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The influence of discounts, live online shopping on TikTok on purchasing decisions through product quality (Case study of @camille beauty skincare products in DKI Jakarta Province)

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ABSTRACT

The advancement of digital technologies and internet usage has been experiencing substantial growth. Technological advancements have significantly transformed contemporary commercial systems, especially free trade facilitated by electronic platforms (e-commerce). This study examined the impact of discounts and live shopping on TikTok on purchasing decisions for Camille Beauty skincare items, with product quality serving as a mediating variable. Data were obtained from 170 respondents residing in Jakarta using a Likert-scale-based questionnaire and quantitative methodologies with a causality approach. The analysis was conducted using multiple linear regression approaches with SmartPLS 4.0. The research findings indicate that discounts positively and significantly affect product quality but negatively and significantly influence purchasing decisions. Conversely, live shopping has a considerably adverse effect on product quality and purchasing choices. While product quality exerts a favorable effect, its impact on purchasing decisions is minimal. Mediation research indicates that discounts and live shopping do not significantly affect purchasing decisions when mediated by product quality. This study underscores the need to preserve product quality to cultivate consumer confidence and enhance the efficacy of promotional techniques to stimulate sales.

Keywords: *discounts, live shopping, product quality, purchasing decisions, TikTok.*

1. INTRODUCTION

Technological advancements have significantly influenced contemporary business systems, particularly in free trade operations that employ electronic platforms (e-commerce) (Rahmawati et al., 2023). A survey by the Indonesian Internet Service Providers Association (APJII et al., 2014) indicated an Internet penetration rate of 79.5%. Indonesia's population totals 278.6 million, with approximately 221,563,479 individuals accessing the Internet, including 50.9% men and 49.1% women (Kominfo.go.id, 2024). Rajasa et al. (2023) assert that purchasing decisions are frequently affected by unforeseen circumstances. One factor that can affect consumers' purchasing intentions is the potential money derived from a product. In marketing, social media, including TikTok, serves as an effective instrument. TikTok is a platform centered on music videos that enables users to produce, share, and appreciate innovative and engaging short videos. In addition to serving as an entertainment platform, TikTok provides commercial functionalities that allow enterprises to expand their market reach through innovative content. This platform was ranked sixth among social media applications globally, experiencing an 18.8% increase in users compared with the previous year. Indonesia has 109.9 million TikTok users, making it the country with the second-highest user count globally, with an average usage duration of 29 h per month.

Skincare goods have become a trend in which numerous companies capitalize on the development of cosmetic items. Skincare preserves healthy skin, including benefits such as nourishment, protection, hydration, smoothness, and prevention of adverse effects of sun exposure (Riha et al., 2021). Camille Beauty, a well-known local business, was established by Nadya Shavira, who utilizes TikTok for promotion. This brand has achieved popularity, with a sales target of 11.9%. Camille Beauty manufactures a diverse range of skincare products, including face mist, facial masks, toners, serums, body scrubs, night creams, day creams, and moisturizers, which are marketed via TikTok, Instagram, and e-commerce platforms like Shopee, Lazada, and Tokopedia. The marketing plan encompasses innovative and engaging content, including a giveaway featuring prizes, such as electronic devices, gadgets, cash, and motorcycles for fortunate clients at online events (Permatasari & Hidayat, 2023). In the competitive beauty sector, Camille Beauty attained the leading sales position for facial masks on Shopee and Tokopedia in August 2021, securing an 11.9% market share, and over 700,000 units of organic masks sold monthly (Purnama et al., 2022). To enhance sales, Beauty employs a discount strategy, which involves a temporary reduction in prices to attract consumers (Riska et al., 2022). In March 2022, Camille Beauty encountered a sales fall, achieving merely 1.5% on Shopee and Tokopedia, indicating the necessity for innovation to contend with intensifying competition.

Live streaming commerce integrates live broadcasts with shopping functionalities on TikTok, thereby facilitating virtual product promotion. This approach facilitates direct interaction between content authors and purchasers with marketing objectives, thereby enhancing sales (Amin & Taufiqurahman, 2024). Puspawati and Febrianta (2023) asserted that live streaming employs diverse communication technologies to transmit audio and visuals rapidly, engendering an experience that simulates a virtual presence for users. Nonetheless, additional studies have indicated that feature design and user perceptions may affect the efficacy of live shopping. Given that live shopping requires substantial human-computer interaction (HCI), it is essential to address customer requirements and the technical elements that provide the live shopping experience. Kotler and Armstrong (2019:272) assert that product quality is a primary instrument employed by marketers to establish a product's market position. The caliber of a product or service immediately affects its performance, which is intrinsically linked to its value and client satisfaction levels. Quality is narrowly defined as a state of being devoid of flaws. However, this term is less applicable to customer-centric enterprises. Conversely, organizations prioritize value generation and enhance customer happiness as the primary method for defining quality.

Rosmaniar et al. (2020) revealed that price discounts affect purchase decisions; however, the impact is not substantial. Conversely, research by Saputra and Fadhilah (2022), titled "The Influence of Live Streaming Instagram Shopping on Online Consumer Trust and Its Impact on Purchasing Decisions" demonstrates that live-streaming shopping significantly affects consumer trust, both directly and indirectly. This research indicates that indirect influence surpasses direct influence on purchasing decisions.

