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The Influence of Cash on Delivery, "Double-Date" Sales Events, and Fear of Missing Out on Purchasing Decisions via TikTok Live Streaming

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Abstract:

Unveiling the digital shopping habits of Generation Z in Sungai Keruh Village, this study dives into the vibrant world of TikTok live streaming to explore what truly drives the purchase of Muslim apparel. By examining the rural e-commerce landscape, we decode the impact of Cash On Delivery (COD), "Double-Date" Sales Events, and the Fear of Missing Out (FOMO). Through an associative quantitative lens, utilizing purposive sampling and SPSS-powered multiple linear regression, a fascinating narrative emerges. Surprisingly, COD exerts a significant but negative pull on buying choices, while Double-Date extravaganzas positively and significantly spark sales. FOMO, on its own, barely makes a ripple. Yet, when combined, this dynamic trio significantly orchestrates the final purchasing decision. While the study's lens is uniquely focused on one rural village and a specific fashion niche, the takeaways are crystal clear: live commerce brands must double down on twin-date campaigns and rethink the pitfalls of COD for Gen Z shoppers. Ultimately, this research shines a fresh light on the quirks of COD and FOMO within the evolving frontier of rural live-stream commerce.

Keywords: *Cash on Delivery; Double-Date" Sales Events; Fear of Missing Out; Purchasing Decision; Generation Z*

INTRODUCTION

The digital revolution has completely reimagined the way we shop, turning the traditional consumer journey into a seamless virtual experience. With a boundless catalog of products, lightning-fast transactions, and endless information at our fingertips, buying has never been more effortless. Today, shopping is rarely just a logical calculation of needs; it is a thrilling response to a relentless wave of digital inspiration. This high-speed, dynamic decision-making landscape is the natural habitat of Generation Z those born between 1997 and 2012. Raised in the glow of screens and the rhythm of the feed, this tech-savvy generation navigates the modern marketplace with unprecedented agility.

Fueling this rapid shift is the evolution of social media from a virtual hangout into a bustling digital bazaar known as social commerce. Platforms like TikTok have transcended their origins as mere entertainment hubs, morphing into powerful engines for marketing and direct sales. Through the magic of live streaming, the digital divide vanishes, allowing sellers and buyers to connect in real time. This vibrant, two-way dialogue transforms an ordinary transaction into an immersive shopping adventure, instantly building trust and consumer confidence.

The data paints a clear picture of this new reality. According to the 2025 Indonesian Internet Profile survey by the Indonesian Internet Service Providers Association, Generation Z reigns supreme as the most active demographic on social media, with TikTok claiming the crown as their absolute favorite platform. This deep-rooted engagement proves that for Gen Z, TikTok is far more than a pastime; it is an essential compass guiding their entire consumer journey, from sparking initial product curiosity to sealing the final purchase. Generation Z's vibrant digital footprint has transformed the once-simple shopping journey into a multifaceted maze. Today, a purchasing decision is no longer a mere transaction; it is an evolving narrative of contemplating what to acquire, debating the necessity, choosing the ideal marketplace, and ultimately figuring out how to foot the bill. Within the bustling, high-energy arena of TikTok live streaming, this decision-making dance is systematically orchestrated by a triad of powerful forces: effortless payment solutions, clever pricing strategies, and the intricate workings of consumer psychology.

The first pillar anchoring consumer confidence in this digital bazaar is the Cash on Delivery (COD) system. By allowing buyers to part with their money only when the physical product safely rests in their hands, COD remains a reigning favorite among Indonesian shoppers navigating the murky waters of online trust (Tresnasih, 2022). This tangible, face-to-face exchange acts as a powerful shield against the looming dread of cyber fraud. It effectively sways purchasing choices, serving as a vital bridge for non-urban populations who still eye digital wallets with a healthy dose of skepticism.

