Source: Processed Data (2026)

In Table 7, the Q2 value is used to assess a model's predictive accuracy. A model is considered to have strong predictive ability if the Q2 value is greater than 0, whereas a Q2 value less than 0 indicates

weak predictive ability (Hair et al., 2017). Table 7 shows that the purchase decision (0.201) and eWOM (0.484) variables are greater than 0.000.

Table 8. Path Coefficient

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Result
Gamification → Purchase Decision	0.335	3.338	0.001	Accepted
Influencer Marketing → Purchase Decision	0.122	1.187	0.236	Not Accepted
Live Streaming → Purchase Decision	0.133	1.425	0.155	Not Accepted
Purchase Decision → eWOM	0.817	33.550	0.000	Accepted

Source: Processed Data (2026)

The results of the hypothesis testing in Table 8 can be declared significant if the P value is less than 0.05 and the path coefficient (t-statistic) value exceeds 1.96 (Hair et al., 2017). The gamification hypothesis on purchase decisions is accepted because the t-statistic value is 3.338 (> 1.96) and the p-value is 0.001 (< 0.05). The results of the influencer marketing hypothesis regarding purchase decisions are rejected because the t-statistic is 1.187 (> 1.96) and the p-value is 0.236 (> 0.05). The results of the live streaming hypothesis on purchase decisions are rejected because the t-statistic is 1.425 (> 1.96) and the p-value is 0.155 (> 0.05). The results of the purchase decision hypothesis on eWOM yield a t-statistic of 33.550 (> 1.96) and a p-value of 0.000 (< 0.05); the hypothesis is accepted.

Discussion

Games are widely recognized as engaging and enjoyable because they evoke feelings of excitement, joy, and intrinsic motivation through elements such as challenge, achievement, competition, feedback, and rewards. These core mechanics points, badges, levels, leaderboards, time limits, and incentives stimulate users' psychological needs for competence, auto-

nomy, and instant gratification. In digital commerce environments such as TikTok Shop, these game elements have been strategically integrated into marketing activities to enhance user engagement and stimulate purchase behavior. For instance, vouchers, flash sales with countdown timers, cashback programs, spin-to-win features, and interactive promotional games create a sense of urgency, competition, and anticipation of rewards. According to Deterding et al. (2011), gamification applies game design elements in non-game contexts to influence user behavior, particularly by triggering emotional and cognitive responses that shape decision-making processes. Empirical studies (Garone & Nesteriuk, 2019; Tobon et al., 2020; Aulia et al., 2021; Butt et al., 2024; Dwijaputra et al., 2025; Nuranti et al., 2025) consistently demonstrate that such gamified mechanisms increase engagement, perceived value, and impulsive tendencies, ultimately encouraging consumers to make purchasing decisions.

Consumers share post-purchase reviews, recommendations, and complaints to express satisfaction or dissatisfaction and help other consumers make decisions. Electronic word-of-mouth (eWOM) combines altruistic objectives, such as helping

others make better decisions, with self-enhancement motives, such as social recognition and emotional release. Reviews generally include product evaluations, usage experiences, comparisons, and service assessments, which influence credibility and trustworthiness (Hennig-Thurau et al., 2004; Lim et al., 2022; Changreani et al., 2024; Hashifah & Nasution, 2024; Pratiwi & Silitonga, 2024). Clear arguments, precise proof, personal images or videos, and logical explanations make material seem trustworthy and high-quality (Zhao et al., 2020). High-quality eWOM reduces risk, builds trust in sellers or platforms, and enhances purchase intentions. Unfounded or unclear reviews are less reputable and have less impact on consumer attitudes and behavior.

Consumers rely more on personal needs, previous experiences, and real user reviews than on influencer recommendations. Consumer preferences tend to be more interested in direct incentives, such as discounts and promotions, than in product recommendations from influencers (Purnomo et al., 2023; Maretha et al., 2024; Pratama et al., 2024; Patrisya et al., 2025). This is also true with live streaming. Live streaming allows consumers to see products firsthand, obtain clearer information, and interact in real time with sellers or hosts. However, live streaming depends on the quality of the live presentation, the frequency of broadcasts, the offers during the live stream, or the level of trust in the host. Live streaming is not a primary driver of purchase decisions among potential buyers (Agustin & Fazizah, 2023; Alfiani et al., 2024; Maimunah & Rokhmat, 2024; Muna & Dewi, 2024; Yolanda et al., 2025).

