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THE EFFECT OF LIVE INTERACTION, LIMITED-TIME OFFER (LTO), AND HOST ATTRACTIVENESS ON IMPULSIVE BUYING AMONG GEN Z USERS IN THE TIKTOK LIVE SHOPPING FEATURE: A QUANTITATIVE STUDY IN SURAKARTA CITY

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ABSTRACT

Introduction: *The development of live shopping features on the TikTok platform has changed consumer shopping behavior patterns, especially among Generation Z, by providing an interactive and persuasive shopping experience. This study aims to analyze the influence of Live Interaction, Limited-Time Offer (LTO), and Host Attractiveness on Impulsive Buying among Generation Z users of the TikTok Live Shopping feature in Surakarta City.*

Methods: *This study uses a quantitative approach, employing a survey distributed to 100 respondents selected through purposive sampling. The data were analyzed using multiple linear regression analysis with the help of IBM SPSS software version 27.*

Result: *The study shows that Live Interaction, Limited-Time Offer, and Host Attractiveness have a positive and significant effect on Impulsive Buying. Intensive direct interaction between the host and the audience can create emotional engagement and social closeness that encourages spontaneous purchasing decisions. In addition, the use of limited-time offers creates a sense of urgency and fear of missing out (FOMO), which accelerates unplanned purchasing decisions. The attractiveness of the host, as reflected in their appearance, communication style, and credibility, also plays an important role in building trust and parasocial relationships with viewers.*

Conclusion: *Simultaneously, these three variables have been proven to significantly influence impulsive buying behavior among Generation Z users on TikTok Live Shopping in Surakarta City.*

INTRODUCTION

The rapid advancement of digital technology has significantly transformed consumer shopping behavior, particularly through live streaming commerce (LSC), which integrates real-time interaction and instant purchasing features. This shopping model encourages spontaneous and unplanned purchases driven by social interaction, such as live chats, real-time responses from hosts, and persuasive promotional strategies (Li et al., 2025). In Indonesia, one of the largest e-commerce markets in Southeast Asia, the growth of LSC has been substantial, with TikTok Live emerging as a dominant platform, especially among Generation Z users.

The acceleration of online shopping during the COVID-19 pandemic further strengthened the adoption of TikTok Live Shopping. Generation Z, characterized by high digital engagement and frequent exposure to persuasive

social media content, tends to exhibit impulsive buying behavior. This behavior is often triggered by emotional stimulation, time-limited promotions, and interactive communication, which not only boosts sales performance but also raises concerns regarding excessive consumption and financial vulnerability among young consumers. Therefore, understanding impulsive buying behavior in the context of LSC has become increasingly important for sustainable digital commerce development.

Previous studies have highlighted the role of live interaction, limited-time offers (LTO), and host-related factors in influencing consumer purchasing behavior. Research by Sun et al. (2021) demonstrated that interactive features in live streaming environments enhance purchase intentions through emotional engagement and trust formation. Similarly, Saputra et al. (2021) found that host attractiveness and emotional contagion increase impulsive buying tendencies by creating a sense of urgency. However, most existing studies focus on general e-commerce platforms or are conducted in non-Indonesian contexts, with limited emphasis on specific social commerce platforms such as TikTok Live and on actual impulsive buying behavior rather than purchase intention.

Moreover, empirical evidence examining Generation Z consumers in medium-sized Indonesian cities remains scarce. Surakarta, as a cultural and educational city with a significant Generation Z population, presents a relevant context for exploring impulsive buying behavior in live shopping environments. The unique interaction between local cultural values and highly persuasive digital marketing strategies highlights the need for platform-specific and context-based investigation.

Therefore, this study aims to analyze the influence of live interaction, limited-time offers, and host attractiveness on impulsive buying behavior among Generation Z users of TikTok Live Shopping in Surakarta City. By employing a quantitative approach and multiple linear regression analysis, this research seeks to contribute empirical insights to the literature on live streaming commerce while offering practical implications for digital marketing strategies and consumer protection in Indonesia's growing e-commerce ecosystem.

