EXAMINING THE INFLUENCE OF SOCIAL PRESENCE AND FACILITATION FACTORS ON IMPULSIVE CONSUMER PURCHASES DURING LIVE SHOPPING EVENTS IN INDONESIA

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by:
Hanindya Mantrastungkara
Student Number: 20311385

DEPARTMENT OF MANAGEMENT
INTERNATIONAL UNDERGRADUATE PROGRAM
FACULTY OF BUSINESS AND ECONOMICS
UNIVERSITAS ISLAM INDONESIA
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Written By:
HANINDYA MANTRASTUNGKARA
Student Number: 20311385

Approved by

Content Advisor,

Raden Roro Ratna Roostika, S.E., MAC., Ph.D.

November,19 2024

Language Advisor,

Cithra Orisinilandari, SS., MA

November,19 2024

BERITA ACARA UJIAN TUGAS AKHIR

TUGAS AKHIR BERJUDUL

EXAMINING THE INFLUENCE OF SOCIAL PRESENCE AND FACILITATION FACTORS ON IMPULSIVE CONSUMER PURCHASES DURING LIVE SHOPPING EVENTS IN INDONESIA

Disusun oleh : Hanindya Mantrastungkara

Nomor Mahasiswa : 20311385

Telah dipertahankan didepan Tim Penguji dan dinyatakan Lulus
pada hari, tanggal: Rabu, 04 Desember 2024

Penguji/Pembimbing TA : Raden Roro Ratna Roostika, S.E., MAC., Ph.D

Penguji : Istyakara Muslichah, S.E., MBA.

Mengetahui
Dekan Fakultas Bisnis dan Ekonomika
Universitas Islam Indonesia

Prof. Johan Arifin, S.E., M.Si., Ph.D.

SURAT PERNYATAAN ORISINALITAS KARYA

Yang bertanda tangan di bawah ini:

Nama Lengkap :Hanindya Mantrastungkara

NIM :20311385

Tempat/Tanggal Lahir : Yogyakarta, 19 Agustus 2001

Prodi/Fakultas : Management IUP/FBE

Dengan ini menyatakan bahwa karya dengan judul "**Examining the Influence of Social Presence and Facilitation Factors on Impulse Consumer Purchases During Live Shopping Events in Indonesia"** belum pernah dipublikasikan dan belum pernah diikutsertakan dalam perlombaan di tingkat Regional, Nasional atau Internasional sebelumnya serta tidak mengandung unsur plagiat di dalamnya.

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Yogyakarta, 21 November 2024

Yang menyatakan,

Hanindya Mantrastungkara

NIM: 20311385

ARTIKEL JURNAL YANG TELAH TERBIT

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Yogyakarta, November 21, 2024

(Hanindya Mantrastungkara)

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Hanindya Mantrastungkara
Faculty of Business and Economics Universitas Islam Indonesia
20311385@students.uii.ac.id

ABSTRACT

This study employs the notion of shopping attitudes, namely utilitarian and hedonic attitudes, as the conceptual framework for the research. The objective of this study is to examine the correlation between online consumer attitudes and purchasing behavior, with a specific emphasis on online consumer impulsive buying behavior. This work constructs a research model by integrating the stimuli-organism-response (S-O-R) model with motivation theory. A questionnaire survey was conducted with 160 online consumer respondents of the Tiktok application in Indonesia. The data collected were analyzed using the SmartPLS v.4.1 tool with SEM (Structural Equation Modeling) analysis. According to the findings of data research, there is a direct relationship between the appealing looks of live streamers and the pleasurable attitudes of online shoppers. This, in turn, has a beneficial effect on their practical attitudes towards live shopping. Moreover, the direct interactions between live streamers and consumers have a beneficial effect on consumers' utilitarian attitudes, thanks to the live streamers' adeptness in marketing and communication. Furthermore, the hedonic and utilitarian attitudes of online customers significantly influence their impulsive buying behavior in a positive manner.

Keywords: *Impulse buying in live shopping, Online consumers, Celebrity endorsement, Live streamer appearance, Real-time interaction*

MENELITI PENGARUH FAKTOR KEHADIRAN DAN FASILITASI SOSIAL TERHADAP PEMBELIAN IMPULSIF KONSUMEN PADA ACARA LIVE SHOPPING DI INDONESIA

Hanindya Mantrastungkara
Faculty of Business and Economics Universitas Islam Indonesia
20311385@students.uii.ac.id

ABSTRAK

Penelitian ini mengadopsi teori sikap berbelanja (utilitarian dan hedonis) sebagai kerangka penelitian. Tujuan dari penelitian ini adalah untuk menyelidiki hubungan antara sikap konsumen daring dan perilaku pembelian yang berfokus pada perilaku pembelian impulsif konsumen daring. Penelitian ini membangun model penelitian berdasarkan model stimuli–organisme–respon (S–O–R) dan teori motivasi. Data dikumpulkan melalui survei kuesioner terhadap 160 responden konsumen daring aplikasi Tiktok di Indonesia dan dianalisis menggunakan alat SmartPLS v.4.1 dengan analisis SEM (Structural Equation Modeling). Berdasarkan hasil analisis data, penampilan live streamer yang menarik berkorelasi positif dengan sikap hedonis konsumen daring dan berdampak positif pada sikap utilitarian mereka terhadap belanja langsung. Selanjutnya, interaksi langsung live streamer berdampak positif pada sikap utilitarian konsumen karena keterampilan pemasaran dan komunikasi profesional mereka. Ketiga, sikap hedonis dan utilitarian mereka berdampak positif pada perilaku pembelian impulsif konsumen daring.