2. LITERATURE REVIEW

2.1. Consumer Behavior

Research published by Putri et al. (2022) indicated that consumer behavior studies investigate the process of determining decisions, procedures of people, groups, and institutions in choosing, obtaining, applying, and assessing goods, services, encounters, or concepts to satisfy their needs and goals. Kotler and Keller (2022) elucidated that consumer behavior investigates how people, to satisfy their requirements and goals, organizations, and groups decide, acquire, use, and evaluate products, experiences, or services. This definition shows that the decision-making process involved in obtaining products, services, experiences, or concepts to satisfy customer needs is referred to as consumer behavior.

2.2. Purchase Decision

Kotler and Armstrong (2018) assert that purchasing decisions constitute a process undertaken by consumers to ascertain their preferred brands. Sudirjo et al. (n.d.) also revealed that purchasing decisions are choices made by consumers regarding the brand they will buy. Consumers usually make purchasing decisions when they feel they need or want a particular product. Purchasing decisions are made when customers choose to purchase a product. and consumes it (Ernawati et al., 2021). Based on experts' views, the purchase decision is the action taken by the buyer to choose the product they like the most. Therefore, decision making is a step taken to solve the problems faced and achieve goals quickly and efficiently.

2.3. Product Quality

Product quality pertains to the physical state, functionality, and attributes of a product, including both goods and services. Product quality is measured based on desired quality expectations such as accuracy, durability, reliability, ease of use, repairability, and other attributes aimed at meeting and satisfying consumer needs. The caliber of the items provided to consumers is a crucial element of company competition. According to Arinawaty (2021) and Moko (2021), consumers tend to want high-quality products that match the prices they pay. Product quality can be interpreted as the characteristics inherent in a product that differentiate its level or degree of excellence. Based on this understanding, Product quality encompasses the traits, characteristics, and specifications of a good or service that demonstrate its capacity to satisfy consumer requirements. Therefore, customers are more likely to choose high-quality products that can meet their wants and needs than similar products.

2.4. Discount

Discounts, according to Alghifari and Rahayu (2021), are given by sellers as a form of appreciation for customers for actions that are mutually beneficial for both parties. Alfian (2021) defined discounts as price cuts given by sellers to increase product or service sales. Ulmaghfiroh et al. (2021) explain that a discount is a reduction in the price of a product within a certain period to encourage increased sales of a product or service.

2.5. Live Shopping

Live shopping is a type of media that can record and broadcast images and sounds in real time using one or more communication technologies so that viewers can feel their direct presence (Chen & Lin, 2018).

2.6. Hypothesis Development

According to the research background and review of the literature, this research analyzes the influence of purchase Decision with 3 (three) independent variables, namely discount and live shopping, as well as 1 (one) mediating variable, namely product quality, against 1 (one) dependent variable, namely Purchase Decision. Thus, the conceptual framework of this research is as follows.

