

# Gamified Selling and Persuasive Host Communication: Driving Purchase Decisions in OutfitYourLucky's Fashion TikTok Live

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## ABSTRACT

This study aims to examine the influence of gamified selling and persuasive host communication on consumer purchase decisions during TikTok Live sessions on the OutfitYourLucky account. The live shopping trend is rapidly growing in Indonesia, driven by real-time interactions, entertaining elements, and engaging host communication styles. However, low consumer confidence in making purchases despite the use of gamification strategies such as the "Outfit Ball" and "Mystery Box" games and dynamic host communication presents a key issue. The novelty of this research lies in its focus on gamified sales strategies within TikTok live commerce, which remains underexplored on a micro scale in Indonesia. This study employs a quantitative approach using multiple linear regression analysis, with a sample of 66 respondents selected through purposive sampling. The findings indicate that gamified selling has a significant positive effect on purchase decisions, while persuasive host communication has a positive but statistically insignificant effect. These results suggest that consumers are more influenced by interactive and surprise-driven game elements than by verbal persuasion alone. The conclusion emphasizes that gamification is a crucial strategy to enhance purchasing decisions in live commerce. The implication for business practitioners is the need to optimize game based interactions to foster a more engaging and enjoyable shopping experience for consumers.

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## ARTICLE INFO

Keywords:  
*Gamified Selling,*  
*Persuasive Host*  
*Communication,*  
*Purchase Decision*

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## 1. Introduction

The development of digital technology has revolutionized the world of marketing, particularly through social media platforms, which now serve not only as channels of communication but also as mediums for business transactions. One of the most prominent phenomena in this digital era is live commerce, defined as the activity of selling products via live streaming, accompanied by real-time interaction between sellers and buyers (Wongkitrungrueng & Assarut, 2020). This marketing model has proven highly effective in attracting consumer attention, enhancing engagement, and even

triggering impulsive buying behavior (Park & Lin, 2020). TikTok, a rapidly growing short-video platform, has emerged as a popular medium for conducting live selling activities.

In Indonesia, the phenomenon of live commerce has experienced significant growth in recent years, supported by rising social media usage and a shift in consumer behavior that favors interactive and real-time online shopping experiences. Platforms such as TikTok, Shopee, and Tokopedia have integrated live streaming features to deliver more engaging, personalized, and entertaining shopping sessions. Notably, TikTok reported that 80% of transactions during the TikTok Shop active period in Indonesia were made during live sessions (Katadata, 2024). According to Populix (2023), over 70% of Indonesian consumers have watched live shopping broadcasts, with more than half making purchases afterward. The success of this model is supported by two key factors: the persuasive communication style of hosts and interactive gamification elements, which create a sense of urgency, emotional involvement, and entertainment satisfaction, thereby strengthening digital relationships between consumers and sellers.

In the context of live commerce, both gamification and persuasive communication play a critical role in creating an engaging and dynamic shopping experience. Gamification involves the use of game-like elements in non-game contexts to enhance user participation and motivation (Huotari & Hamari, 2017). Meanwhile, persuasive communication refers to the strategic use of messaging to influence the attitudes, beliefs, and behaviors of the audience in a subtle yet effective manner (Perloff, 2020).

A notable example is the TikTok account *OutfitYourLucky*, which leverages gamification and creativity in its fashion live selling sessions. The account incorporates interactive games such as “Outfit Ball” and “Mystery Box”, executed under time pressure using a “war” system that fosters competition and urgency among viewers. For instance, in the “Outfit Ball” game, consumers choose from colored balls, some of which entitle them to outfit customization at higher prices. These are followed by the selection of color-coded papers containing rewards like snacks or branded accessories, including “Jackpot” and “Gong” prizes offering premium items such as lipstick, bags, or sandals.

Additionally, bonus papers hidden in eye masks provide further excitement, including extra rewards or “zonks” (no prize). A similar mechanism applies in the “Mystery Box” game, where consumers choose from 15 mystery bags, often receiving multiple outfits if lucky. These elements of surprise, fun, and competition stimulate emotional engagement and make the shopping experience more immersive (Xu et al., 2017).