LITERATURE REVIEW

This literature review discusses the theoretical foundation, previous empirical studies, and hypothesis development related to impulsive buying behavior in live streaming commerce. The discussion focuses on impulsive buying, live interaction, limited-time offers, and host attractiveness as key factors influencing purchasing behavior among Generation Z users of TikTok Live Shopping.

Impulsive Buying

Impulse buying is a consumer behavior that involves making purchases without planning, suddenly, and with a strong, uncontrollable urge. Impulse buying, or unplanned buying, is the act of buying without any prior problem or prior purchase intention (Mowen and Minor, 2008).

Live Interaction

Live streaming shopping or Live Interaction is a new way to conduct marketing and sales by utilizing live streaming technology. This technology allows sellers or streamers to interact in real-time with their viewers. Streaming shopping has emerged and shown great potential as a new business model to add dynamic real-time interactions between sellers (streamers) and viewers (consumers), provide accurate information, and involve hedonic factors to attract consumers to enjoy the consumption process (Xu et al., 2020). According to Sjöblom et al. (2017), viewers can obtain dynamic and accurate information by watching live streaming, develop virtual social relationships with streamers, and enjoy relaxing and entertaining hours while watching interesting streamers. Research conducted by Xu et al.

Limited-Time Offer (LTO)

Limited-Time Offers are similar to FOMO, or the fear of missing out, exacerbated by visual countdowns, which compel us to act quickly. These durations are often seen in emails promoting sales, discounts, and free shipping, as well as in banner ads on websites. Many companies warn customers that a sale or offer has expired by displaying a message when the timer expires, in an attempt to heighten the fear of missing out. It's important to remember that we're more likely to fear losing something than gaining it. Consequently, seeing a countdown timer can inspire us to act quickly because we're reminded of the disappointment we experienced when we missed out on previous offers (Online & Oberoi, 2024).

Host Attractiveness

Live streaming hosts on TikTok strive to explore interactions with their audiences and the language they use. Most hosts employ a task-oriented communication style with emotive behavior. This style is reflected in the speed and volume of speech, frequent greetings, and responsive interactions with consumers. Hosts often use informal language, influenced by their linguistic preferences, such as sociolect, and age-specific language variations. Hosts also need to develop an idiolect to differentiate themselves from others by creating unique, distinctive words and phrases. Thus, live-streaming commerce has created a unique shopping culture where hosts must explain product details quickly and clearly and maintain effective communication with buyers to create a two-way communication (Mubarok et al., 2024).

Previous Study and Hypothesis – Heading 2 (Times New Roman 10, Bold, Capitalize Each Word)

1. **Previous Study**
   - Live interaction: There is a significant influence between arousal, which is not significantly different from impulsive buying on TikTok Live Shopping, and viewers' impulsive buying. When viewers experience a positive emotional state while watching a live stream, they are more likely to make impulsive purchases immediately (Angelina & Henuk, 2024).
   - Limited Time Offer: The impact of limited-time offers is psychological and emotional, ultimately encouraging consumers to make decisions more quickly and purchase products. This section focuses on how different types of time-related scarcity influence consumer decision-making (Online & Oberoi, 2024).
   - Host Attractiveness: The results of the hypothesis test show that streamer attractiveness has an effect. The results: Streamer attractiveness, or commonly called host attractiveness, is positively related to arousal. Arousal is a person's behavior that is not much different from impulsive buying behavior (Angelina & Henuk, 2024).
   - Impulsive Buying: Impulse buying, or unplanned buying, is the act of purchasing without any prior experience or preconceived purchase intention (Mowen and Minor, 2008). According to Rockfish and Fisher (1995) in Hursepuny & Oktafani, 2018, impulse buying is measured by:
     1. Spontaneity
     2. Strength, compulsion, and intensity
     3. Excitement and stimulation
     4. Indifference to consequences (Ika et al., 2020).