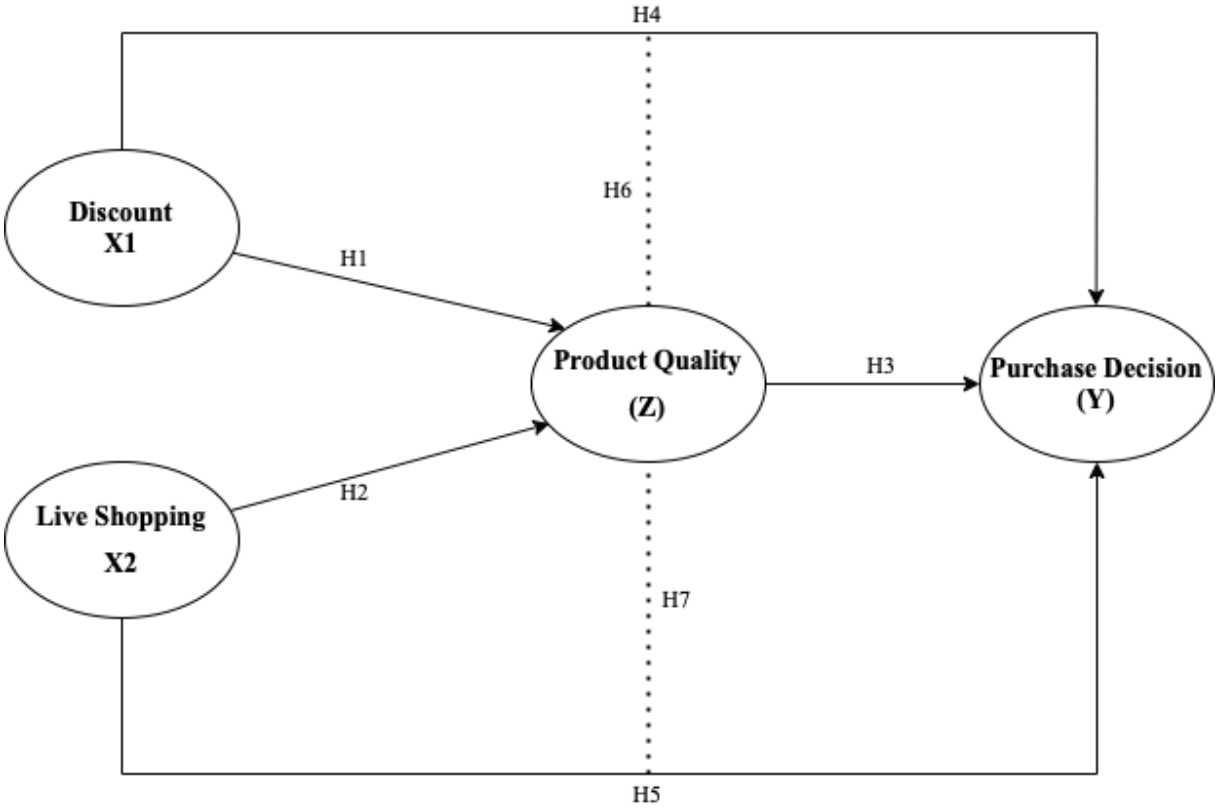

Figure 1. Thinking Framework

In Figure 1, product quality is described as the overall combination of characteristics that emerge from the engineering, production, maintenance, and marketing processes that enable the product to meet customer or consumer expectations. Thus, providing discount on product quality can have a positive effect (Wijaya, 2011).

H1: *Influence Discount the Quality of Camille Beauty Skincare Products Has a Positive Influence*

Previous research has shown that product quality is influenced by various features of live-streaming. Cai et al. (2018) examined how a seller's physical attractiveness and the interactions between sellers and buyers can influence purchasing decisions (Hou et al., 2020). They observed how factors such as seller interaction, humor used by the seller, and seller engagement can influence the audience in a live stream.

H2: *The impact of live-streaming shopping on the quality of Camille Beauty Skincare products is positive.*

Customers who are pleased with a product tend to make repeat purchases and share positive experiences with others. Thus, product quality has a major impact on the way a product is promoted and on the consumer's decision to purchase the product (Nurlisa, 2013).

H3: *Product quality has a positive and significant impact on camille beauty skincare purchasing decisions.*

Customers typically favor goods that provide the highest levels of quality, functionality, and innovation (Lupiyoadi & Hamdani, 2006:131). Therefore, direct sales have an important impact on product marketing, especially through the quality of products offered.

H4: *Influence Discount To Purchase Decision Skincare Camille Beauty Positive Influence*

Purchasing decisions are characterized as decision-making processes that occur when clients identify a problem and acquire information regarding the goods they intend to purchase. Consequently, the effects of live shopping on purchasing decisions are highly favorable.

H5: *Live shopping has a positive influence on camille beauty purchasing decisions.*

Before trading activities begin, there are agreements with consumers about merchandise, such as prices. Discounts are expected to encourage buyers to shop (Suhendi & Sari, 2022). This aligns with earlier findings that discounts increase Purchasing decisions due to product quality.
H6: *The Influence of Discounts on Purchasing Decisions Through Camille Beauty Product Quality.*

Some customers who watch live transactions may also recognize and like live streamers. Product quality influences purchasing decisions and has a positive impact.
H7: *The Influence of Live Shopping on Purchasing Decisions Through the Quality of Camille Beauty Products*

3. METHODOLOGY

This study employed a quantitative methodology with a causal design, concentrating on elucidating the relationship between two or more variables. This study was carried out in DKI Jakarta Province and gathered data using questionnaires, comprising 250 interviews with consumers of Camille Beauty skincare, utilizing the primary data received directly. This research was conducted from May 30, 2024, to April 30, 2025. The sample size comprised 170 respondents, determined using the Hair formula, which involves multiplying the number of indicators by a factor of 5-10: hence, the sample size for this study was calculated as 17 × 10 = 170. The primary data were gathered using a questionnaire, while supplementary data were acquired through a literature evaluation, encompassing an examination of diverse sources, including books, online articles, journals, and other pertinent materials related to the research issue.

3.1. Methods Of Data Acquisition

This study utilized a questionnaire for data collection, applying a Likert scale to assess respondents' attitudes, opinions, and perceptions on a scale ranging from 1 to 6. The scale categories include STS (Strongly Disagree), TS (Disagree), CTS (Moderately Disagree), CS (Moderately Agree), S (Agree), and SS (Strongly Agree).

3.2. Research Variables

This study consisted of two independent variables: Discount and Live Shopping. The dependent variable in this study is Purchase Decision, and the mediating variable is Quality Product. The following indicators were used for each variable (Table 1).

Table 1. Variables, Indicators, and Sources

Variable	Indicator	Source
Discount	1. Discount amount 2. Discount period 3. Type of product receiving discount	Kurniaditya et al. (2024)
Live Shopping	1. Perception of product quality 2. Host trust 3. Discount	Mindiasari et al. (2023)
Purchase Decision	1. Product selection 2. Brand selection 3. Distributor selection 4. Purchase time 5. Purchase quantity	Zuraidah et al. (n.d.)
Product Quality	1. Performance 2. Durability 3. Features 4. Reliability 5. Aesthetics 6. Perceived quality	Siburian & Zainurossalamia (n.d.)