The account’s success is also driven by the host’s persuasive communication style. The host—described as attractive, humorous, and engaging—actively interacts with viewers by calling out names, giving compliments, and cracking jokes, thereby creating a friendly and trustworthy atmosphere (O’Keefe, 2015). The number of TikTok Live viewers often exceeds 2,500, indicating the effectiveness of this approach.

However, several challenges arise. One issue is the inconsistency in outfit sizing, which can lead to customer dissatisfaction. To mitigate this, the seller created a WhatsApp group where buyers can exchange outfits with others of similar body types. Another issue relates to the violation of TikTok’s platform guidelines, as the host sometimes mentions competitor platforms or product brands (Shopee, Wardah), triggering spam comments that can result in the automatic suspension of the live stream. To maintain continuity, the seller manages three backup TikTok accounts.

Despite these obstacles, the use of gamified selling and persuasive host communication has transformed the consumer shopping experience into a fun, competitive, and emotionally engaging

process. This study is important in investigating how these elements influence purchase decisions in the growing landscape of TikTok fashion live commerce in Indonesia.

The gamification approach aligns with Uses and Gratifications Theory, which posits that users interact with media to fulfill personal and social needs. According to Che (2023), gamified designs attract attention, foster emotional satisfaction, and drive continued interaction. Games such as “Mystery Box” and “Outfit Ball” not only offer surprises and entertainment but also foster collaboration and engagement among consumers, making gamification an effective strategy for building loyalty and influencing purchase decisions in digital commerce.

This study is motivated by a gap in previous research. While some studies (Tobon, 2020; Sumarmi et al., 2025; Kudadiri & Astuti, 2024) have found that gamification significantly influences purchase decisions, others (Karyadi, 2023) reported no significant effect. Similarly, mixed findings exist regarding the impact of persuasive communication on purchase behavior. Therefore, this research seeks to provide new insights by analyzing both factors within the context of TikTok Live commerce on a micro scale in Indonesia.

This research is motivated by a research gap identified in previous studies. Research by Tobon (2020), Sumarmi et al. (2025), and Kudadiri & Astuti (2024) concluded that gamification strategies have a significant positive effect on purchase decisions. In contrast, Karyadi (2023) found that gamification does not significantly affect consumer purchase decisions.

Similarly, studies by Sa’adah et al. (2024), Astika & Budianto (2025), and Manalu & Hasiholan (2024) reported that persuasive communication significantly influences purchase decisions. However, these findings differ from Yuliastuti et al. (2024), who found no significant relationship between persuasive communication and consumer purchase decisions.

These contradictory findings highlight the need for a more systematic empirical analysis to: 1) provide an up-to-date overview of gamification’s application in digital consumer decision-making, 2) identify the conditions and mechanisms under which gamification can outperform traditional loyalty programs as a marketing strategy, and 3) propose new research directions that explore how interactive strategies shape consumer behavior in live commerce contexts.

There has been a resurgence of academic interest in understanding how human interactions with information systems shape purchasing behavior, particularly as consumers now spend an average of 6 hours and 56 minutes online daily, including 2 hours and 20 minutes on social networking sites. Research has shown that user satisfaction is strongly influenced by system attributes (Tobon, 2020). Although gamification has been studied in relation to consumer decision-making, it remains unclear what specific elements and mechanisms contribute to its effectiveness.

This study aims to analyze the influence of gamified selling and persuasive host communication on purchase decisions among TikTok Live consumers, specifically on the OutfitYourLucky account. It contributes to the literature by offering a structured analysis of gamification in online consumer behavior, while identifying key theoretical and practical elements that should be considered when designing gamification systems for digital platforms. Moreover, it introduces a new perspective on evaluating gamified experiences within the context of e-commerce and live commerce.

## 2. Literature Review

### Uses and Gratifications Theory

The Uses and Gratifications Theory (UGT), introduced by Katz, Blumler, and Gurevitch (1974), views media users as active agents who consciously choose media to fulfill psychological and social

needs. This theory contrasts with earlier passive audience models (e.g., hypodermic needle model) by emphasizing individual agency and selective media use.

In the context of TikTok Live Shopping, UGT remains highly relevant. Consumers choose to participate in live streams not just for transactional purposes but to obtain personal enjoyment, emotional engagement, and social interaction. Gamified experiences such as Outfit Ball or Mystery Box exemplify this process, where consumers seek gratification not only from shopping but also from the elements of chance, competition, and entertainment. These interactive features align with UGT's premise that media is used to satisfy multi-dimensional motivations.