Beyond the comforting safety net of secure payments, Gen Z's shopping habits are heavily enchanted by the magic of "twin-date" marketing spectacles. Hosted on serendipitous "lucky" or "special" calendar days, these digital carnivals have emerged as a masterstroke for sellers looking to ride the wave of online consumer behavior (Abdiya et al., 2025). During these events, shoppers are showered with an irresistible confetti of perks: universal free shipping vouchers, deep seller discounts, lightning-fast flash sales, and lucrative cashback rewards. This avalanche of bargains masterfully triggers a psychological ticking clock, weaving a powerful illusion of scarcity that compels Gen Z to

dive headfirst into thrilling, spontaneous purchases. Conversely, the social media boom has birthed a compelling psychological wave known as the “Fear of Missing Out” (FOMO), a powerful force that heavily sways the shopping habits of Generation Z. At its core, FOMO is the creeping anxiety felt by hyper-connected digital natives, driven by an endless race to mirror the curated lives of their peers (Wachyuni et al., 2024). Step into the vibrant world of a TikTok live stream, and this FOMO is dialed up to the max. Flashing promotional countdowns, dwindling stock alerts, and spontaneous, real-time raves from other buyers brew a potent psychological cocktail. This intense atmosphere cooks up an irresistible urge in consumers, pushing them toward split-second, often irrational, buying leaps.

While the intertwining dance of cash-on-delivery perks, double-date mega-sales, FOMO, and consumer choices has graced the pages of past research, these tales are almost exclusively told from the bustling backdrop of urban communities. A glaring silence remains in the academic landscape: the untold story of how these three powerful variables collide within the realm of TikTok live streaming to drive Muslim apparel sales in often-overlooked rural areas. Initial observations of Generation Z in Sungai Keruh Village, Tebo Tengah Subdistrict, have unveiled a fascinating set of real-world consumer dilemmas. The Cash on Delivery (COD) payment method traditionally intended to offer a comforting sense of security has ironically become a trap for impulsive, uncalculated buying. A widespread misunderstanding of the COD system's strict consequences, such as facing account suspensions for rejected orders, has sparked a remarkably high rate of packages being turned away at the door. This wave of refusals is primarily fueled by buyer's remorse; shoppers are frequently left disappointed when the Muslim garments they receive fail to match the captivating colors, materials, or sizes showcased during live broadcasts. Furthermore, the aggressive marketing of "twin-date" mega-sales, combined with the magnetic pull of spontaneous testimonials, creates an intense Fear Of Missing Out (FOMO). Caught up in the thrill, these young consumers rush their purchases, entirely overlooking their actual necessities and the reality of delayed shipping times to rural areas.

This unique landscape underscores the vital need for a scientific investigation into the rural shopper's mind. It is essential to explore how the seamless practicality of COD systems, the strategic allure of "twin-date" pricing, and the psychological heavy-hitter that is FOMO intertwine to impact the rationality of their buying choices. Rooted in these captivating real-world issues, this study was launched to decode how Cash on Delivery, double-date promotional events, and the Fear of Missing Out shape the decisions of Gen Z in Sungai Keruh Village, Tebo Tengah Subdistrict, when purchasing Muslim apparel through the bustling marketplace of TikTok live streams.

LITERATURE REVIEW

Purchase Decision

According to the insights of (Kotler & Keller, 2016), consumer purchasing decisions are a fundamental thread in the broader tapestry of consumer behavior. It is the intricate study of how individuals, groups, and organizations go about selecting, buying, and utilizing goods, services, ideas, or experiences to ultimately satisfy their underlying needs and desires. Making a purchase is a fascinating dance of consumer behavior. Long before a need is actually fulfilled, shoppers embark on a quest for knowledge hunting down information, weighing potential hiccups, and scrutinizing

products to ensure every penny is spent with purpose. Ultimately, the power lies entirely in the hands of the buyer to select exactly what fits their unique desires. Behind the scenes, marketing acts as the vibrant heartbeat of a company, stepping into the spotlight to introduce and champion these offerings. The grand finale of these promotional endeavors is to drive sales, harvest profits, and secure the brand's enduring legacy (Sitorus & Heryenzus, 2020).

Simply put, deciding to buy is an evolving journey sparked by wondering what to get, debating if it is truly worth it, figuring out where to find it, and wrapping up with exactly how to foot the bill (Wachyuni et al., 2024).