3.3. Data Analysis

Hypothesis testing was conducted through multiple linear regression analysis to assess the role of Product Quality in mediating the influence of Discount and Live Shopping on Purchase Decisions. This study uses the structural equation model-partial least squares (SEM-PLS) method, with the focus of the study on individuals who use Camille Beauty products:

$$\textbf{\textit{Model I : K.P = 1 + 1D + } \beta 2LS + e1}$$
$$\textbf{\textit{Model II : KuP = } \alpha 2 + \beta 3D + \beta 4LS + \beta 5K.P + \beta 6D\_K.P + \beta 7\ LS\_K.P + e2}$$

Information:

A = Constanta
KP = Purchase Decision
D = Discount
LP = Live Shopping
KUP = Product Quality
β = Coefficient
ε = error

4. RESULT AND DISCUSSION

The objective of this research is to identify the Camille Beauty Skincare user at the DKI Jakarta Shop in the Jakarta area. A total of 170 questionnaires were distributed to the respondents and 170 questionnaires returned. Questionnaires that met the criteria were then analyzed on the characteristics of the respondents by looking at their answers to the personal data submitted in the form of age, highest level of education, occupation, income, marital status, and frequency of arrival for one year (see Table 2).

Table 2. Characteristics of Respondents

Characteristics	Category	Percentage (%)
Age	18–23 years	47.65
	24–40 years	52.35
	Total	100
Income (IDR)	< 1,000,000	11.20
	1,000,000–3,000,000	25.30
	3,000,000–5,000,000	27.10
	5,000,000–7,000,000	26.50
	7,000,000–10,000,000	7.60
	> 10,000,000	2.40
	Total	100
Marital Status	Not married	39.00
	Married	61.00
	Total	100
Occupation	Student	38.80
	State officer	15.90
	Private employee	33.50
	Entrepreneur	11.80
	Total	100
Last Education	Elementary school	0.00
	Junior high school	0.00
	Senior high school	47.60
	Diploma (D3)	10.60
	Bachelor's degree (S1)	40.00
	Master's degree (S2)	1.80
	Total	100

Based on the research results, it can be seen from the responses of Camille Beauty Skincare consumers in DKI Jakarta that there were 170 respondents. Respondents aged 18–23 years and 81 people (47.65%) were aged 24–40 years were 89 people (52.35%). Based on the research results, it can be seen from the responses of Camille Beauty Skincare users in DKI Jakarta that the number of respondents was

170. There were 81 respondents with a high school/equivalent education (47.6%), 18 respondents with a D3 education (10.6%), 68 respondents with a bachelor's degree (40.0%), and 3 respondents with a master's degree (1.8%). Based on the research results, it can be seen from the responses of Camille Beauty Skincare users in DKI Jakarta that the number of respondents was 170. Of the respondents, 66 (39%) were unmarried, and 104 (61%) were married. Based on the research results, it can be seen from the responses of Camille Beauty Skincare users in DKI Jakarta that the number of respondents was 170. Of the respondents, 66 (38.8%), 27 respondents who were civil servants (15.9%) were private employees (33.5%) and 20 (11.8%) were businessmen or entrepreneurs.

Based on the research results, it can be seen from the responses of Camille Beauty Skincare users in DKI Jakarta. Respondents with an income less than <Rp. 1,000,000 were 19 people (11.2%) earned an income of Rp. 1,000,000 to Rp. 3,000,000 were 43 people (25.3%), respondents who had an income of Rp. 3,000,000 to Rp. 5,000,000 these, 46 (27.1%) had an income of Rp. 3,000,000 to Rp. 5,000,000 these, 46 (27.1%) had an income of Rp. 45 people (26.5%) had an income of IDR 5,000,000 to IDR 7,000,000, 13 (7.6%) had an income of IDR 7,000,000 to IDR 10,000,000, and 13 (7.6%) had an income of >Rp. 10,000,000 as many as 4 people (2.4%).

4.1. Descriptive Statistics

Table 3. Descriptive Statistics

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Discount	170	16.00	30.00	26.24	1.82
Live Shopping	170	16.00	24.00	21.26	1.40
Purchase Decision	170	21.00	30.00	26.39	1.57
Product Quality	170	24.00	36.00	31.64	1.86

Source: Data analyzed using SPSS 2024

In Table 3, the descriptive statistical analysis indicates that the Discount Variable, with a sample size of 170, has a minimum of 16 and maximum of 30. 1.822 is the standard deviation of the discount variable mean value of 26.24. The results indicate that the discount perceived by customers falls into the favorable category and exceeds the average score of the greatest value, registering at 114.32%. The outcomes of the aforementioned descriptive statistical analysis indicate that the Live Shopping variable, with a sample size of N=170, has a value of 16 at the lowest and 24 at the highest. With a standard deviation of 1.395, the live-shopping variable had a mean value of 21.2647. The results indicate that consumers' perception of Live Shopping is favorable, exceeding the average score with a maximum percentage of 114.28%. The descriptive outcomes of the aforementioned statistical analysis indicate that the Purchase Decision variable with a sample size of 170 has a value of 21 at the lowest and 30 at the highest. With a standard deviation of 1.570, the Purchase Decision variable has a mean value of 26.3941. The results indicate that consumer Purchase Decisions are categorized as favorable, exceeding the average score by a maximum value percentage of 113.66%. The descriptive findings of the aforementioned statistical analysis indicate that the Quality Product variable, with a sample size of 170, has values of 24 and 36 at the lowest and highest, respectively. The Quality Product variable has a mean of 31.64 and a standard deviation of 1.863. These results indicate that the discounts perceived by consumers fall into the favorable category and exceed the average score (mean) of the highest total value (maximum) by 113.77%.