This study applies UGT to a modern commercial environment (live commerce) and introduces gamification as a media stimulus that fulfills both hedonic and utilitarian gratifications—offering empirical evidence from the Indonesian TikTok Live context, which remains underrepresented in existing literature.

### **Purchase Decision**

Purchase decision refers to the cognitive and emotional process by which consumers select, evaluate, and ultimately choose a product or service. Kotler & Keller (2021) describe this as a multi-stage process including problem recognition, information search, evaluation of alternatives, and final choice. According to Tjiptono (2014), a purchase decision is a series that begins with recognizing a problem, then collecting information about a brand, making an assessment of the good and bad or benefits obtained from various alternatives offered, until finally referring to a purchasing decision. The key indicators of purchase decision used in this study include: decided to choose, priority, willingness to sacrifice, and liking the product, as adapted from Tjiptono (2014). This framework captures both rational and affective dimensions of decision-making, essential in gamified and emotionally charged purchase environments like TikTok Live.

### **Gamification**

Gamification involves integrating game mechanics such as rewards, points, and leaderboards into non game contexts to enhance user motivation and engagement (Deterding et al., 2011; Huotari & Hamari, 2017). In the digital commerce space, gamification serves not only as a tool for differentiation but also to cultivate consumer loyalty, emotional connection, and experiential value. Studies by De Canio et al. (2021) and Wulandari et al. (2022) confirm gamification's role in enhancing brand engagement and purchase intention, especially when reward systems are perceived as fair and entertaining.

In live commerce, these mechanics transform shopping into a participatory event, triggering positive emotions such as excitement and anticipation, which in turn influence decision-making. Many prior studies focus on gamification in mobile apps or loyalty programs; this study extends the discourse by analyzing its role in real-time social selling environments, particularly within the under-researched Indonesian TikTok ecosystem. This study contributes by exploring how these mechanics function in real-time, community-driven sales environments, highlighting their impact on spontaneous purchase behavior a less explored dimension in gamification literature.

### **Persuasive Communication**

Persuasive communication is the intentional effort to shape beliefs, attitudes, or behaviors through symbolic interaction (Hovland, 2009; Perloff, 2020). In the context of live selling, hosts act as micro-influencers and brand ambassadors who use emotional appeal, humor, and credibility to build trust

and purchase intention. Effendy (2016) identifies five core indicators of persuasive communication: Attention, Interest, Desire, Decision, and Action (AIDDA).

### **Hypothesis Development**

#### **Influence Gamified Selling To Purchase Decision**

Gamified selling creating an engaging and interactive shopping experience through the application of game concepts in the purchasing process. This approach has proven effective in increasing emotional engagement and triggering consumer enthusiasm, which ultimately drives purchasing decisions. In Live shopping, gamification can create an entertaining nuance that differentiates a brand from its competitors, as well as strengthen consumer engagement with the brand (De Canio et al., 2021). This strategy has been proven to increase consumer interest and engagement in sales activities. Competitive and entertaining experiences can generate positive emotions that contribute to increasing consumer interest and confidence in the products offered. The higher the consumer involvement in gamification activities, the more likely they are to make a purchase. The results of research conducted by Tobon (2020), Sumarmi et al. (2025) and Kudadiri & Astuti (2024) state that gamified selling has a significant positive effect on purchase decisions.

H1: Gamified Selling has a positive and significant effect on Purchase Decision.

#### **Influence Persuasive Host Communication to Purchase Decision**

Persuasive communication carried out by hosts in live streaming has an important role in shaping perceptions and influencing consumer attitudes. An attractive, convincing communication style that builds emotional closeness with the audience can strengthen consumer trust in the product and encourage them to make purchases. Host communicative and persuasive are able to build strong emotional connections with the audience, increase trust in the products offered, and influence interest and purchasing decisions (Hovland, 2009; Effendy, 2016). In Live selling, hosts function as a representation brand which is able to influence consumer decisions directly through the delivery of persuasive messages. Therefore, the more effective the persuasive communication is carried out by the host, the greater the influence on purchasing decisions. This was also stated by Manalu and Hasiholan (2024), that effective communication in live streaming can influence changes in consumer attitudes and behavior towards a product or brand. The results of previous studies conducted by Sa'adah et al. (2024), Astika & Budianto (2025) and Manalu & Hasiholan (2024) states that Persuasive Communication has a significant positive effect on Purchase Decision.

