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THE INFLUENCE OF E-SERVICE QUALITY, LIVE STREAMING SHOPPING, AND FLASH SALE ON PURCHASE DECISIONS OF GARNIER PRODUCTS IN BATAM CITY

Amelia Pandiangan¹, Hikmah²

¹Management Study Program, Universitas Putera Batam
Email: pb220910177@upbatam.ic.id

²Dosen Management Study Program, Universitas Putera Batam
Email: Hikmah@puterabatam.ac.id

ABSTRACT

This study examines the influence of e-service quality, live streaming shopping, and flash sale on the purchase decision of Garnier products among consumers in Batam City. The research was motivated by preliminary observations indicating persistent service failures on Garnier's official e-commerce stores, low viewer engagement despite large follower counts during live streaming sessions, and price disparities between digital and offline channels that potentially create hesitation among consumers of a high-involvement skincare product. A quantitative approach was applied using the Stimulus-Organism-Response (S-O-R) framework, with data collected through questionnaires distributed to 151 respondents who had purchased Garnier products through Shopee or TikTok Shop, determined using the Lemeshow formula. Data were analyzed using multiple linear regression with SPSS. The results show that e-service quality, live streaming shopping, and flash sale each have a positive and significant partial effect on purchase decisions, with live streaming shopping recording the strongest standardized influence (Beta = 0.411), followed by e-service quality (Beta = 0.388) and flash sale (Beta = 0.333). Simultaneously, the three variables significantly affect purchase decisions ($F = 53.583$; $\text{Sig.} = 0.001$) and explain 51.3 percent of its variance (Adjusted $R^2 = 0.513$). These findings imply that Garnier's digital marketing strategy in Batam should integrate reliable e-service delivery with more engaging live streaming content and credible, non-impulsive flash sale mechanisms to strengthen consumer purchase decisions sustainably.

JEL Classification: M31; M37; L81

Keywords: E-Service Quality, Live Streaming Shopping, Flash Sale, Purchase Decision, E-Commerce

1. INTRODUCTION

Digital transformation has reshaped consumer behavior worldwide, pushing shopping activity away from conventional channels toward an e-commerce ecosystem that is increasingly interwoven with social media. According to eMarketer's projection cited by Craftberry (2025), global e-commerce retail sales are expected to reach USD 6.86 trillion by the end of 2025, growing 8.3 percent year-on-year and far outpacing the roughly 3 percent growth of brick-and-mortar retail. Indonesia occupies a strategic position in this landscape, ranking as the world's second-largest e-commerce market by penetration rate, trailing only China (Craftberry, 2025). DataReportal (2025) further reports that Indonesia's internet user base reached 212 million people in early 2025, dominated by Generation Z and millennials who drive the digital shopping ecosystem, while Bank Indonesia (2025) recorded national e-commerce transaction value of Rp503 trillion in 2025, a steady upward trend since 2018 supported by interactive marketing strategies such as live streaming and flash sale.

This growth has given rise to social commerce, a fusion of social interaction and transactional activity within a single digital ecosystem (Irfan et al., 2025), which means that

consumers' purchase decisions are no longer shaped solely by functional needs but also by the quality of an interactive and personalized shopping experience. TikTok Shop stands out as one of the platforms capitalizing most aggressively on this pattern, with the majority of its sales originating from live streaming activity since its integration with Tokopedia in March 2024 (Katadata, 2024). Within this landscape, the beauty category has proven especially dynamic; Kompas (2024) reported that beauty product sales on Indonesian e-commerce platforms reached Rp26 trillion in the first half of 2024, with facial care products alone commanding 36.8 percent of that category's market share.

A number of prior studies have confirmed the role of e-service quality, live streaming shopping, and flash sale in shaping purchase decisions across various platforms and product categories. Ardila and Saino (2024), studying fashion products on Shopee, found that all three variables exerted a positive and significant effect, both partially and simultaneously. Listianayanti, Wisudawati, and Syarofi (2023) reinforced this finding in the context of live streaming purchase decisions, establishing e-service quality as a central determinant while e-WOM functioned as a mediating variable. Martiwi, Suharyadi, Nuryati, and Aryadi (2024), examining TikTok Shop users in Bogor, showed that e-service quality combined with price discount explained more than half of the variance in purchase decisions, and Kurnia (2025), studying TikTok Shop Tokopedia users in Padang, demonstrated that live streaming and flash sale jointly contributed as much as 58.5 percent to purchase decisions. The consistency of these findings underscores that the three digital stimuli remain highly relevant determinants worthy of further investigation, particularly across different product categories and geographic contexts.