4.2. Measurement Model (outer model)

4.2.1. Convergent Validity Test

The convergent validity test of the measurement model with reflective indicators was evaluated based on the correlation between item scores or score components and latent variable scores or construct

scores calculated using the PLS program. The following is an image of the PLS model calculation results, which shows the loading factor value for each indicator for each variable.

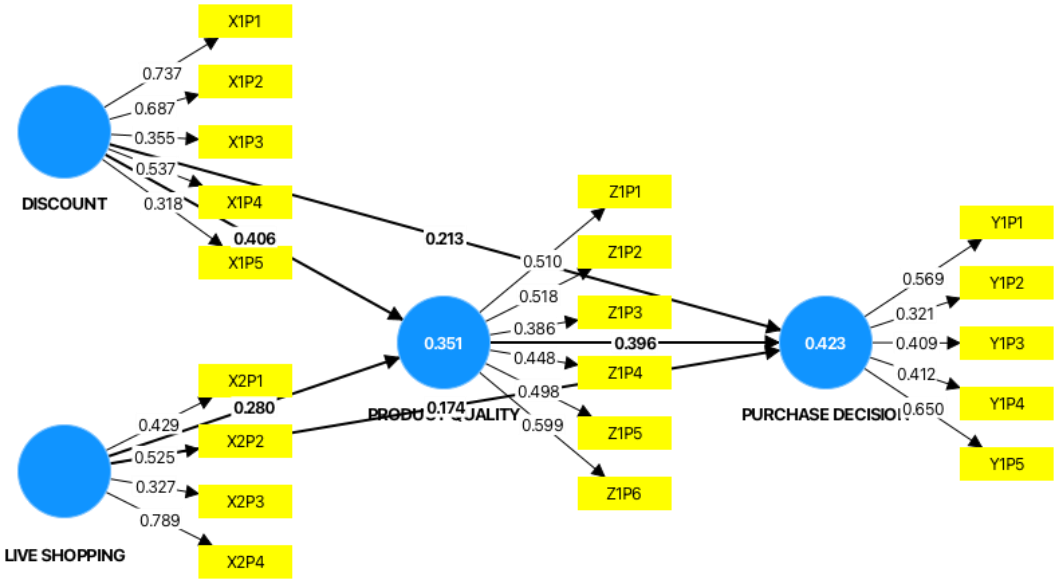

Figure 2. Outer Loadings Validity Test Results Before Modification

Source: Results processed by Smart PLS

Based on the loading value above, if the value is still below 0.5. Therefore, it must be eliminated. The outer loading value is below 0.5, namely, for the variable *Discount*, namely X1.03, and X1.05, in the variables *Live Shopping X2.01 dan X2P3, Purchase Decision Y.P2, Y.P3 dan Y.P4,* and *Product Quality,* Z.P3, Z.P4, and Z.P5. Table 4 presents the loading values for each indicator.

Table 4. Outer Loadings Validity Test Before modification

Variable	Indicator	Loading	Information
Discount	X1.01	0.737	Valid
	X1.02	0.687	Valid
	X1.03	0.355	Invalid
	X1.04	0.537	Valid
	X1.05	0.318	Invalid
Live Shopping	X2.01	0.429	Invalid
	X2.02	0.525	Valid
	X2.03	0.327	Invalid
	X2.04	0.789	Valid
Product Quality	Z.01	0.510	Valid
	Z.02	0.518	Valid
	Z.03	0.386	Invalid
	Z.04	0.448	Invalid
	Z.05	0.498	Invalid
	Z.06	0.599	Valid
Purchase Decision	Y.01	0.569	Valid
	Y.02	0.321	Invalid
	Y.03	0.409	Invalid
	Y.04	0.412	Invalid

Variable	Indicator	Loading	Information
	Y.05	0.650	Valid

Source: Results processed by Smart PLS

As there are indicators that are invalid and must be dropped, they must be analyzed again. The corrected output is as follows:

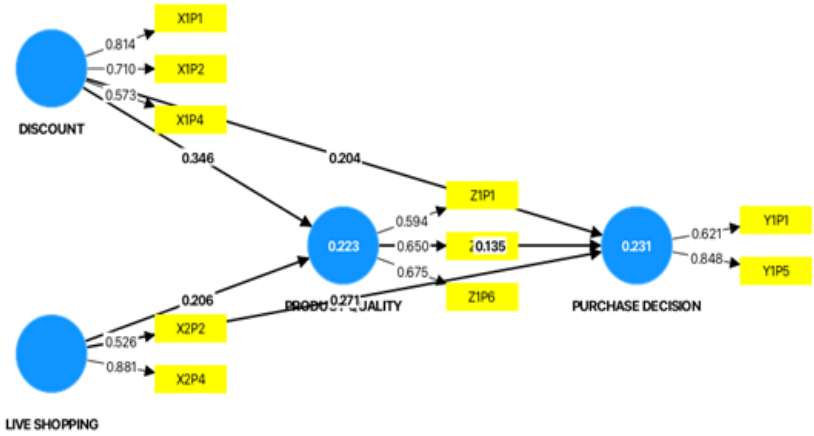

Figure 3. Validity Test Results After Modification

Source: Results processed by Smart PLS

Based on the above output, the loading value was greater than 0.5. The results of the outer loading test show that all constructs are valid. This means that the indicator has a high level of validity, so it meets convergent validity. Table 5 explains the loading values and T-statistics values for each of the indicators that have been corrected.