H2 : Persuasive Host Communication has a significant positive effect on Purchase Decision

### **3. Method, Data, and Analysis**

This study employs a quantitative approach with an explanatory research design, aiming to examine the influence between variables through hypothesis testing. According to Sugiyono (2019), explanatory research is a type of correlational study that analyzes the relationships and differences between two or more variables within a specific population group. The population of this study includes all consumers who had completed a purchase and participated in either the Mystery Bag or Outfit Ball games on the TikTok account OutfitYourLucky during the month of May 2025, totaling 67 individuals.

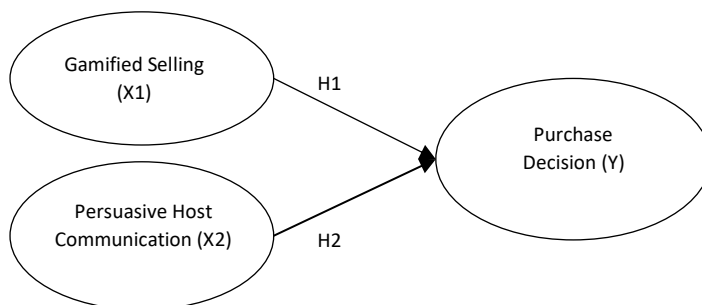
The selection of this time frame was based on the observation that May 2025 marked a period of high transactional activity and user engagement on the platform, making it suitable for investigating consumer purchase behavior. Using a purposive sampling technique, a total of 66 respondents were

selected. The researcher, despite being a consumer of the account, was excluded from participation to preserve the objectivity and integrity of the data collection process. Although the sample size is relatively small, it represents 98.5% of the population, making it sufficiently representative for the purpose of this study. The research model examines the effect of two independent variables, namely Gamified Selling (X1) and Persuasive Host Communication (X2), on a single dependent variable, Purchase Decision (Y). Data were collected using a Google Form questionnaire distributed directly to the selected respondents. The questionnaire employed a 5-point Likert scale.

To ensure the validity and reliability of the instrument, a series of tests were conducted. The validity test was carried out using Pearson's correlation coefficient, where each item was declared valid if the r-value exceeded the r-table at a 5% significance level. The reliability test employed the Cronbach's Alpha method, with a coefficient value of  $\geq 0.70$  indicating a reliable and internally consistent instrument. Data analysis techniques used are: 1) Respondent characteristics test, 2) Data instrument test in the form of validity and reliability tests, 3) Classical Assumption Test consisting of normality test, multicollinearity test, heteroscedasticity test, 4) Multiple Linear Regression Analysis, 5) Model Feasibility Test, 6) Hypothesis Test, and 7) Coefficient of determination test using SPSS 26.

## Research Model

Figure 1. Research Model



## 4. Result and Discussion

### Respondent Characteristics

Table 1. Respondent characteristics data

Category	Measurement	Amount	Percentage
Gender	Man	-	0%
	Female	66	100%
Age	20-29 Years Old	43	65,2%
	30-39 Years Old	23	34,8%
	40-49 Years Old	-	0%
Education	High School	47	71,2%
	Diploma	1	1,5%
	Bachelor	16	24,2%
	Master	2	3%
Job	Entrepreneur	16	24,2%
	House Wife	34	51,5%
	Government Employees	10	15,2%
	Private Employees	5	7,6%
	Teacher	1	1,5%

Source: Output SPSS processed, 2025

Based on Table 1, all respondents in this study were female (100%). This shows that consumers who do checkout and play games on account OutfitYourLucky The majority are women, which generally fits the product's target market.fashion women offered by the account. In terms of age, the majority of respondents were in the 20–29 age range, as many as 43 people (65.2%), followed by 30–39 years old, as many as 23 people (34.8%), and there were no respondents over 39 years old. This indicates that consumersOutfitYourLucky dominated by young adults (millennials to early Gen Z) who tend to be active on social media and responsive to social media activities.live shopping which is interactive and entertaining.