2. **Hypothesis**

The influence of live interaction on impulsive buying

Live streaming has driven the rapid growth of TikTok. Research (Angelina & Henuk, 2024) indicates that variables influencing live streaming include streamer attractiveness and parasocial interactions. This second variable can influence arousal and impulse buying. The purpose of this study was to determine the effect of streamer attractiveness and parasocial interactions on arousal and impulse buying in TikTok Live Shopping (Angelina & Henuk, 2024). This study used 135 male and female respondents aged 18-45 who had watched TikTok live streaming once a week in the past six months. Quantitative data processing used Partial Least Squares (PLS). The analysis process used SEM-PLS through two main stages: outer model evaluation and inner model evaluation. The next data analysis technique used was the T-test. The data analysis found that streamer attractiveness and parasocial interactions had a positive effect on arousal, and arousal had a positive effect on impulse buying.

H1: Direct interaction has an effect on impulsive purchases in the Tik Tok live shop.

The effect of limited time offers on impulsive buying

A Limited-Time Offer (LTO) is a marketing strategy that offers offers for a limited time to create a sense of urgency in consumers. Limited-Time Offers can successfully encourage impulsive buying. These promotions can influence consumer behavior and help businesses increase sales and customer engagement by generating a sense of exclusivity and value. The use of this tactic should be judicious and cautious, as

excessive use can lead to consumer fatigue and a decline in long-term brand loyalty. These price cuts provide a competitive advantage for companies, attracting new customers, and retaining existing ones. However, excessive use can drive away customers and damage a company's reputation. Limited-Time Offers have a positive impact on sales and brand reputation when integrated into a marketing strategy.

It's important to remember that we're more likely to fear missing out than gaining something. Consequently, we're more likely to act quickly when we see a countdown timer because we're reminded of the disappointment we experienced when missing out on previous offers (Online & Oberoi, 2024).

H2: Limited-Time Offers influence impulsive buying in TikTok Live Shops.

The influence of host attractiveness on impulsive buying

The increasing number of active social media users in Indonesia has led to a surge in online businesses through social media. The existence of online trading platforms makes it easier for sellers and buyers to communicate. The increasing use of live streaming has led to the rapid growth of TikTok applications. Previous studies have shown that variables that can influence live streaming are streamer attractiveness, also known as host attractiveness, and para-social interaction. These two variables can influence arousal and impulsive buying (Angelina & Henuk, 2024). The purpose of this study was to determine the effect of streamer attractiveness and para-social interaction on arousal and impulsive buying in TikTok Live Shopping. Quantitative data processing used Partial Least Squares (PLS). The analysis process in this study used SEM-PLS through two main stages: outer model evaluation and inner model evaluation. The next data analysis technique used was the T-test. The data analysis results showed that streamer attractiveness and para-social interaction have a positive effect on arousal, and arousal has a positive effect on impulsive buying.

H3: Host attractiveness has an effect on impulsive buying in TikTok Live Shopping.

The influence of Live interaction, Limited Time Offer, and Host Attractiveness on impulsive buying

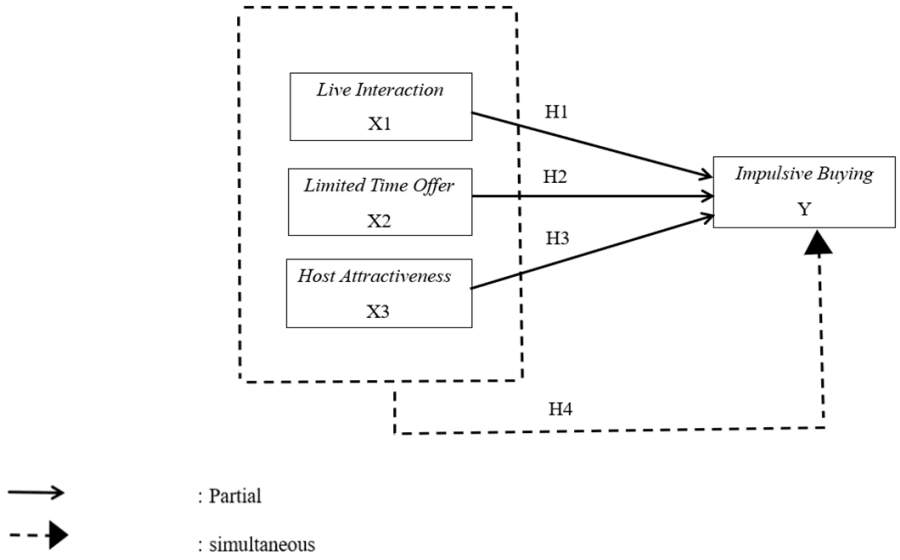
Intense live interaction during livestreaming sessions increases perceived engagement, which can ultimately increase the likelihood of impulse purchases. Survey research on Gen-Z users suggests that real-time interactivity triggers emotional states that lead to impulse purchases (Indriastuti et al., 2024). Furthermore, limited-time offers (LTO) create a sense of urgency and the fear of missing out (FOMO), thereby suppressing rational decision-making and increasing impulse purchases (Nawari, 2017).