Table 5. Outer Loadings After Modification

Variable	Indicator	Loading	Information
Discount	X1.01	0.814	Valid
	X1.02	0.710	Valid
	X1.03	0.573	Valid
Live Shopping	X2.02	0.526	Valid
	X2.04	0.881	Valid
Product Quality	Z.01	0.592	Valid
	Z.02	0.650	Valid
	Z.06	0.675	Valid
Purchase Decision	Y.01	0.621	Valid
	Y.05	0.848	Valid

Source: Processed results, Smart PLS

4.3. Reliability Test

Reliability testing can be performed in two ways: using Cronbach's alpha and Composite Reliability. In general, the alpha or composite reliability value must be greater than 0.7, although a value of 0.6 is still considered acceptable. Table 6 presents the reliability test results for each variable in this study.

Table 6. Reliability Tests

Construct	Cronbach's Alpha	rhoA	Composite Reliability (rhoC)	AVE
Discount (X1)	0.481	0.492	0.745	0.498
Live Shopping (X2)	0.117	0.139	0.677	0.527
Product Quality (Z)	0.280	0.281	0.676	0.411
Purchase Decision (Y)	0.201	0.218	0.707	0.552

Source: Data processed by SmartPLS, 2025

Reliability testing can be performed in two ways: using Cronbach's alpha and Composite Reliability. In general, the alpha or composite reliability value must be greater than 0.7, although a value of 0.6 is still considered acceptable. The following table shows the reliability test results for each variable.

Table 7. R-Square Values of Endogenous Variables

Endogenous Variable	R^2	Adjusted R^2
Product Quality (Z)	0.223	0.214
Purchase Decision (Y)	0.231	0.217

Source: Smart PLS processed results, 2025

Table 7 shows that the R-squared value for the Purchase Decision variable reached 0.231. This means that the change in the Purchasing Decision variable that can be explained by the Discount, Live Shopping and Product Quality variables is 81.4%, whereas the remaining 18.6% is explained by other variables not included in the proposed model. Meanwhile, the R-squared value for the Product Quality variable was 0.223. This shows that changes in the Product Quality variable can be explained by the Discount and Live Shopping variables, amounting to 42.7%, with the remaining 57.3% explained by other factors not included in this model. The *goodness of fit of the model was* measured using the predictive relevance value (Q^2) (Wati, 2017:239). The predictive relevance value (Q^2) was calculated using the following formula:

$$Q^2 = 1- (1- R^2t) (1- R^22)$$

$$Q^2 = 1 – (1- 0,231) (1-0,223)$$

$$Q^2 = 1 – (0,769) (0,777)$$

$$Q^2 = 1- 0,597$$

$$Q^2 = 0,404$$

According to the Q-square test above, it can be shown that the predictive relevance value is 0.404 or 40.4%. Meanwhile, the remaining 59.6% can be explained by other variables that have not been explained in this research model.

4.4. Hypothesis Testing

The degree of relevance in hypothesis testing is indicated by the route coefficient values. The P-values and t-statistic both display the value of the path coefficient. For a two-tailed hypothesis, it is necessary for the t-statistic to exceed 1.96, and for a one-tailed hypothesis, a p-value of less than 0.05 and more than 1.64. Mediation analysis in this study was conducted via the specific indirect effect in SmartPLS 4.0, employing the bootstrapping technique. The outcomes of the evaluation of the structural research model are depicted in Figure 4.