The results of this study indicate that Influencer Marketing and Live Streaming do not have a statistically significant effect on purchasing decisions at TikTok Shop (in the context of a children's toy store), whereas Gamification emerges as the most dominant factor influencing con-

sumer behavior. These findings suggest a shift in the effectiveness of digital marketing strategies, where consumers in this segment appear to be more responsive to tangible and functional incentives such as discounts, vouchers, cashback, and time-limited promotions rather than to persuasive social stimuli delivered through influencers or live streaming interactions, indicating that utilitarian value and economic benefits play a more decisive role in shaping their purchase decisions.

CONCLUSION AND RECOMMENDATION

The research results show that gamification is more effective in encouraging potential buyers to make purchasing decisions than influencer marketing and live streaming. However, influencer marketing and live streaming still play an indirect role, as credibility, content quality, authenticity, product demonstrations, product information, interaction, and convenience positively influence purchasing decisions. At the same time, purchasing decisions serve as a bridge to eWOM, making the perceived purchasing experience crucial to a store's reputation's sustainability on digital platforms.

By integrating influencer marketing, gamification, and live streaming into a comprehensive model to elucidate purchasing decisions and eWOM, this research contributes to the field of digital marketing and social commerce. This study also contributes to the field of consumer behavior by demonstrating that functional incentives, as implemented through gamification, are more influential than social stimuli in TikTok Shop, a children's toy store. This offers insight into the evolving efficacy of digital marketing strategies on social commerce platforms.

Practically, this research has strategic implications for MSMEs and store managers on TikTok Shop, as it illustrates that gamification-based promotional strategies

(vouchers, cashback, flash sales, interactive game features) are more effective in influencing purchasing decisions than relying solely on influencers or live streaming. Using real-world evidence, these results help businesses better allocate their marketing funds.

REFERENCES

- Agustin, N. A., & Fazizah, A. (2023). Pengaruh Affiliate Marketing, Live Streaming, Online Customer Review dan Online Customer Rating terhadap Minat Beli dan Keputusan Pembelian Online Dalam Tiktokshop (Survei Konsumen Produk Skintific Pengguna Tiktok Shop). *Jurnal Ekonomi Bisnis Dan Akuntansi*, 3(3), 137–152. <https://doi.org/https://doi.org/10.55606/jebaku.v3i3.2862>
- Ahn, H., & Park, E. (2024). The Impact of Consumers' Sustainable Electronic-Word-of-Mouth in Purchasing Sustainable Mobility: An Analysis from Online Review Comments of E-Commerce. *Research in Transportation Business and Management*, 52(February 2023), 101086. <https://doi.org/10.1016/j.rtbm.2023.101086>
- Alfiani, S., Aini, L. N., & Khirdany, E. N. (2024). Pengaruh Live Streaming, Online Customer Review, dan Influencer Review terhadap Keputusan Pembelian Produk Fashion pada E-Commerce di Kota Sampang. *Journal of Economic and Business*, 1(September), 166–174.
- Aulia, D., Rini, E. S., & Fadli. (2021). The Influence of Gamification , E-Service Quality and E-Trust on Online Purchase Decision with Online Purchase Intention as Intervening Variable at the Marketplace Shopee in Medan City. *International Journal of Research and Review*, 8(August), 546–558. <https://doi.org/https://doi.org/10.52403/ijrr.20210874>
- Bharej, K., & Singh, N. (2025). Electronic Word of Mouth (eWOM) and Its Impact on Consumer Buying Behaviour. *J. Inf. Syst. Eng. Manag*, 10, 7132.
- Brown, D., & Hayes, N. (2008). *Influencer Marketing Who Really Influences Your Customers?* (First). Elsevier Ltd.
- Butt, A. H., Ahmad, H., Muzaffar, A., Irshad, W., Mumtaz, M. U., & Khan, T. Z. A. (2024). WeChat Gamification : Mobile Payment Impact on Word of Mouth and Customer Loyalty. *Spanish Journal of Marketing*. <https://doi.org/10.1108/SJME-01-2023-0021>
- Cai, J., Wohn, D. Y., Mittal, A., & Sureshababu, D. (2018). Utilitarian and Hedonic Motivations for Live Streaming Shopping. *TVX 2018 - Proceedings of the 2018 ACM International Conference on Interactive Experiences for TV and Online Video*, 81–88. <https://doi.org/10.1145/3210825.3210837>
- Changreani, E., Manalu, A. B., Purb, R. F., & Putri, D. (2024). The Influence of E-Wom and Digital Marketing on Purchasing Decisions at Shopee Marketplace in Palembang City. *Journal of Business Economics and Agribusiness*, 1(2021), 1–12.
- Chen, H., Dou, Y., & Xiao, Y. (2023). Understanding the Role of Live Streamers in Live-Streaming E-Commerce. *Electronic Commerce Research and Applications*, 59 (December 2021), 101266. <https://doi.org/10.1016/j.elerap.2023.101266>
- Crisafulli, B., Quamina, L. T., & Singh, J. (2022). Competence is Power: How Digital Influencers Impact Buying Decisions in B2B Markets. *Industrial Marketing Management*, 104(May), 384–399. <https://doi.org/10.1016/j.indmarman.2022.05.006>
- Deterding, S., Dixon, D., Khaled, R., & Nacke, L. (2011, September). From Game Design Elements to Gamefulness: Defining” Gamification”. In *Proceedings of the 15th international academic MindTrek conference: Envisioning future media environments* (pp. 9-15).
- Durmishi, A., & Durmishi, L. (2024). The Impact of Influencer Marketing on the Consumer Decision-Making Process. *Multidisciplinary Science Journal*, 6(11). <https://doi.org/10.31893/multiscience.2024227>
- Dwijaputra, J., Purwitasari, D., & Zulaikha, E. (2025). How Gamification Influences E-Commerce Behavior in Hardcore vs