Finally, the attractiveness of the host/streamer, both physical and social, strengthens the interaction and immersion effects by increasing parasocial interaction and credibility, thus magnifying the influence of live interaction and LTOs on impulse purchases. Some studies even find a moderating/mediating role for host attractiveness in strengthening this relationship (Angelina & Henuk, 2024). Overall, the empirical literature supports the hypothesis that all three variables—live interaction, limited-time offers, and host attractiveness—significantly contribute to increased impulse purchases in the context of livestream commerce.

H4: Live Interaction, Limited Time Offer, and Host Attractiviness influence impulsive buying in Tik Tok live shop for Gen-z users.

Figure 1.

Framework of Thought



RESEARCH METHODS

This study employs a quantitative associative research design with a cross-sectional approach to examine the effect of Live Interaction (X_1), Limited-Time Offer (X_2), and Host Attractiveness (X_3) on Impulsive Buying (Y) among Generation Z users of TikTok Live Shopping in Surakarta City. Data were collected in 2025 using an online survey distributed to respondents who met the research criteria, namely Generation Z users residing in Surakarta who had previously made purchases through TikTok Live Shopping. The sample size was determined using the Lemeshow formula for an unknown population:

$n_0 = (Z^2pq) / e^2$, with a 95% confidence level (Z = 1.96), p = 0.5, q = 0.5, and a margin of error of 10% (e = 0.10). The calculation resulted in a minimum sample size of approximately 96 respondents, which was rounded up to 100 respondents to ensure data adequacy. Data were analyzed using multiple linear regression analysis with the assistance of IBM SPSS Statistics version 27.

RESULT AND ANALYSIS

To find out a general overview of the research results, the research variables can be seen in the following research results:

Validity test

The initial stage in processing this research data is a validity test, which aims to determine the extent to which the questionnaire items accurately and precisely measure the research variables. Validity testing is conducted to ensure that each statement used is truly relevant and aligns with the concept of the variables being studied, ensuring that the data obtained can be scientifically validated.

Table 1.
Live Interaction Validity Test

Statement	r - Calculate	r - Table	Value (Sig)	Description
X1.1	0,490	0,196	0,000	Valid
X1.2	0,577	0,196	0,000	Valid
X1.3	0,597	0,196	0,000	Valid
X1.4	0,716	0,196	0,000	Valid
X1.5	0,668	0,196	0,000	Valid
X1.6	0,590	0,196	0,000	Valid

Source: Primary data processed with SPSS 27, 2026

Based on the table above, the results of data processing show that all statements in variable X1 are declared valid, as can be seen from the Pearson value, the calculated r value is greater than the table r (calculated r > 0.196) at a significance level of 0.05 (5%), so that the data is suitable for further analysis.

Table 2.

Test the Validity of the Limited Time Offer

Statement	r - Calculate	r - Table	Value (Sig)	Description
X2.1	0,808	0,196	0,000	Valid
X2.2	0,782	0,196	0,000	Valid
X2.3	0,835	0,196	0,000	Valid
X2.4	0,553	0,196	0,000	Valid
X2.5	0,692	0,196	0,000	Valid

Source: Primary data processed with SPSS 27, 2026

Based on the table above, the results of data processing show that all statements in variable X2 are declared valid, as can be seen from the Pearson value, the calculated r value is greater than the table r (calculated r > 0.196) at a significance level of 0.05 (5%), so that the data is suitable for further analysis.

Table 3.