In terms of education, most respondents have a high school/equivalent educational background, namely 47 people (71.2%), followed by bachelor's degree graduates (16 people or 24.2%), master's degree (2 people or 3%), and diploma (1 person or 1.5%). This shows that the majority of consumers come from people with secondary education, who may have a preference for practical and economical online shopping. In terms of type of work, most respondents are housewives as many as 34 people (51.5%), followed by entrepreneurs (24.2%), ASN (15.2%), private workers (7.6%), and teachers (1.5%). This condition shows that most respondents are women who work at home, who have more flexible time to follow live TikTok, and are interested in a fun gaming system as part of their shopping activity.

### Validity Test Result

**Table 2.** Validity test variable

Variable	Item	R Calculate	R Table	Description
Gamified Selling (X1)	X1 Question 1	0,827	0.2387	Valid
	X1 Question 2	0,863	0.2387	Valid
	X1 Question 3	0,806	0.2387	Valid
	X1 Question 4	0,809	0.2387	Valid
	X1 Question 5	0,765	0.2387	Valid
Persuasive Host Communication (X2)	X1 Question 6	0,754	0.2387	Valid
	X2 Question 1	0,760	0.2387	Valid
	X2 Question 2	0,735	0.2387	Valid
	X2 Question 3	0,739	0.2387	Valid
	X2 Question 4	0,689	0.2387	Valid
Purchase Decision (Y)	X2 Question 5	0,778	0.2387	Valid
	Y Question 1	0,903	0.2387	Valid
	Y Question 2	0,856	0.2387	Valid
	Y Question 3	0,894	0.2387	Valid
	Y Question 4	0,832	0.2387	Valid
	Y Question 5	0,827	0.2387	Valid

Source: Output SPSS processed, 2025

Based on the table above, it shows that the validity test of the research instrument with each statement obtained a calculated r value > r table with a significance value < 0.05. So, all statements in the questionnaire are declared valid.

### Reliability Test Result

**Table 3.** Reliability test variable

Variable	Cronbach Alpha	Standart Alpha	Description
Gamified Selling	0,884	0,60	Reliable
Persuasive Host Communication	0,791	0,60	Reliable
Purchase Decision	0,891	0,60	Reliable

Source: Output SPSS processed, 2025

Based on the table above, it shows that the obtained values cronbach alpha  $> 0.60$  then the respondents' answers for each variable can be used in research and can be said to be reliable.

### Classical Assumption Test

#### Normality Test Result

**Table 4.** Normality test result

	Unstandardized Residual	Standart	Description
Asymp. Sig. (2-tailed)	0.147 <sup>c</sup>	0,05	Normal

Source: Output SPSS processed, 2025

Based on the results in the table above, it shows that the significance value is  $0.147 > 0.05$ , which means it has a normal distribution.

#### Multikolinierity Test Result

**Table 5.** Multikolinierity test result

Variable	Tolerance	VIF
Gamified Selling	0,657	1,523
Persuasive Host Communication	0,657	1,523

Source: Output SPSS processed, 2025

Based on the table above, it shows that the limit tolerance on each variable is more than  $0.10$  or  $> 0.10$  and the VIF limit is  $< 10.00$ , then it can be concluded that there is no multicollinearity among the independent variables.

#### Heteroskedastisity Test Result

**Table 6.** Glejser test result

Variable	Significance	Standart
Gamified Selling	0,311	0,05
Persuasive Host Communication	0,220	0,05

Source: Output SPSS processed, 2025

From the table above, the results of the Glejser test show that the sig. the value of each variable is greater than  $0.05$  ( $p > 0.05$ ). So overall it can be concluded that there is no heteroscedasticity problem.

### Goodness of Fit Model Test Result

**Table 7.** Goodness of fit model test result

Model	F	Significance	Description
Regression	49,043	0.000 <sup>b</sup>	Suitable

Source: Output SPSS processed, 2025

Based on the table above, the F test results produce an F value of 49.043 with a significance value of 0.000. This significance value is smaller than 0.05, therefore it shows that the regression model in this study is suitable for use in hypothesis testing.