- Casual Gamers? *Telematics and Informatics Reports*, 18(April), 100212. <https://doi.org/10.1016/j.teler.2025.100212>
- Fauziah, F. (2020). Strategi Komunikasi Bisnis Online Shop “Shoppe” dalam Meningkatkan Penjualan. *Abiwara: Jurnal Vokasi Administrasi Bisnis*, 1(2), 45–53. <https://doi.org/10.31334/abiwara.v1i2.792>
- Fernandes, S., Panda, R., Venkatesh, V. G., Narayan, B., & Shi, Y. (2022). Journal of Retailing and Consumer Services Measuring the Impact of Online Reviews on Consumer Purchase Decisions – A Scale Development Study. *Journal of Retailing and Consumer Services*, 68(July), 103066. <https://doi.org/10.1016/j.jretconser.2022.103066>
- Firmansyah, M. A. (2019). *Pemasaran (Dasar dan Konsep)* (Issue June). CV. Penerbit Qiara Media.
- Garone, P., & Nesteriuk, S. (2019). Gamification and Learning: A Comparative Study of Design Frameworks. *Lecture Notes in Computer Science (Including Subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics)*, 11582 LNCS(June 2019), 473–487. https://doi.org/10.1007/978-3-030-22219-2_35
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Sage Publication.
- Hamari, J., & Koivisto, J. (2015). Why Do People Use Gamification Services? *International Journal of Information Management*, 35(4), 419–431. <https://doi.org/10.1016/j.ijinfomgt.2015.04.006>
- Hashifah, S. N., & Nasution, A. E. (2024). Pengaruh E-WOM dan Price terhadap Purchase Decision melalui Consumer Trust pada Kopi Kenangan di Cabang Medan Resort City. *Jurnal Ekonomi & Ekonomi Syariah*, 7(2), 1458–1474. <https://doi.org/https://doi.org/10.36778/jesya.v7i2.1660>
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic Word-of-Mouth via Consumer-Opinion Platforms: what Motivates Consumers to Articulate Themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38–52. <https://doi.org/10.1002/dir.10073>
- Hyzy, M., & Wardle, B. (2023). *Gamification for Product Excellence - Make Your Product Stand out with Higher User Engagement, Retention and Innovation*. Packt.
- Imam, M. (2021). *Metode Penelitian Kuantitatif Panduan Praktis Merencanakan, Melaksanakan dan Analisis dalam Penelitian Kuantitatif*. Fakultas Ilmu Tarbiyah dan Keguruan Universitas Islam Negeri (UIN) Sunan Kalijaga Yogyakarta. <http://www.nber.org/papers/w16019>
- Ismagilova, E., Dwivedi, Y. K., Slade, E., & Williams, M. D. (2017). Electronic Word of Mouth (eWOM) in the Marketing Context. In *SpringerBriefs in Business*. Springer.
- Kara, J. (2017). *Gamification in E-Commerce A Survey Based on the Octalysis Framework*. 41–54. <https://doi.org/10.1007/978-3-319-58484-3>
- Koivisto, J., & Hamari, J. (2019). The Rise of Motivational Information Systems: A Review of Gamification Research. *International Journal of Information Management*, 45, 191–210. <https://doi.org/10.1016/j.ijinfomgt.2018.10.013>
- Kotler, P., & Armstrong, G. (2008). *Principles of Marketing*. (12th ed.). Pearson Education, Inc. <https://doi.org/10.2307/2224326>
- Kotler, P., & Armstrong, G. (2016). *Principles of Marketing Sixteenth Edition*. In *Invasive Bladder Cancer*. Pearson Education Limited 2016.
- Kotler, P., & Keller, K. L. (2012). *Management & Marketing* (14th ed.). Pearson Education, Inc.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (Vol. 15). Pearson Education Limited 2016.
- Li, R. (2025). *The Impact of Social Media Influencers on Gen Z 's Online Purchase Decisions*. 0, 178–185. <https://doi.org/10.54254/2754-1169/150/2024.19299>
- Li, Z., Owusu, P., Wang, B., & Lu, F. (2025). The Impact of Strategic Influencer Interaction Styles on Consumer Decision-Making: An Elaboration Likelihood Model Perspective. *Journal of Retailing and Consumer Services*, 87(May), 104374. <https://doi.org/10.1016/j.jretconser.2025.104374>