Cash On Delivery

Cash on Delivery (COD) offers the ultimate peace of mind: handing over your hard-earned money only when your coveted items are physically resting in your hands. This tangible transaction guarantees that products safely navigate their way to your doorstep, acting as a comforting safety net for those dipping their toes into the world of online shopping for the very first time (Mayangsari & Aminah, 2022). At its core, COD is the beautifully simple act of paying the courier face-to-face the moment your package arrives (Simatupang et al., 2024). To truly grasp the magic of the COD experience, one must look at its three shining pillars: 1) rock-solid payment security, 2) fiercely protected data privacy, and 3) the ever-blossoming garden of consumer trust (Zusmawati & Rani, 2023)

Double-Date" Sales Events

TikTok has mastered the art of digital retail therapy by transforming "twin dates" those visually satisfying, matching calendar days often dubbed "lucky" or "special" dates into ultimate shopping festivals. Highly anticipated by the digital shopping community, these monthly spectacles (like 6.6, marking the sixth day of the sixth month) are a clever capitalization on consumer cravings (Fauziyah et al., 2021). Far from a standard sale, the "Twin Date" event delivers an exclusive, high-energy retail adventure packed with massive price drops, lucrative vouchers, interactive in-app games, and even celebrity appearances. Eagerly awaited by bargain hunters, these special dates serve as a thrilling highlight for buyers while fueling TikTok's ambitious push to conquer the Indonesian e-commerce landscape (Bahari et al., 2023).

The magic of this "double-date" phenomenon actually traces its roots back to 1990s China, where Nanjing University students crowned November 11th (11.11) as World Singles' Day. This clever concept was designed to flip the script on being unattached, encouraging singles to treat themselves to spectacular retail promotions on a uniquely matching date. The shopping fever eventually swept into Indonesia, making its grand debut on the iconic date of December 12, 2012 (12.12). Launched to celebrate National Online Shopping Day (HarBoINas), this inaugural twin-date festival was perfectly crafted to ignite a nationwide passion for the digital shopping revolution (Prayitno, 2023)

Fear Of Missing Out

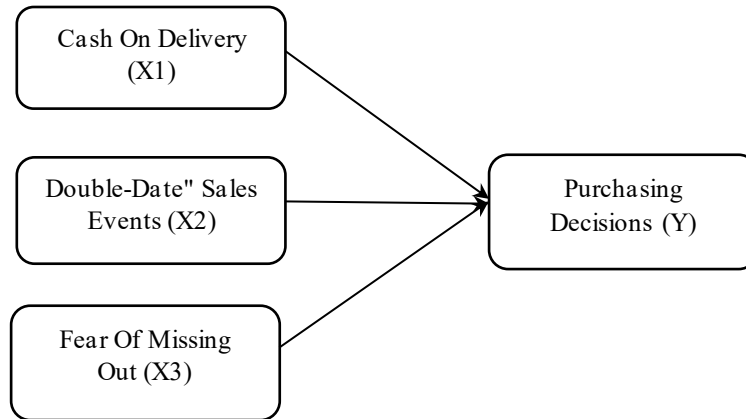
Fear of Missing Out is that nagging dread individuals experience when they believe they are sitting on the sidelines while their social circles dive into the latest trends (Perdana et al., 2024). This manifests as an overwhelming wave of anxiety, sparked by the mere thought of being absent from the freshest happenings, particularly the endless stream of trends flashing across social media feeds.

Expanding on this, (Auliana et al., 2025), define Fear of Missing Out (FOMO) as a psychological phenomenon characterized by an intense, restless fear of being excluded from the experiences, information, or cultural shifts buzzing within one's community. It has escalated into a widespread social dilemma, carrying a genuine risk of psychological harm (Enjelika & Zagladi, 2025). Those caught in the web of this syndrome often find themselves obsessively tethered to their screens. They surrender countless hours to social platforms, compulsively tracking the lives of others, driven by an insatiable, exhausting need to be a silent spectator to everything everyone else is doing.