Gap Analysis

Although prior literature has predominantly examined fashion products, research specifically addressing globally branded skincare products—classified as high-involvement products that demand deeper consumer deliberation regarding ingredient safety, skin-type suitability, and product efficacy—remains comparatively limited, particularly within the context of Batam City, a border city with a distinctive digital market character. Preliminary observation of Garnier Indonesia's official digital accounts further revealed several practical gaps rarely addressed in comparable studies. First, consumer complaints persist regarding damaged products, mismatched product variants, and products nearing their expiration date upon delivery, indicating weaknesses in the reliability and fulfillment dimensions of e-service quality. Second, Garnier's TikTok Shop live streaming sessions show a striking gap between a follower base of 1.8 million and an active viewership of only 10 to 60 viewers per session, compounded by price disparities relative to physical outlets in Batam City. Third, the flash sale programs offered carry the risk of triggering panic buying, which may in turn generate post-purchase dissonance for a skincare product that ideally warrants rational deliberation. The disparity between the generally positive tenor of the literature and these field-level constraints constitutes the research gap underlying the need for further empirical testing of the influence of e-service quality, live streaming shopping, and flash sale on the purchase decision for Garnier products specifically in Batam City.

Building on this rationale, the present study aims to analyze the partial and simultaneous influence of e-service quality, live streaming shopping, and flash sale on the purchase decision of Garnier products in Batam City, employing the Stimulus-Organism-Response (S-O-R) framework developed by Mehrabian and Russell (1974) and supported by Rahmadini and Masnita (2024). Within this framework, e-service quality, live streaming shopping, and flash sale are positioned as external stimuli that shape consumers' internal states perceived value, trust, and emotional drive (organism) which ultimately produce purchase

decisions as the behavioral response. The findings are expected to contribute theoretically to digital marketing research on skincare products and practically to Garnier and similar businesses in designing digital marketing strategies that more effectively cultivate long-term consumer trust.

2. METHODS

This study employed a quantitative descriptive approach aimed at systematically describing the relationships among variables based on numerical data and statistical analysis, without manipulating the research variables (Edhie Rachmad et al., 2024). The independent variables consisted of e-service quality (X1), measured through five dimensions efficiency, privacy, reliability, fulfillment, and responsiveness; live streaming shopping (X2), measured through visibility, metavoicing, interactivity, guidance shopping, and trading affordability; and flash sale (X3), measured through time limitation, discount magnitude, stock scarcity, information accessibility, and frequency of implementation. The dependent variable was purchase decision (Y), measured through product-choice confidence, benefit consideration, need suitability, and platform trust. All indicators were measured on a five-point Likert scale.

The population comprised Shopee and TikTok Shop users domiciled in Batam City who had purchased Garnier products, with an unknown exact population size. Sample size was determined using the Lemeshow formula at a 95 percent confidence level ($Z = 1.96$), a maximum proportion of 0.5, and an 8 percent margin of error, yielding 150.06, rounded to 151 respondents. A purposive sampling technique was applied, requiring respondents to have purchased Garnier products online and to reside in Batam City. Primary data were collected through an online questionnaire distributed via Google Forms on social media, while secondary data were drawn from scientific journals, official institutional reports (Bank Indonesia, DataReportal, Statista), and the researcher's direct observation of Garnier Indonesia's official Shopee and TikTok Shop accounts.

Instrument validity was tested using product-moment correlation against a critical r -table value of 0.160 at the 5 percent significance level, and all items across the four variables were confirmed valid. Reliability was assessed using Cronbach's Alpha with a 0.60 threshold, yielding coefficients between 0.931 and 0.944 across all variables, indicating excellent internal consistency. Data were analyzed through classical assumption tests—normality (Kolmogorov-Smirnov), multicollinearity (tolerance and VIF values), and heteroscedasticity (Glejser test) followed by multiple linear regression analysis, coefficient of determination (Adjusted R Square), partial hypothesis testing (t -test), and simultaneous hypothesis testing (F -test), all processed using SPSS. The regression model applied was $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$, adapted from the model used by Ardila and Saino (2024).