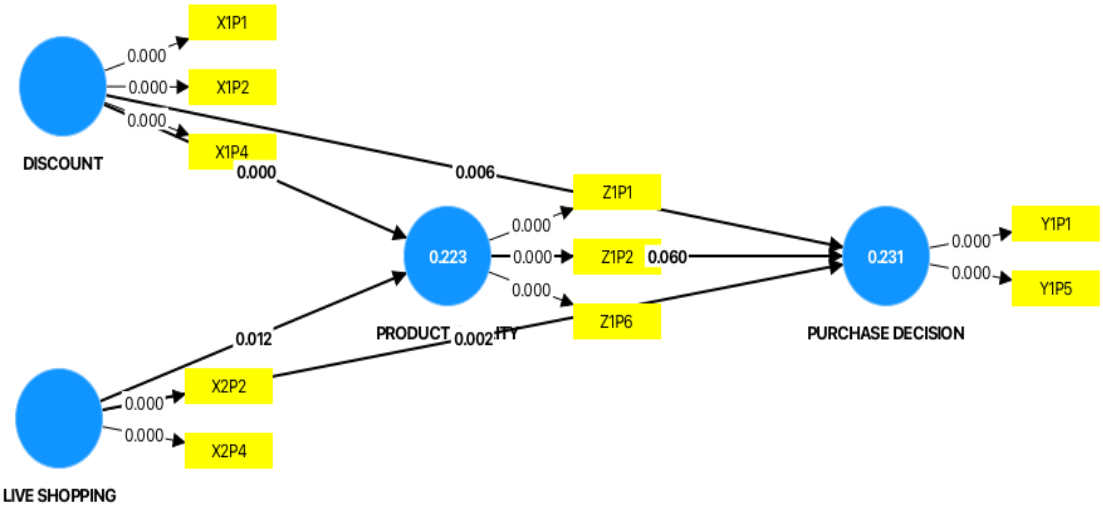

Figure 4. Hypothesis Testing Results
Source: Primary data processed, 2025

Table 8. Test Results Direct Effect

Hypothesized Path	Coefficient (O)	Std. Deviation (STDEV)	T-Statistic	P-Value	Significance
Discount → Product Quality	0.346	0.096	3.589	0.000	Significant
Discount → Purchase Decision	0.251	0.075	3.351	0.000	Significant
Live Shopping → Product Quality	0.206	0.091	2.248	0.012	Significant
Live Shopping → Purchase Decision	0.299	0.094	3.189	0.001	Significant
Product Quality → Purchase Decision	0.135	0.087	1.556	0.060	Not Significant

Source: Smart PLS processed results, 2025

Table 8 indicates that the path coefficient's value is represented by the t-statistics and p-values for the direct link between the exogenous and endogenous variables. The first hypothesis test examines the effect of discounts on product quality, with a t-statistic of 3.589, path coefficient value of 0.346, and p-value of 0.000. The t-statistic (3.589) is greater than the t-statistic (1.64), and the p-value (0.000) is less than 0.05. it can be said that discounts have a significant and favorable impact on product quality, so the first hypothesis accepted. The second hypothesis test, which examines the effect of live shopping on product quality, shows a route coefficient value of 0.206, p-value of 0.012, and t-statistic of 2.248. The t-statistic (2.248) was greater than the t-statistic (1.64), and the p-value (0.012) was less than 0.05., it can be said that live shopping significantly and favorably affects product quality. Therefore, the second hypothesis was accepted. The third hypothesis test, which examines the effect of discounts on purchasing decisions, has a t-statistic of 2.490, p-value of 0.006, and route coefficient value of 0.204. Discounts have a positive and significant impact on purchase decisions, as indicated by the t-statistic (2.490) being higher than the t-table (1.64) and the p-value (0.006) being less than 0.05. Therefore, the third hypothesis was accepted. The fourth hypothesis test, which examines the impact of in-person shopping on buying choices, displays a p-value of 0.002, t-statistic of 2.809, and route coefficient value of 0.271. Given that the p-value (0.002) is less than 0.05, and the t-statistic (2.809) is higher than the t-table (1.64), it can be said that live shopping significantly and favorably affects purchasing decisions; thus, the fourth hypothesis is accepted. The fifth hypothesis test, which examines the influence of product quality on purchasing decisions, shows a path coefficient value of 0.689, a t-statistic of 0.135, and a p-value of 0.060. Because the t-statistic (0.135) is

smaller than the t-statistic (1.64) and the p-value (0.060) is greater than 0.05, it can be concluded that product quality has no significant effect on purchasing decisions; thus, the fifth hypothesis is rejected.

Table 9. Test Results Indirect Effect

Mediated Path	Indirect Effect (O)	T-Statistic	P-Value	Significance
Discount → Product Quality → Purchase Decision	0.047	1.359	0.087	Not Significant
Live Shopping → Product Quality → Purchase Decision	0.028	1.187	0.118	Not Significant

Source: Smart PLS processed results, 2025

Table 9 indicates that the path coefficient value is represented by t-statistics and p-values for the indirect association between endogenous and exogenous factors. The sixth hypothesis test demonstrates the influence of discounts on product quality via purchasing decisions, with a path coefficient of 0.047, t-statistic of 1.359, and p-value of 0.087. The t-statistic of 1.359 is less than the t-table value of 1.64, and the p-value of 0.087 exceeds 0.05. Consequently, it may be inferred that discounts exert a negligible adverse effect when mediated by product quality characteristics; thus, the sixth hypothesis was dismissed. The seventh hypothesis test demonstrates the effect of live shopping on product quality via purchase decisions, exhibiting a path coefficient of 0.028, t-statistic of 1.187, and p-value of 0.118. The t-statistic of 0.187 is less than the t-table value of 1.64, and the p-value of 0.118 is greater than 0.05. Consequently, it may be inferred that live shopping exerts a negligible and inconsequential effect when mediated by product quality characteristics, resulting in the refusal of the seventh hypothesis

4.5. Discussion

The findings indicate that discounts positively and significantly influence product quality perceptions among consumers. This result aligns with the view of Wijaya (2011), who emphasized that price incentives can enhance the perceived value of a product by making it more accessible without necessarily diminishing its quality in the eyes of the consumer. In the context of the skincare industry, especially for Camille Beauty, the implementation of discounts appears to complement marketing efforts by reinforcing a product's perceived quality while driving immediate purchase intentions. This is consistent with Rosmaniar et al. (2020), who found that price promotions, although not always substantial in effect size, contribute positively to consumer evaluations of product quality and influence their purchase decisions. Similarly, live shopping was found to have a positive and significant effect on consumer perceptions of product quality. This is consistent with the findings of Cai et al. (2018) and Hou et al. (2020), who underscore the role of live interaction, seller engagement, and entertainment value during live streams in enhancing the perceived quality of products. The ability of live shopping to create a more immersive and credible shopping experience (Chen & Lin, 2018) strengthens consumers' confidence in product attributes, thus contributing to an improved quality perception.