METHOD

Diving into the digital bazaar of TikTok live streaming, this quantitative study explores the magnetic pull of Cash On Delivery, Double Date Events, and the Fear of Missing Out (FOMO) on the decision to purchase Muslim fashion. Set against the backdrop of Sungai Keruh Village in the Tebo Tengah District, the research unfolds from January to March 2026. The spotlight is cast on a local Generation Z population of 374 individuals. To ensure pinpoint accuracy, the Slovin formula was applied with a 5% margin of error, sculpting a refined sample of 194 respondents. The selection process relied on a purposive, non-probability sampling technique, handpicking Gen Z youths aged 14 to 29 who call Sungai Keruh home, actively hunt for fashion on TikTok live streams, and have successfully snagged double-date event deals using the Cash On Delivery payment method.

To capture the pulse of these modern shoppers, data was harvested through a five-point Likert scale questionnaire, enriched by a curated foundation of secondary sources like academic journals, books, and relevant documents. Before diving into the numbers, the research instruments were put through rigorous validity and reliability stress tests to guarantee rock-solid questions. The analytical heavy lifting was then powered by IBM SPSS, featuring a suite of classical assumption tests tackling normality, multicollinearity, and heteroscedasticity alongside multiple linear regression. By unleashing t-tests for individual impacts, F-tests for collective synergy, and the coefficient of determination (R^2) to measure just how powerfully COD, Double Date Events, and FOMO dictate shopping choices, the study paints a vivid picture of consumer behavior. Ultimately, this investigative journey inspired the creation of the following conceptual framework:



- H1** : We theorize that the Cash On Delivery option serves as a powerful catalyst, exerting a positive and highly significant influence on consumer purchasing choices.
- H2** : We predict that the magnetic appeal of a "Twin Date Event" significantly and positively sways the buyer's final decision.
- H3** : It is proposed that the psychological grip of the "Fear of Missing Out" positively and significantly drives purchasing behavior.
- H4** : Ultimately, we hypothesize that the combined forces of "Cash on Delivery," "Twin Date Events," and the "Fear of Missing Out" create a synergistic, positive, and significant impact on consumer buying decisions.

RESULTS AND DISCUSSION

Classical Assumption Test

1. Normality Test

The core mission of the normality test is to uncover whether our data's distribution mirrors a natural, normal curve. In essence, it places our real-world dataset side-by-side with an idealized normal distribution sharing the exact same mean and standard deviation. The unfolding of this statistical narrative is captured in Table 1 below:

Table 1. Normality Test Results

<i>One-Sample Kolmogorov-Smirnov Test</i>		
		Unstandardized Residual
N		194
Normal	Mean	0E-7
Parameters ^{a,b}	Std. Deviation	2,48801674
Most Extreme	Absolute	,041
Differences	Positive	,034

Negative	-,041
Kolmogorov-Smirnov Z	,577
Asymp. Sig. (2-tailed)	,893
a. Test distribution is Normal.	
b. Calculated from data.	

Source: SPSS.20 Data Processing (2026)

Given that our dataset contained a robust 194 observations, we enlisted the Kolmogorov-Smirnov test to evaluate its shape. The golden rule for this assessment requires a significance threshold greater than 0.05. Peering into the metrics above, the narrative is clear: our study's data rests on a perfectly normal foundation. With a striking significance value of 0.893 comfortably eclipsing the 0.05 benchmark we can confidently declare that the residual values flow in a beautifully normal distribution.

2. Multicollinearity Test

Think of multicollinearity as a statistical tug-of-war an extreme correlation, whether unusually high or notably low, between independent variables. To ensure our variables aren't stepping on each other's toes, we unveil these hidden relationships using Tolerance and Variance-Inflation Factor (VIF) metrics.