Test the Validity of the Host Attractiveness

Statement	r - Calculate	r - Table	Value (Sig)	Description
X3.1	0,750	0,196	0,000	Valid
X3.2	0,734	0,196	0,000	Valid
X3.3	0,583	0,196	0,000	Valid
X3.4	0,629	0,196	0,000	Valid
X3.5	0,685	0,196	0,000	Valid
X3.6	0,742	0,196	0,000	Valid

Source: Primary data processed with SPSS 27, 2026

Based on the table above, the results of data processing show that all statements in variable X3 are declared valid, as can be seen from the Pearson value, the calculated r value is greater than the table r (calculated r > 0.196) at a significance level of 0.05 (5%), so that the data is suitable for further analysis.

Table 4.

Test the Validity of the Impulsive Buying

Statement	r - Calculate	r - Table	Value (Sig)	Description
Y.1	0,856	0,196	0,000	Valid
Y.2	0,869	0,196	0,000	Valid
Y.3	0,917	0,196	0,000	Valid
Y.4	0,920	0,196	0,000	Valid
Y.5	0,576	0,196	0,000	Valid
Y.6	0,820	0,196	0,000	Valid
Y.7	0,841	0,196	0,000	Valid
Y.8	0,797	0,196	0,000	Valid
Y.9	0,845	0,196	0,000	Valid

Source: Primary data processed with SPSS 27, 2026

Based on the table above, the results of data processing show that all statements in the Y variable are declared valid, as can be seen from the Pearson value, the calculated r value is greater than the table r (calculated r > 0.196) at a significance level of 0.05 (5%), so that the data is suitable for further analysis.

Reliability Test

A variable can be called RELIABLE when it has a Chonbach's Alpha value of more than 0.60.

Table 5.
Reliability Test Results

Variable	*Cronbach Alpha*	*N of Items*
Live Interaction (X1)	0,60	6
Limitid Time Offer (X2)	0,787	5
Host Attractiveness (X3)	0,779	6
Impulsive Buying (Y)	0,944	9

Source: Primary data processed with SPSS 27, 2026

The reliability test results indicate that all research variables are reliable. Live Interaction has a Cronbach's Alpha value of 0.660, Limited-Time Offer has a value of 0.787, Host Attractiveness has a value of 0.779, and Impulsive Buying has a value of 0.944. All values exceed the minimum reliability threshold of 0.60, indicating that the measurement instruments are reliable and suitable for further analysis.

Classical Assumption Test

There are three series of classical assumption tests:

1. **Normality Test**

The normality test aims to determine whether the residual data in a regression model is normally distributed. This test can be performed using the Kolmogorov-Smirnov test. If the test result is >0.05, it is considered normal.

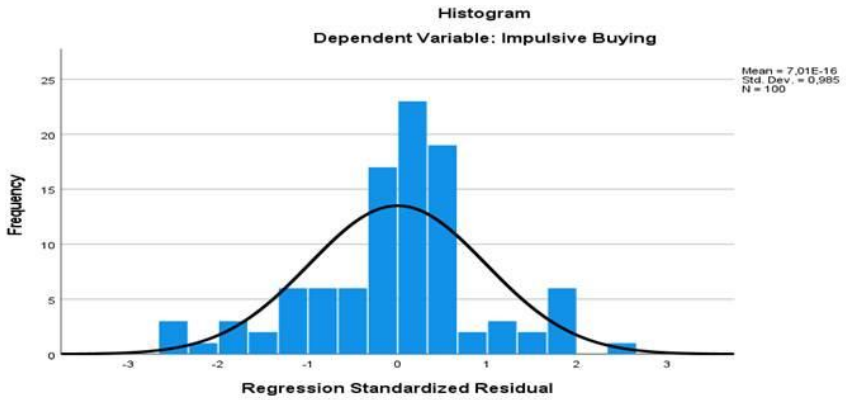
Table 6.
Kolmogorov Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
	N		100
Normal Parameters[a,b]	Mean		,0000000
	Std. Deviation		5,49748171
Most Extreme Differences	Absolute		,123
	Positive		,123
	Negative		-,120
	Test Statistic		,123
	Asymp. Sig. (2-tailed)[c]		,001
Monte Carlo Sig. (2-tailed)[d]	Sig.		,001
	99% Confidence Interval	Lower Bound	,000
		Upper Bound	,001