### Multiple Linear Regression Analysis Result

**Table 8.** Multiple linear regression analysis result

Variable	B	Std. Error	Description
(Constant)	0,721	1,853	Positive
Gamified Selling	0,481	0,070	Positive
Persuasive Host Communication	0,184	0,105	Positive

Source: Output SPSS processed, 2025

$$Y = \alpha + \beta X_1 + \beta X_2 + \epsilon \quad (1)$$

$$Y = 0,721 + 0,481 + 0,184 + e$$

$\alpha$  = 0.721 is a constant value from the regression equation that is positive meaning when Gamified Selling and Purposive Host Communication increased then Purchase Decision experienced an increase of 0.721.

$\beta_1$  = 0.481 shows a significant positive influence when one unit increase in the Gamified Selling scale then Purchase Decision will experience an increase of 0.481.

$\beta_2$  = 0.184 shows a significant positive influence when one unit increase in the Persuasive Host Communication scale then Purchase Decision will experience an increase of 0.184.

### t-Test Result (Partial)

**Table 9.** t-Test result (partial)

Variable	T	Sig.	Description
Gamified Selling	6,874	0,000	Significant
Persuasive Host Communication	1,751	0,085	Significant

Source: Output SPSS processed, 2025

Hypothesis testing of education variables Gamified Selling (X1) against Purchase Decision (Y) through the calculation results that have been obtained, the significance level is < 0.05 (0.000 < 0.05). This shows that the variable Gamified Selling has a significant impact on Purchase Decision TikTok Consumers Live OutfitYourLucky. So H0 is rejected and H1 is accepted.

Variable hypothesis testing Purposive Host Communication (X2) against Purchase Decision (Y) through the calculation results that have been obtained, the level of significance is > 0.05 (0.008 > 0.05). This shows that the variable Purposive Host Communication has no significant effect on Purchase Decision Tiktok ConsumersLive OutfitYourLucky. So H0 is accepted and H1 is rejected.

## Determination Coefficient (R<sup>2</sup>) Test Result

**Table 10.** Determination coefficient (r<sup>2</sup>) test result

R	R Square	Adjusted R Square	Percentage	Reminder	Description
0.780 <sup>a</sup>	0,609	0,596	59,6%	40,4%	Moderately Strong

Source: Output SPSS processed, 2025

Based on the table above, the values obtained are adjusted r square of 0.596 which shows that Purchase Decision influenced by Gamified Selling and Purposive Host Communication by 59.6%, while the remaining 40.4% was influenced by other variables not examined in this study.

## Discussion

### Influence Gamified Selling on Purchase Decision

The results of the t-test calculations show that the variables Gamified Selling has a significance value of  $0.000 < \alpha 0.05$ , which means that there is a positive and significant influence between Gamified Selling to Purchase Decision consumers. Thus, the higher the implementation of gamification strategies in the sales process on TikTok Live OutfitYourLucky, the greater the possibility of consumers making a purchasing decision.

This finding supports the theory Uses and Gratifications (Katz et al., 1974), which states that consumers actively choose media that can provide emotional satisfaction, social involvement, and enjoyable experiences. Gamification strategies such as Mystery Box and She was an outfit able to create an exciting and non-monotonous shopping experience, thereby increasing purchase intention and realization. This result is also in line with the research findings of De Canio et al. (2021) and Che (2023) which show that gamified selling not only increases emotional consumer engagement, but also has a real impact on purchasing decisions in the digital environment. Consumers tend to be motivated to buy because they feel curious, challenged, and hope to get more value from the products they get.

This result is also in line with previous research conducted by Tobon (2020), Sumarmi et al. (2025) and Kudadiri & Astuti (2024) which found that gamified selling has a significant positive influence on purchase decisions.

### Influence Purposive Host Communication on Purchase Decision

Based on the results of the t-test, the variables Persuasive Host Communication has a significance value of  $0.085 > \alpha 0.05$ , which means Persuasive Host Communication no positive influence significant to Purchase Decision. This finding shows that although persuasive communication is carried out by hosts able to create a positive emotional connection with consumers, its influence is not statistically strong enough to drive purchasing decisions. This means that consumers feel entertained or attracted by the way the host speaks, but the decision to buy remains more influenced by other aspects such as the gamification experience, price, or luck in the game offered.