Table 2. Multicollinearity Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
(Constant)	37,721	2,512		15,018	,000		
Cash On Delivery	-,251	,044	-,274	-5,763	,000	,915	1,093
Double Date Sales Events	,696	,042	,774	16,594	,000	,954	1,048
Fear Of Missing Out	,065	,038	,081	1,707	,090	,931	1,074

a. Dependent Variable: Keputusan Pembelian

Drawing from the data landscape above, our analytical spotlight focuses on the Tolerance and VIF values. Here is the story they tell:

- The Cash on Delivery (X1) variable boasts a Tolerance score of 0.915, sitting comfortably above the 0.10 benchmark. Paired with a VIF score of 1.093 (safely below the critical threshold), this confirms a complete absence of multicollinearity symptoms. A truly robust regression model thrives on independence, meaning our free variables are delightfully free of any strong, tangled intercorrelations.
- The Double Date Sales Events (X2) variable mirrors this success, showcasing a Tolerance value of 0.954 (greater than 0.10) and a VIF of 1.048. Once again, multicollinearity is nowhere to be found. The variables stand proudly on their own, reflecting a healthy regression model

where the independent variables maintain their unique influence without overlapping or intercorrelating.

- c. The Fear of Missing Out (X3) variable steps into the spotlight with a tolerance value of $0.931 > 0.10$, painting a clear picture: there are absolutely no signs of multicollinearity. Similarly, the VIF score lands at $1.074 < 0.10$, echoing this exact same symptom-free verdict. This is fantastic news, as the hallmark of a truly stellar regression model is the complete absence of intercorrelation or strong ties between two independent (free) variables.

3. Heteroscedasticity Test

A flawless regression model thrives on homoscedasticity meaning heteroscedasticity is strictly uninvited. To play detective and spot any hidden traces of it, we deploy the Glejser test, a clever approach that regresses the absolute residual value directly against the independent variable. We can confidently declare that the coast is clear of heteroscedasticity if the significance probability rises proudly above the 5% confidence threshold. Behold the test results from our diagnostic journey below:

Table 3. Heteroscedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,873	1,007		1,861	,064
Cash On Delivery	,022	,017	,095	1,271	,205
1 Double Date Sales Events	-,032	,017	-,138	-1,886	,061
Fear Of Missing Out	-,004	,015	-,022	-,295	,768

Source: SPSS.20 Data Processing (2026)

A glance at the preceding table reveals a clear path: our variables are wonderfully free from heteroscedasticity. Specifically, Cash on Delivery boasts a significance of 0.205 (comfortably above the 0.05 threshold), the Twin Date Event follows suit with a solid 0.061, and Fear of Missing Out easily clears the bar at 0.768.

4. Multiple Linear Analysis

To uncover the combined magic of Cash on Delivery, Double Date Events, and Fear of Missing Out on final purchasing decisions, we turned to multiple linear regression. The unfolding story of how these variables interact simultaneously is captured in Table 4 below:

Table 4. Results of Multiple Linear Regression Analysis Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	37,721	2,512		15,018	,000
Cash On Delivery	-,251	,044	-,274	-5,763	,000

Double Date Sales Events	,696	,042	,774	16,594 ,000
Fear Of Missing Out	,065	,038	,081	1,707 ,090

Based on the table above, the regression equation can be seen as: $Y = -0.274 X_1 + 0.774 X_2 + 0.081 X_3 + e$. Based on this equation, it can be interpreted as follows:

- Cash On Delivery (X_1) casts a downward pull on purchasing decisions, revealing a negative coefficient of 0.274.
- The Double Date Event (X_2) shines brightly, driving purchasing decisions upward with a robust positive coefficient of 0.774.
- Fear of Missing Out (X_3) adds a gentle upward nudge to the purchasing decision, holding a positive coefficient value of 0.081.
- Out of the trio of primary variables, the Twin Date Event (X_2) takes the spotlight, boasting a distinct coefficient of 0.774.

5. Hypothesis Testing

1. Partial T-Test

Think of the partial t-test as a statistical magnifying glass, designed to uncover the hidden, individual relationships between our independent and dependent variables. Our benchmark for this discovery is a significance level (alpha) of 0.05. The rules of engagement are straightforward: if the significance probability dips below this 0.05 threshold, we reject the null hypothesis (H_0) and enthusiastically embrace H_3 , confirming that a meaningful relationship exists. Conversely, if the probability climbs above 0.05, H_0 holds its ground, H_3 is dismissed, and we must conclude that the variables are entirely unrelated.