Furthermore, both discount and live shopping significantly influence consumers' purchase decisions directly. These results align with those of Suhendi and Sari (2022) and Saputra and Fadhilah (2022), who reported that price promotions and live shopping formats are effective in increasing purchase decisions by fostering trust, urgency, and emotional engagement. Particularly in the case of TikTok-based campaigns, as noted by Amin and Taufiqurahman (2024), the combination of discounts and engaging live streams can stimulate immediate consumer action in highly competitive sectors, such as skincare. Interestingly, product quality was not found to significantly affect purchase decisions directly, diverging from the findings of Nurlisa (2013) and Kotler and Armstrong (2019), who argued that quality is a central determinant of consumer loyalty and decision-making. One possible explanation is that in highly promotional environments, such as TikTok, live-commerce consumers may prioritize immediate incentives (e.g., discounts and the excitement of live interaction) over thorough quality evaluation at the time of purchase. This observation echoes Puspawati and Febrianta's (2023) suggestion that experiential

elements and price-driven motives can sometimes overshadow product-centric evaluations in digitally mediated shopping contexts.

Moreover, this study found that product quality did not significantly mediate the relationship between discounts and purchase decisions or between live shopping and purchase decisions. This contrasts with previous findings by Saputra and Fadhilah (2022), who highlight the mediating role of trust and perceived product value. A plausible explanation for this inconsistency may lie in consumers' tendency to make rapid decisions during live-commerce events, where emotional appeal and price sensitivity dominate rational quality assessments. Such findings resonate with Rajasa et al. (2023), who argued that purchasing decisions in impulsive online settings are frequently shaped by situational and emotional cues, rather than comprehensive product evaluations.

5. CONCLUSIONS

Several key insights can be inferred from the findings and subsequent discussion. First, discounts exert a positive yet negligible influence on the perceived quality of Camille Beauty products, suggesting that price reductions alone are insufficient to meaningfully enhance consumers' perceptions of quality, even though consumers still show a preference for Camille Beauty. Second, live shopping exhibits a negligible and slightly adverse impact on product quality, indicating that live interaction features alone do not substantially improve decision-making, despite consumers continuing to value the quality of Camille Beauty products. Third, discounts have a negative and pronounced influence on purchase decisions, implying that heavy reliance on discounts may undermine perceived value, although consumers still opt for Camille Beauty. Fourth, live shopping demonstrates a negligible and inconsequential impact on purchase decisions, suggesting that while live shopping generates engagement, it does not significantly enhance decision making. Fifth, product quality has a clear and favorable impact on purchase decisions, reaffirming its critical role in influencing consumer choices. Sixth, discounts, when mediated by product quality, exert only a negligible and insignificant effect, indicating that quality perceptions do not meaningfully strengthen the impact of discounts on purchase decisions. Finally, live shopping, when mediated by product quality, shows a negative and insignificant influence, suggesting that product quality does not amplify the effectiveness of live shopping in shaping purchase decisions.

5.1. Suggestions

This study acknowledges several shortcomings in terms of time, scope, and methodological constraints. Therefore, several recommendations have been proposed. Camille Beauty should prioritize improving product quality by innovating its skincare variants, creating distinctive offerings that are more memorable and recognizable to consumers when making purchase decisions. Furthermore, future research should expand the geographical scope beyond Jakarta to include other regions of Indonesia, thereby producing more comprehensive and representative findings that reflect diverse consumer behaviors across the country.

5.1. Limitations

This study had several limitations. First, the research was confined to respondents from Jakarta, which may limit the generalizability of the findings. Future studies should consider a broader distribution of samples across different regions of Indonesia to obtain more valid and representative results. Second, the sample comprised only a portion of Camille Beauty skincare users, which may not capture the full spectrum of consumer experience. Third, the results were based solely on quantitative data from respondent perceptions and hypothesis testing without validation through in-depth interviews or qualitative insights, which could have enriched the explanations. Lastly, while product quality emerged as an important factor, Camille Beauty is advised to continue innovating its skincare variants to differentiate itself further, ensuring it remains top-of-mind for consumers when making purchasing decisions

Ethical approval

This study was conducted in accordance with the ethical principles outlined in the Declaration of Helsinki.

Informed consent statement

Informed consent was obtained from all respondents involved in the study, with assurances of confidentiality and voluntary participation communicated prior to data collection.

Authors' contributions

Conceptualization, Indah Mailani (I.M.); Methodology, I.M.; Validation, I.M.; Formal Analysis, I.M.; Resources, I.M.; Writing – Original Draft Preparation, I.M.; Writing – Review and Editing, I.M., Viniyati Maftuchach*, Lela Nurlaela Wati.

Disclosure statement

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Data availability statement

The data presented in this study are available on request from the corresponding author due to privacy reasons.

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