3. RESULTS AND DISCUSSION

Respondent Profile

Of the 151 participating respondents, the majority were female (77.5%), aged 21-25 years (44.4%), and students (41.7%). This profile is consistent with Garnier's historical market segmentation, which has traditionally been dominated by working-age female consumers who are active users of digital platforms.

Table 1. Respondent Characteristics

Characteristic	Frequency	Percentage
Female	117	77.5%
Male	34	22.5%

Aged 21-25 years (dominant)	67	44.4%
Students (dominant occupation)	63	41.7%

Source: Primary data processed (2026)

Classical Assumption Test

The Kolmogorov-Smirnov test produced an Asymp. Sig. (2-tailed) value of 0.200, exceeding the 0.05 threshold, confirming that the residual data were normally distributed. The multicollinearity test showed tolerance values above 0.10 for all independent variables (0.971 for e-service quality; 0.955 for live streaming shopping; 0.983 for flash sale) with VIF values below 10, indicating the model was free of multicollinearity. The Glejser test yielded significance values of 0.446, 0.398, and 0.203 for the three independent variables respectively, all above 0.05, confirming the absence of heteroscedasticity. The regression model therefore satisfied all prerequisites for multiple linear regression analysis.

Multiple Linear Regression Analysis

The regression test produced the equation $Y = 5.740 + 0.235X_1 + 0.238X_2 + 0.202X_3 + e$, as presented in Table 2.

Table 2. Multiple Linear Regression Results

Variable	B	Std. Error	Beta	t value	Sig.
Constant	5.740	2.128	-	2.698	0.008
E-Service Quality (X1)	0.235	0.035	0.388	6.704	0.001
Live Streaming Shopping (X2)	0.238	0.034	0.411	7.038	0.001
Flash Sale (X3)	0.202	0.035	0.333	5.785	0.001

Source: SPSS Output (2026)

The constant value of 5.740 indicates the baseline level of purchase decisions in the absence of the three independent variables' influence. The regression coefficients for X1, X2, and X3 are all positive, indicating that an increase in each variable drives an increase in purchase decisions, with live streaming shopping showing both the highest unstandardized coefficient (0.238) and the highest standardized Beta (0.411), signifying that this variable exerts the most dominant influence compared to e-service quality (Beta 0.388) and flash sale (Beta 0.333).

Coefficient of Determination

Table 3. Coefficient of Determination (R²)

R	R Square	Adjusted R Square	Std. Error of Estimate
0.723	0.522	0.513	2.59087

Source: SPSS Output (2026)

The Adjusted R Square value of 0.513 indicates that 51.3 percent of the variance in Garnier's purchase decisions in Batam City is explained by e-service quality, live streaming shopping, and flash sale, while the remaining 48.7 percent is attributable to variables outside this model, such as brand image, price, or product quality, which were not examined here.

Partial (t-test) and Simultaneous (F-test) Hypothesis Testing

With degrees of freedom $df = 147$ at the 5 percent significance level (two-tailed), the critical t-table value was 1.976. E-service quality obtained a t-value of 6.704 (Sig. 0.001), live

streaming shopping obtained 7.038 (Sig. 0.001), and flash sale obtained 5.785 (Sig. 0.001), all exceeding the t-table value with significance below 0.05, so H1, H2, and H3 were all partially accepted.

Table 4. F-Test Results (ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1079.035	3	359.678	53.583	0.001
Residual	986.753	147	6.713		
Total	2065.788	150			

Source: SPSS Output (2026)

The F-test produced an F-value of 53.583 with Sig. 0.001, far exceeding the F-table value of 2.67 at df (3;148), so H4 was accepted. E-service quality, live streaming shopping, and flash sale therefore exert a simultaneous, positive, and significant influence on the purchase decision for Garnier products in Batam City.