- Lim, W. M., Ahmed, P. K., & Ali, M. Y. (2022). Giving Electronic Word of Mouth (eWOM) as a Prepurchase Behavior: The Case of Online Group Buying. *Journal of Business Research*, 146 (August 2021), 582–604. <https://doi.org/10.1016/j.jbusres.2022.03.093>
- Loureiro, S. M. C., & Kaufmann, H. R. (2020). *Exploring the Power of Electronic Word-of-Mouth in the Services Industry*. IGI Global.
- Maimunah, F. H., & Rokhmat. (2024). Pengaruh Live Streaming, Online Customer Review, dan Brand Image terhadap Keputusan Pembelian Produk Buttonly pada Platform Tiktok. *Jurnal Ekonomi, Manajemen dan Akuntansi*, 1192(2023), 920–936.
- Maretha, S. D., Yani, M., & Nugroho, T. T. (2024). Analysis The Content Marketing, Influencer Marketing, Brand Image and Price Perception on Purchase Decisions for Wardah Skincare Product on the Tiktok. *International Journal Multidisciplinary*, 1(96), 96–110. <https://doi.org/https://doi.org/10.61796/ijmi.v1i3.185>
- Migkos, S. P., & Giannakopoulos, N. T. (2025). *Impact of Influencer Marketing on Consumer Behavior and Online Shopping Preferences*. 1–41.
- Muna, N., & Dewi, N. L. P. S. (2024). The Role of Consumer Trust Mediates The Influence of Live Streaming on Purchasing Decisions For N'pure Products on Tiktok Shop. *Jurnal Manajemen Sains Dan Organisasi*, 5, 181–195.
- Nasikhin, N. A. K., Sundari, A., Syaikhudin, A. Y., & Tyas, S. N. (2025). *Buying Interest in TikTok Shop: The Role of Live Streaming, Reviews, and Influencers*. 6(1), 50–64.
- Nuranti, B. R., Ansori, A. D., Saputra, V. A., Putra, R. A., Nugroho, A. A., Widiyanti, L. S., & Lestari, W. (2025). The Effect of Gamification on Purchase Decisions: Mediation of Customer Experience and Customer Brand Engagement. *Majapahit Journal of Islamic Finance and Management*, 5(4), 3687–3699. <https://doi.org/https://doi.org/10.31538/mjifm.v5i4.657>
- Patrisya, F., Heriyadi, Afifah, N., Juniwati, & Purmono, B. B. (2025). Mediasi FOMO : Pengaruh Influencer dan On-line Review terhadap Purchase Decision Produk the Originote. *Jurnal Akutansi Manajemen Ekonomi Dan Kewirausahaan*, 05(01), 186–195.
- Pratama, A. S., Ilham, R., Sutomo, Hermawan, A., & Wardhana, L. W. (2024). The Effects of Social Media Content, Influencer Marketing and Customer Reviews on Purchasing Decisions. *International Journal of Science, Technology & Management*, 485–489.
- Pratiwi, P. C., & Silitonga, P. (2024). Influence of Price Perception, Product Quality, and E-Wom: Improving Brand Image and Purchase Decision. *Journal of Economics, Assets, and Evaluation*, 1(3), 1–11. <https://doi.org/10.47134/jae.v1i3.209>
- Purnomo, N., Damayanti, E., Rohmawati, D. P., & Lidiawati, B. M. (2023). Analisis Influencer Marketing, Viral Marketing dan Online Customer Review terhadap Keputusan Pembelian. *Jurnal Pro Bisnis*, 16(2), 122–134.
- Qu, Y., Khan, J., Su, Y., Tong, J., & Zhao, S. (2023). Impulse Buying Tendency in Live-Stream Commerce: The Role of Viewing Frequency and Anticipated Emotions Influencing Scarcity-Induced Purchase Decision. *Journal of Retailing and Consumer Services*, 75(August). <https://doi.org/10.1016/j.jretconser.2023.103534>
- Robson, K., & Kietzmann, J. (2014). Understanding Gamification of Consumer Experiences. *Advances in Consumer Research*. *Association for Consumer Research*, 42.
- Romadhoni, B., Akhmad, A., Naldah, N., & Rossanty, N. P. E. (2023). Purchasing Decisions Effect of Social Media Marketing, Electronic Word of Mouth (eWOM), Purchase Intention. *Jurnal Ilmu Manajemen*, 4(1), 74–86. <https://doi.org/https://doi.org/10.38035/jafm.v4i1>
- Santia, T. (2024). *E-Commerce Jadi Pilar Utama Pertumbuhan Ekonomi Digital Indonesia*. Liputan 6. <https://www.liputan6.com/bisnis/read/5820001/e-commerce-jadi-pilar-utama-pertumbuhan-ekonomi>