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.
Source: Primary data processed with SPSS 27, 2026

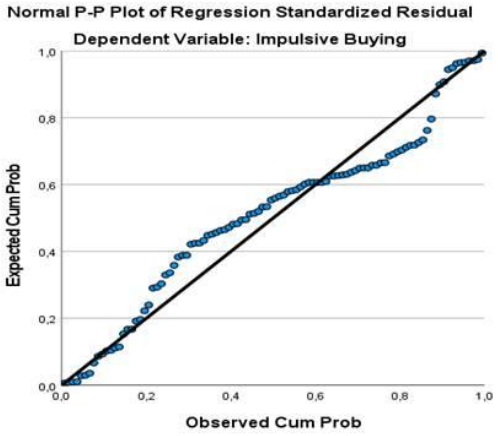
Based on the results of the Kolmogorov-Smirnov normality test, a significance value of 0.001 < 0.05 was obtained, indicating that the data were not normally distributed. However, the analysis continued because the sample size was more than 30, and the linear regression test did not require normally distributed data, but rather residuals.



Source: Primary data processed with SPSS 27, 2026

Figure 2.
Histogram

The histogram above shows that the curve has a symmetrical bell-shaped pattern, neither skewing to the left nor to the right. This indicates that the residuals in this regression model are normally distributed.



Source: Primary data processed with SPSS 27, 2026

Figure 3.
P-Plot

Based on the analysis of the Normal P-P Plot graph above, the test results using the Normal P-P Plot graph show that the data points are spread around the diagonal line and follow the direction of the diagonal line. Thus, it can be concluded that the regression model meets the assumption of normality.

2. Multicollinearity Test

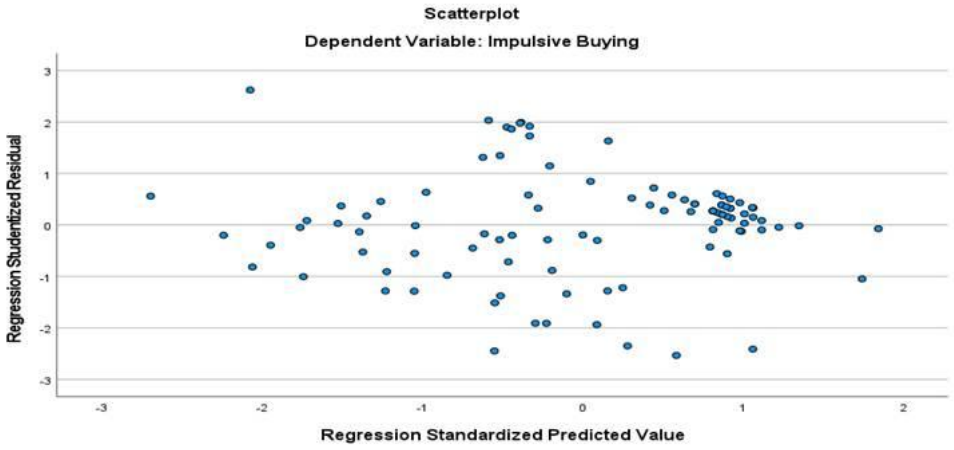
Tabel 7.
Multicollinearity Test Results

Variable	Tolereance Value	VIF	Description
Live Interaction	0,707	1,415	No Multicollinearity
Limitid Time Offer	0,670	1,493	No Multicollinearity
Host Attractiveness	0,786	1,272	No Multicollinearity

Source: Primary data processed with SPSS 27, 2026

Results of data processing in the table above show that the VIF value of XI is 1.415, the VIF value of X2 is 1.493, the VIF value of X3 is 1.272, this shows that all variables do not have symptoms of multicollinearity, because no independent variable has a VIF value of less than 10. The results of the tolerance calculation also show that for each variable, namely X1 = 0.707, variable X2 = 0.670, variable X3 = 0.786, this shows that the tolerance value is greater than 0.10. So it can be concluded that seen from the calculation of VIF and tolerance there is no multicollinearity between variables in the regression model.