Another possibility that causes this insignificant effect is due to communication style. Host who is outspoken, often mentions brands ore-commerce others directly, which in some cases actually causes technical problems in the form of termination live by TikTok. This condition can reduce the audience's comfort in watching the entire game, so that communication hosts are unable to work optimally in persuading consumers.

These results indicate that persuasive communication in live shopping needs to be delivered strategically, professionally and in accordance with policy platforms, to be able to truly influence purchasing decisions. This finding also shows that communication that is only entertaining, without being combined with a structured content or program strategy, is not enough to encourage consumers to make purchases consistently. Although not significant, the positive direction of the relationship still shows the potential for influence, so that communication strategies are still worth continuing to develop, especially in forming consumer trust and loyalty in the long term.

The results of this study are in line with the research of Yuliasuti et al. (2024) which states that Persuasive Communication has no significant effect on Purchase Decision. However, the results of this study are not in line with previous studies by Sa'adah et al. (2024), Astika & Budiarto (2025) and Manalu & Hasiholan (2024) who stated that Persuasive Communication has a significant positive effect on Purchase Decision.

## 5. Conclusion and Suggestion

### Conclusion

This study aims to test the influence of Gamified Selling and Persuasive Host Communication to Purchase Decision on TikTok consumers Live OutfitYourLucky. Based on the results of multiple linear regression analysis and partial test (t-test), it was obtained that Gamified Selling has a positive and significant effect on Purchase Decision, with a significance value of  $0.000 < 0.05$ . Meanwhile, the variable Persuasive Host Communication has a positive but not significant effect on Purchase Decision, with a significance value of  $0.000 < 0.05$ .

These findings suggest that the implementation of games such as Outfit Ball and Mystery Box in sales strategy is able to increase consumer interest and emotional involvement, thus encouraging purchasing decisions. Consumers feel a unique and enjoyable shopping experience through interactive games and luck offered. Meanwhile, although the communication style most Attractive, spontaneous, and fashionable are able to create an interactive and lively atmosphere, this has not yet fully provided a significant influence on purchasing decisions. This is because consumers consider other factors such as price, punctuality in following the system war, as well as concerns about not getting an outfit that suits their preferences or size and the presence of technical constraints such as interference due to violation of TikTok platform policies.

However, this study has several limitations. First, the population used only includes consumers from one TikTok account, namely OutfitYourLucky, so the results cannot be generalized to sellers fashion. Second, the research approach is entirely quantitative, without delving deeply into consumers' subjective perceptions and experiences regarding their impressions of the game or host communication. Third, the research model only involves two independent variables, while other factors such as price, product quality, or brand trust are not yet included in the model.

Despite these limitations, this study contributes valuable insights into the growing domain of live commerce and gamified marketing, especially within the under-researched context of Indonesian TikTok Live. It highlights the strategic potential of gamification to drive purchasing behavior and encourages digital sellers to design interactive and emotionally engaging shopping experiences. This study underscores that in the evolving landscape of live commerce, it is not persuasion alone, but the strategic integration of gamification that emerges as a key driver in shaping consumer purchase decisions.

## Suggestion

Based on the findings and limitations of the research, the author makes several suggestions as follows:

1. For live commerce business actors, especially TikTok sellers such as OutfitYourLucky, it is recommended to continue innovating in the use of gamification strategies (e.g., Outfit Ball and Mystery Box) to enhance consumer engagement, while also ensuring product information clarity and size accuracy to increase customer satisfaction and reduce post-purchase complaints.
2. For future researchers, it is recommended to use additional variables such as perceived enjoyment, brand trust, platform usability, or customer engagement to gain a deeper understanding of factors influencing purchase decisions.
3. For the development of academic literature, this study provides a foundation for further research in the field of digital consumer behavior, particularly regarding the effectiveness of gamification and persuasive communication strategies in shaping purchase decisions within live commerce platforms.

## 6. Acknowledgement

The author would like to express his deepest gratitude to Sister Dyah Rizky Ayu as the account owner OutfitYourLucky who have provided full support and data needed in this research process. Thanks are also given to all respondents who have been willing to take the time to fill out the questionnaire and provide very useful information. The author also expresses appreciation to the supervisor and the examination team at Pekalongan University for all the direction, suggestions, and constructive criticism that have helped perfect this research.

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