To set the mathematical stage, we calculate our degrees of freedom (df) using the formula $n - k - 1$. With a cast of 194 respondents (n) and 3 independent variables (k), our equation unfolds as $194 - 3 - 1 = 190$. This specific configuration points us to a critical t-table threshold of 1.973. The numerical story that emerged from our data processing is detailed in Table 5 below:

**Table 5. Results of the T-Test (Partial)
Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	37,721	2,512			15,018,000	
<i>Cash On Delivery</i>	-,251	,044	-,274		-5,763,000	
Double Date Sales Events	,696	,042	,774		16,594,000	
Fear Of Missing Out	,065	,038	,081		1,707,090	

Decoding the narrative woven into the table above, we can draw the following interpretations:

a. The Impact of Cash on Delivery (X1) on Purchasing Decisions (Y)

Diving into the data, the calculated t emerges at a striking -5.763, overpowering the t-table threshold of 1.973. Because this calculated figure pushes past the t-table limits ($-5.763 > 1.973$), it paints a clear picture: the Cash on Delivery variable casts a distinctly negative shadow over purchasing decisions. Furthermore, with a significance level plunging well below our alpha ($0.000 < 0.05$), we confidently toss out H_0 and embrace H_1 . The ultimate verdict? Cash On Delivery (X1) undeniably holds a significant sway over purchasing decisions (Y).

b. The Magic of the Twin Date Event (X2) on Purchasing Decisions (Y)

Here, the numbers tell a triumphant story. The calculated t skyrockets to an impressive 16.594, soaring effortlessly above the t-table benchmark of 1.973 ($16.594 > 1.973$). This dramatic gap reveals that the Twin Date Event breathes positive, vibrant energy into the purchase decision variable. Matching this momentum, the significance level drops down to a flawless zero, easily beating the alpha ($0.000 < 0.05$). As a result, H_0 is firmly rejected while H_2 takes center stage, proving that the Twin Date Event (X2) plays a powerfully significant role in driving purchasing decisions (Y).

c. Exploring the Impact of the Fear of Missing Out (Variable X3) on Purchasing Decisions (Y):

When we crunch the numbers, the calculated t-value emerges at 1.707, falling shy of the 1.973 t-table benchmark ($1.707 < 1.973$). This reveals an intriguing reality: the FOMO phenomenon doesn't actually wield a meaningful influence over consumer buying choices (Y). Furthermore, with a significance level soaring above our alpha threshold ($0.90 > 0.05$), we must embrace H_0 and dismiss H_3 . Ultimately, the data tells a clear story the statistical footprint of the Fear of Missing Out (X3) on purchasing decisions (Y) is simply not significant.

6. F Test (Simultaneous)

To evaluate the regression coefficients in unison, we deployed the F Test (ANOVA). This analytical spotlight reveals whether our independent variables join forces to meaningfully sway the dependent variable, ultimately deciding if our regression model holds the power of true prediction. When we deem the results "significant," it means this mathematical harmony is no isolated incident; instead, it is a profound relationship that can be confidently echoed across the entire population. The test was conducted using the F test (ANOVA). The F test uses a significance level of 0.05 (2-sided test) with 95% degrees of freedom, $\alpha = 5\%$, df 1 (number of variables - 1) df 2 ($nk - 1$) or $194 - 3 - 1 = 190$, so the results obtained for the F table are 2.65. The F test is intended to test the hypothesis from the study which states that the variables Cash On Delivery (X1), Twin Date Event (X2), and Fear of Missing Out (X3) have a significant influence on purchasing decisions (Y). The results of the hypothesis test simultaneously can be seen in the following table 6:

Table 6. Results of the Anova F Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1836,673	3	612,224	97,364	,000 ^b
1 Residual	1194,714	190	6,288		
Total	3031,387	193			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Cash on Delivery, Double Date Sales Events, Fear of Missing Out

Data source: SPSS 20.0 2026

Based on the table data above, a compelling story unfolds: our calculated F-value towers over the standard F-table value ($97.364 > 2.65$), accompanied by a striking significance level ($0.000 < 0.05$). Consequently, we confidently dismiss the null hypothesis (H_0) and wholeheartedly embrace H_3 . In the real world, this translates to a powerful synergy when Cash On Delivery, Twin Date Events, and the Fear of Missing Out (FOMO) join forces, they exert a highly positive and undeniably significant driving force on consumer purchasing decisions.