3. Heteroscedasticity Test



Source: Primary data processed with SPSS 27, 2026

Figure 4.
Heteroscedasticity Test

Based on the Scatterplot graph, the observation results show that the data points are randomly spread above and below the number 0 on the Y-axis. The data points do not form a specific regular pattern (such as a wave or a widening/narrowing pattern). Therefore, the regression model does not experience heteroscedasticity, which means that the residual variance is constant (homoscedasticity) and the model meets the classical assumptions.

Multiple Linear Regression Test

The multiple linear regression test is a linear regression model involving more than one independent variable.

Table 8.

Multiple Linear Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-22,096	5,398		-4,093	,000
	Live Interaction	,759	,246	,238	3,091	,003
	Limited Time Offer	,954	,211	,358	4,526	,000
	Host Attractiveness	,360	,070	,377	5,160	,000

Source: Primary data processed with SPSS 27, 2026

The results of multiple linear regression in the form of coefficients for each independent variable are explained in the following equation:

Y = A + B1. X1+ B2.X2 + B3.X3 +
Y = -22,096 + 0,759 X1 + 0,954 X2 + 0,360 X3
The table above explains:

1. The constant value of -22.096 indicates that if the variables Live Interaction, Limited Time Offer, and Host Attractiveness are held constant or zero, then the Impulsive Buying value is -22.096.
2. Regression coefficient of the Live Interaction variable (X1)

The regression coefficient of the Live Interaction variable (X1) is 0.759. This indicates that if Live Interaction increases by one unit, Impulsive Buying will increase by 0.759, assuming the other independent variables are held constant.

3. Regression coefficient of the Limited Time Offer variable (X2)

The regression coefficient of the Limited Time Offer variable (X2) is 0.954. This means that if the Limited Time Offer increases by one unit, Impulsive Buying will increase by 0.954, assuming the other variables are constant.

4. Regression coefficient of the Host Attractiveness variable (X3)

The regression coefficient of the Host Attractiveness variable (X3) is 0.360. This shows that if Host Attractiveness increases by one unit, then Impulsive Buying will increase by 0.360, assuming the other independent variables remain constant.

Hypothesis Testing

Individual Parameter Significance Test (t-Test)

The individual parameter significance test, or partial test (t-test), is used to determine the effect of each independent variable on the dependent variable separately. In this study, the t-test aims to determine whether the variables Live Interaction (X1), Limited Time Offer (X2), and Host Attractiveness (X3) partially influence Impulsive Buying (Y).

Hypothesis testing was conducted using a significance level of 0.05 (α = 5%). The basis for decision-making in the t-test is by comparing the calculated t-value with the t-table value and observing the significance value (Sig.). If the Sig. value is <0.05 or the calculated t-value is >ttable, the hypothesis is accepted, indicating that the independent variable has a significant effect on the dependent variable. Conversely, if the Sig. value is >0.05 or the calculated t-value is <table, the hypothesis is rejected, indicating that the independent variable does not have a significant effect on the dependent variable.

Table 9.

t Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-22,096	5,398		-4,093	,000
	Live Interaction	,759	,246	,238	3,091	,003
	Limited Time Offer	,954	,211	,358	4,526	,000
	Host Attractiveness	,360	,070	,377	5,160	,000

Source: Primary data processed with SPSS 27, 2026

1. Live Interaction

Based on the t-test results for the Live Interaction (X1) variable on Impulsive Buying (Y), the calculated t-value (3.091) is greater than the t-table (1.984) with a significance value of 0.003 <0.05. It can be concluded that the Live Interaction (X1) variable has a positive and significant effect on Impulsive Buying (Y).

2. Limited Time Offer

Based on the t-test results for the Limited Time Offer (X2) variable on Impulsive Buying (Y), the calculated t-value (4.526) is greater than the t-table (1.984) with a significance value of 0.000 <0.05. It can be concluded that the Limited Time Offer (X2) variable has a positive and significant effect on Impulsive Buying (Y).

3. Host Attractiveness

Based on the t-test results table for the Host Attractiveness variable (X3) on Impulsive Buying (Y), the calculated t-value (5.160) is greater than the t-table (1.984) with a Sig value of 0.000 <0.05. It can be concluded that the Host Attractiveness variable (X3) has a positive and significant effect on Impulsive Buying (Y).