Discussion

The Influence of E-Service Quality on Purchase Decisions. The finding that e-service quality positively and significantly affects purchase decisions ($t = 6.704$; Sig. = 0.001) confirms that ease of navigation, transaction security, information accessibility, and customer service responsiveness form the foundation of consumer trust prior to purchasing. This result aligns with Martiwi et al. (2024) on TikTok Shop Bogor, where e-service quality combined with price discount explained more than half the variance in purchase decisions, and reinforces Listianayanti et al. (2023), who established e-service quality as a primary determinant of live streaming purchase decisions. However, the preliminary field observation—consumer complaints regarding damaged packaging, mismatched variants, and near-expired products—suggests that the reliability and fulfillment dimensions remain a weak point that could constrain further growth in purchase decisions if left unaddressed. The mean score of 603.00 (categorized as "agree") recorded in this study should therefore be read as an achievement with room for improvement rather than an already-optimal condition.

The Influence of Live Streaming Shopping on Purchase Decisions. Live streaming shopping exhibited the most dominant influence among the three variables (Beta = 0.411; $t = 7.038$; Sig. = 0.001), confirming that real-time interaction between hosts and consumers reduces the informational uncertainty typically associated with purchasing skincare as a high-involvement product. This finding is consistent with both Ardila and Saino (2024) and Kurnia (2025), who each found a significant effect of live streaming on purchase decisions in different product categories. Yet this result warrants a critical reading, given the preliminary observation of a stark gap between Garnier's TikTok Shop follower count of 1.8 million and an active viewership of only 10 to 60 viewers per session. This suggests that the positive effect of live streaming on purchase decisions in this study reflects the perceptions and experiences of consumers who were exposed to the feature, rather than an indication of the overall reach effectiveness of Garnier's live streaming activity. This gap points to room for improvement in promotional strategy and broadcast scheduling so that the interactive advantages of live streaming can reach a substantially larger share of the existing follower base.

The Influence of Flash Sale on Purchase Decisions. Flash sale was found to positively and significantly influence purchase decisions ($t = 5.785$; Sig. = 0.001), consistent with Kurnia (2025), who found that live streaming and flash sale jointly contributed 58.5 percent to

purchase decisions for fashion products. The time pressure and stock scarcity created by flash sale programs proved effective in prompting consumers toward faster purchase decisions. Nevertheless, flash sale recorded the lowest Beta coefficient (0.333) among the three variables, which empirically corroborates the concern identified during preliminary observation that some skincare consumers are not automatically swayed by price urgency alone, and may instead question the authenticity and quality of products offered at steep discounts. This pattern reinforces the notion that for high-involvement products such as skincare, the effectiveness of flash sale is comparatively more limited than for low-involvement product categories, as consumer rationality continues to serve as a key filter before an actual purchase decision is made.

The Simultaneous Influence of E-Service Quality, Live Streaming Shopping, and Flash Sale on Purchase Decisions. Collectively, the three variables were found to significantly influence purchase decisions ($F = 53.583$; $\text{Sig.} = 0.001$), contributing 51.3 percent of the variance, reinforcing Ardila and Saino's (2024) finding that these three digital stimuli operate synergistically rather than independently in shaping consumer purchase decisions. The remaining 48.7 percent of unexplained variance indicates the presence of other determinants outside the model, such as brand reputation, actual product quality, or online customer reviews, which represent relevant avenues for future research. These findings imply that Garnier's digital marketing strategy in Batam City should not rely on a single promotional instrument, but rather integrate improvements in e-service quality with stronger live streaming engagement that reaches a broader share of its follower base, alongside flash sale designs that build consumer trust rather than relying solely on price urgency.

4. CONCLUSION

This study concludes that e-service quality, live streaming shopping, and flash sale each exert a positive and significant partial influence on the purchase decision for Garnier products in Batam City, with live streaming shopping emerging as the most dominant determinant, followed by e-service quality and flash sale. Simultaneously, the three variables were also found to significantly influence purchase decisions, jointly explaining 51.3 percent of its variance, indicating that consumer decisions to purchase a globally branded skincare product are shaped through the synergy of digital service quality, interactive live-streaming experiences, and time-bound price incentives, rather than by any single factor in isolation. In practical terms, Garnier and similar skincare businesses should prioritize improving the reliability and fulfillment dimensions of their electronic services, expanding active audience reach during live streaming sessions, and designing flash sale programs that build consumer confidence in product authenticity rather than relying merely on time pressure. Future research is recommended to broaden the scope of variables examined for instance, brand trust, product quality, or online customer review and to extend the geographic coverage beyond Batam City to strengthen the generalizability of these findings.

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