7. R2 Determination Test

To uncover the magic behind the metrics, we utilize Determination Analysis within a multiple linear regression framework. This technique spotlights the exact percentage of influence our independent variables Cash on Delivery (X_1), Double Date Event (X_2), and Fear Of Missing Out (X_3) have in shaping purchasing decisions (Y). The grand reveal of these contributions is showcased in Table 7 below:

Table 7. Determination Test Results
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,778 ^a	,606	,600	2,508	,606	97,364	3	190	,000	1,546

Translating these numbers into actionable insights, the data illustrates a robust relationship. The connection between Cash on Delivery (X_1), Double Date Events (X_2), and Fear Of Missing Out (X_3) and the ultimate purchasing decisions (Y) boasts a strong correlation coefficient (R) of 0.778 (or 77.8%). Furthermore, the Adjusted R^2 lands at 0.600 (60%). Simply put, our dynamic trio of variables successfully dictates a solid 60% of consumer purchasing behavior. The remaining 40% of the mystery is an open canvas, driven by other unmeasured factors outside the scope of this study.

Discussion

Analysis of the Relationship between Cash on Delivery Variables and Purchasing Decisions

Diving into the data via SPSS 20, the Cash on Delivery (COD) variable reveals a fascinating twist: it exerts a negative yet highly significant influence on purchasing decisions. The numbers tell a compelling story our t-test churned out a calculated t-value of -5.763, easily overpowering the t-table threshold of 1.973. With a significance level bottoming out at 0.000 (well below the strict 0.05 alpha mark), the null hypothesis (H_0) is firmly rejected in favor of H_1 . The statistical verdict? COD definitively drives purchasing behavior, but in a surprisingly downward direction.

In simpler terms: as the prominence of COD increases, actual purchasing decisions take a dive, and vice versa. Picture Generation Z in Sungai Keruh Village tuning into a vibrant TikTok live stream. The COD option dangles the ultimate shopping convenience in front of them, sparking lightning-fast, impulsive checkouts where crucial details like exact sizing or true fabric quality are tossed to the wind. The real plot twist happens at the doorstep. When the physical Muslim apparel fails to live up to the glowing on-screen visuals, disappointment strikes, leading to a wave of rejected orders. What initially seemed like a frictionless payment gateway quickly morphs into a catalyst for buyer's remorse (post-purchase dissonance), a feeling only worsened by unexpected courier fees. Furthermore, Muslim wear carries a deeply seasonal charm, highly sought after during festive times like Eid, but often taking a backseat in everyday wardrobes. Consequently, even with the alluring hook of COD during a live stream, Gen Z's drive to purchase these specific garments naturally dwindles on ordinary days.

Analysis of the Relationship between Twin Date Event Variables and Purchasing Decisions

The numbers speak for themselves: the Twin Date Event is a powerhouse when it comes to sparking purchasing decisions. Through the lens of a partial t-test processed via SPSS 20, the data reveals a profoundly positive and significant impact. With a calculated t-value soaring at 16.594 shattering the t-table threshold of 1.973 and a significance level practically hitting zero ($0.000 < 0.05$), the verdict is undeniable. H_0 is confidently tossed aside while H_2 takes the crown, proving that the Twin Date Event is a highly effective catalyst driving Generation Z's buying habits in Sungai Keruh Village. The irresistible allure of massive markdowns, exclusive vouchers, and the magic of free shipping transforms these twin dates into an absolute magnet for eager consumers.

For the Gen Z crowd in Sungai Keruh Village, a twin date on a TikTok live stream isn't just another day on the calendar it's the ultimate golden hour to snag stylish Muslim apparel at unbeatable prices. From a psychological standpoint, the ticking clock of these flash promotions triggers a thrilling rush; the dread of letting a stellar deal slip away pushes them to hit "checkout" faster than ever. Ultimately, the Twin Date Event delivers a perfect blend of effortless shopping and tangible financial perks that deeply resonate with Sungai Keruh's youth, dramatically boosting their purchases on TikTok. The hype is so real that many local Gen Z shoppers actually hold off on their fashion hauls, eagerly biding their time until the twin date drops before making their final purchasing decisions.