F Test (Simultaneous Significance Test)

The F-test aims to determine whether all independent variables simultaneously have a significant effect on the dependent variable. This test is conducted to assess the feasibility of the regression model used in the study. The decision-making criteria in the F-test are: if the significance value (Sig.) < 0.05, then the independent variables together have a significant effect on the dependent variable. Whereas if the significance value (Sig.) > 0.05, then the independent variables simultaneously do not have a significant effect on the dependent variable.

Table 10.

f Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4436,742	3	1478,914	47,452	,000[b]
	Residual	2992,008	96	31,167		
	Total	7428,750	99			

Source: Primary data processed with SPSS 27, 2026

Based on the ANOVA table above, it is known that the significance value for the influence of Host Attractiveness, Live Interaction, and Limited Time Offer simultaneously on Impulsive Buying is 0.000. Because the value of 0.000 <0.05 and the F-count value is 47.452, it can be concluded that the hypothesis is accepted. This shows that the three variables X1, X2, and X3 together have a significant effect on variable Y.

Coefficient of Determination (R^2)

Used to measure how much the dependent variable (Y) Impulsive Buying is influenced by the independent variables (X1, X2, X3) Live Interaction, Limited Time Offer, Host Attractiveness.

Table 11.

Results of the Determination Coefficient Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,773[a]	,597	,585	5,58272

Source: Primary data processed with SPSS 27, 2026

Based on the Model Summary table above, the R-square value is 0.597. This indicates that the independent variables (Host Attractiveness, Live Interaction, and Limited Time Offer) contribute 59.7% to the dependent variable (Impulsive Buying). The remaining 40.3% is influenced by other variables not included in this research model.

ANALYSIS

The results of the study indicate that Live Interaction, Limited-Time Offers, and Host Attractiveness, both partially and simultaneously, have a positive and significant effect on impulsive buying among Generation Z users on TikTok Live Shopping in Surakarta City. Partially, Live Interaction has been shown to increase impulsive buying. Direct interaction between the host and audience creates a sense of social presence and emotional closeness, thereby reducing consumers' rational control and encouraging spontaneous purchasing decisions. This aligns with Generation Z's preference for fast, personal, and authentic communication on social media.

Furthermore, Limited-Time Offers also have a positive and significant effect on impulsive buying. Time-limited offers create psychological pressure in the form of a sense of urgency and the Fear of Missing Out (FOMO), which encourages consumers to purchase immediately without careful planning. Features such as flash sales and countdowns on TikTok Live Shopping amplify consumers' emotional responses, especially those of Generation Z, who are accustomed to a fast-paced culture. Furthermore, Host Attractiveness has been shown to significantly influence impulsive buying. Hosts who are visually appealing, communicative, and credible are able to build trust and a parasocial relationship with viewers. This trust makes consumers more receptive to product recommendations and encouraged to make impulse purchases.

Simultaneously, these three variables complement each other in creating an emotional and persuasive shopping experience. Live interaction creates intimacy, limited-time offers create urgency, and host attractiveness

strengthens trust. This combination of factors makes TikTok Live Shopping an emotion-based marketing ecosystem that significantly influences Generation Z's impulsive buying behavior in Surakarta.

CONCLUSION

Based on the analysis and discussion of the research on the influence of Live Interaction, Limited-Time Offers (LTO), and Host Attractiveness on Impulsive Buying among Gen Z users on TikTok Live Shopping in Surakarta City, it can be concluded that Live Interaction, Limited-Time Offers, and Host Attractiveness partially and simultaneously have a positive and significant effect on Impulsive Buying.

Intense live interaction between hosts and viewers can create emotional engagement and a sense of social closeness that encourage spontaneous purchasing decisions. Furthermore, the implementation of limited-time offers creates a sense of urgency and the Fear of Missing Out (FOMO), which accelerates unplanned purchasing decisions. The host's attractiveness, reflected in their appearance, communication style, and credibility, also plays a significant role in building trust and a parasocial relationship with viewers, further strengthening the urge to buy. Thus, the combination of these three factors creates an emotional and persuasive shopping experience, significantly influencing impulsive buying behavior among Gen Z TikTok Live Shopping users in Surakarta City.

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