- mi-digital-indonesia
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2021). *Partial Least Squares Structural Equation Modeling*. Springer Nature Switzerland AG.
- Schiffman, L. G., & Wisenblit, J. L. (2015). *Consumer Behavior*. Pearson Education Limited 2015.
- Shih, I.-T., Silalahi, A. D. K., & Eunike, I. J. (2024). Engaging Audiences in Real-Time: The Nexus of Socio-Technical Systems and Trust Transfer in Live Streaming E-Commerce. *Computers in Human Behavior Reports*, 13(168), 100363. <https://doi.org/10.1016/j.chbr.2023.100363>
- Solomon, M. R. (2018). Consumer Behavior Buying, Having, and Being. In *Consumer Behavior: Buying, Having, and Being*. Pearson Education, Inc. <http://www.pearsonmylabandmastering.com>
- Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K. (2019). How Live Streaming Influences Purchase Intentions in Social Commerce: An IT Affordance Perspective. *Electronic Commerce Research and Applications*, 37(August), 100886. <https://doi.org/10.1016/j.elerap.2019.100886>
- Tariyal, A., Bisht, S., Rana, V., Roy, S., & Pratap, S. (2022). Utilitarian and Hedonic Values of eWOM Media and Online Booking Decisions for Tourist Destinations in India. *Journal of Positive School Psychology*, 8(137), 9301–9309. <https://doi.org/https://doi.org/10.3390/joit-mc8030137>
- Tobon, S., Ruiz-Alba, J. L., & García-Madariaga, J. (2020). Gamification and Online Consumer Decisions: Is The Game Over? *Decision Support Systems*, 128, 113167. <https://doi.org/10.1016/j.dss.2019.113167>
- Tuti, M. (2025). *Revolusi Pemasaran Digital: Beradaptasi dengan Era Baru Keterlibatan Konsumen*. Intelektual Manifes Media.
- Wasem, J. (2017). *Live Streaming Your Business A guide for the Creative Entrepreneur* (1st ed.). Gige, Inc.
- Weitzl, W. (2017). *Measuring Electronic Word-of-Mouth Effectiveness. Developing and Applying the eWOM Trus Scale*. Springer Gabler.
- Wicaksana, A. H. (2024). *Pengaruh Viral Marketing, Influencer Marketing dan Live Streaming Shopping terhadap Keputusan Pembelian pada TikTok Shop di Kota Semarang*. 2(7), 69–78.
- Wongkitrungrueng, A., & Assarut, N. (2020). The Role of Live Streaming in Building Consumer Trust and Engagement with Social Commerce Sellers. *Journal of Business Research*, 117(November 2017), 543–556. <https://doi.org/10.1016/j.jbusres.2018.08.032>
- Yolanda, F., Amelia, & Sartika, F. (2025). Pengaruh Live Streaming, Online Customer Review, dan Kualitas Produk terhadap Keputusan Pembelian Skincare Skin-tific di Shopee Pada Generasi Z. *Jurnal Pendidikan Tambusai*, 9, 34128–34136.
- Zhao, Y., Wang, L., Tang, H., & Zhang, Y. (2020). Electronic Word-of-Mouth and Consumer Purchase Intentions in Social E-Commerce. *Electronic Commerce Research and Applications*, 41(February), 100980. <https://doi.org/10.1016/j.elerap.2020.100980>