Analysis of the Relationship between the Fear of Missing Out Variable and Purchasing Decisions

When put to the statistical test, the Fear Of Missing Out (FOMO) barely makes a ripple in the sea of purchasing decisions. Through the lens of SPSS 20 data processing, a partial t-test reveals a calculated t-value of just 1.707 falling short of the 1.973 t-table threshold ($1.707 < 1.973$). Furthermore, with a significance level soaring above the alpha mark ($0.90 > 0.05$), the verdict is clear: H_0 is accepted while H_3 is dismissed. In simpler terms, FOMO holds no meaningful sway over buying choices. For the Generation Z youth of Sungai Keruh Village, the anxiety of being left behind proves to be a surprisingly weak catalyst when it comes to purchasing Muslim clothing.

The root of this phenomenon lies in the highly seasonal rhythm of Muslim fashion. For Gen Z in the Tebo Tengah District's Sungai Keruh Village, the FOMO-fueled urge to chase the latest styles typically only ignites during festive milestones like the month of Ramadan or Eid al-Fitr. Once the celebrations conclude, the urgency dissolves; the attire becomes ordinary, quickly stepping aside for the next year's fresh wave of trends. Because of this, their day-to-day shopping habits aren't dictated by the social pressure to keep up with fleeting fads. Instead, these young consumers lean heavily into practical economic factors, letting irresistible promotions like Twin Date events drive their purchasing decisions.

AnalysisThe Relationship Between Cash On Delivery Variables, Double Date Events, and Fear OfMissing Out on Purchasing Decisions

When Cash On Delivery, Twin Date Events, and the undeniable TikTok Fear Of Missing Out (FOMO) join forces, they create a powerful and significant surge in consumer purchasing decisions. The numbers tell a compelling story: processed through SPSS20, a simultaneous f-test reveals a calculated f-value of 97.364 shattering the f-table baseline of 2.65 alongside a flawless significance level of 0.000 (well below the 0.05 threshold). Consequently, H_0 is tossed aside and H_4 takes the crown. This proves that this dynamic trio works in perfect harmony to drive consumer choices, commanding a massive 60% influence over buying behavior, while leaving the remaining 40% to other outside factors.

Diving deeper into the phenomenon, the study illuminates how COD, Double Date Events, and FOMO beautifully orchestrate the purchase of Muslim clothing. For Generation Z in Sungai Keruh Village, Cash On Delivery acts as the ultimate safety net a payment method that promises convenience and peace of mind by allowing them to hold the product before parting with their cash, virtually erasing the gamble of online shopping. Meanwhile, the Double Date Event serves as a magnetic catalyst, luring shoppers with irresistible, time-bound promotions that ignite the thrill of scoring a bargain below normal retail prices. Adding fuel to the fire is FOMO, the psychological spark that makes keeping up with live-streamed Muslim fashion trends an absolute.

CONCLUSION

Diving into the data reveals a fascinating narrative about Generation Z's shopping habits for Muslim apparel via TikTok live streams in Sungai Keruh Village. Surprisingly, Cash On Delivery (COD) emerges as a double-edged sword, casting a significant negative impact on buying choices. While it promises payment convenience, the reality often brings dashed expectations, unexpected fees, and clashes with the seasonal nature of Muslim attire. In striking contrast, the Twin Date Event acts as a powerful catalyst. The adrenaline rush of ticking clocks and steep discounts not only sparks immediate action but even inspires shoppers to strategically hold off on purchasing until the big day arrives. Curiously, the Fear of Missing Out (FOMO) loses its grip here; these consumers are guided more by practical economic realities and seasonal necessities than the mere echo of a passing trend. Yet, when orchestrated together, the trio of COD, Twin Date Events, and FOMO harmoniously drives a positive and significant surge in purchasing decisions, leaving the remaining influences to untold factors beyond the scope of this study.

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CONFLICT OF INTEREST

The authors proudly declare a clear horizon: there are absolutely no conflicts of interest clouding the publication of this research.

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