Kata Kunci: *Pembelian impulsif dalam belanja langsung, Konsumen online, Dukungan selebriti, Penampilan streamer langsung, Interaksi waktu nyat*

CHAPTER 1:

INTRODUCTION

1.1 Background

The live streaming platform utilises peer-to-peer technology to facilitate real-time video interaction between live streamers and online shoppers, creating a seamless live purchasing experience. Through the virtual engagement process, the emotional gap between them can be quickly diminished. Certain live streamers leverage the benefits of live streaming platforms to amplify their popularity, while others utilise the platform's convenient features such as real- time group chat, virtual gift sending system, and online store functionalities to promote their online businesses (Zhou, 2019).

As platform technical support improves, more and more live broadcasters are embracing live streaming commerce and utilising different marketing techniques to increase users' interest in making purchases. The live-streaming retail industry is projected to have an economic value of 60 billion dollars by 2024, seeing a significant annual growth rate of 7.7% from 2020 to 2024 (Zhong et al., 2022). The research findings indicate that approximately 16% of online customers worldwide purchase products directly through live streaming platforms. The biggest proportion of such buyers is observed in Asia (30%) (Bamansoor et al., 2021). As live shopping becomes more popular and offers convenience, there will also be a rise in

impulse buying behavior.

Impulsive buying is characterised as the act of making rapid purchases without prior planning, prompted by intense emotional reactions to contextual cues (Sun et al., 2023). The act of making an impulsive purchase can be impacted by a range of visually appealing attractions and engaging interactions with live streams, serving as a drive for online consumer spending. Thus, online purchases can elicit a greater impulsive response compared to traditional purchasing (Yi et al., 2023). Consumers can gather knowledge prior to making a purchase by reading reviews from other consumers. Similarly, businesses can leverage favourable recommendations from their customers to attract more potential buyers (Salvatori & Marcantoni, 2015).

According to a study by Chan et al. (2017), over 40% of online consumers experience difficulties with impulse buying when shopping in person, which is significantly higher than the rate of traditional impulsive buying concerns. In the past three years, Indonesia has experienced significant growth. According to Statista (2021), Indonesia ranked second in Southeast Asia in terms of GMV (Gross Merchandise Value) in 2020, with a value that was two-thirds of Vietnam's GMV (Buchholz, 2021). The rapid expansion of social commerce is closely linked to the shifting shopping behaviours of individuals, characterised by a tendency towards impulsive purchases (Hasbiah, et a., 2022).

So far, numerous studies have effectively examined the impulsive

purchasing tendencies of online customers in direct shopping. However, very few researchers have elucidated their impulsive buying behavior based on the dimensions of hedonism and utilitarianism (Zuo and Xiao, 2021). Live streamers can fulfill the utilitarian needs of online consumers by engaging in real-time interactions, as explained by social facilitation theory. Additionally, the appealing look of live streamers can impact the hedonic desires of customers (Zhang et al., 2021).

Lee and Kacen (2008) found that those who engage in internet shopping are more inclined to seek assistance rather than independently make decisions. Live stream viewers may be more inclined to make immediate purchases. Many individuals who engage in internet shopping express concerns regarding how to derive enjoyment and obtain desirable items via live streaming platforms. Scarpi et al. (2014) suggest that this could alter individuals' knowledge of prices and their propensity to make impulsive purchases. Online shoppers utilise live streaming to assess the entertainment value and practicality of the music. Individuals who engage in the consumption of live broadcasts have the potential to get their desired outcomes, such as feelings of enjoyment or mental contentment (Xiang et al., 2016). Individuals who engage in direct interactions with live streams experience enhanced perceptions of product quality, particularly in terms of usefulness and craftsmanship (Zheng et al., 2019).

The analysis of live streamers' appearance factors and online consumers' hedonic attitudes uses the social presence theory (Gunawardena,

1995). Similarly, the study of live streamers' real-time interaction and online consumers' utilitarian attitudes should take into account the social facilitation theory (Rafaeli & Noy, 2002). This research elucidates the influence of live streamers' appearance and engagement on online consumers' hedonic and utilitarian views, hence resulting in their impulsive purchase behaviours, in accordance with the motivation theory.

1.2 Problem Identification

1. Does Live Streamer Attractive Appearance have an influence on a hedonic attitude?
2. Does Live Streamer Attractive Appearance have an influence on a utilitarian attitude?
3. Does Live Streamer Realtime Interaction have an influence on a hedonic attitude?
4. Does Live Streamer Realtime Interaction have an influence on a utilitarian attitude?
5. Does a hedonic attitude have an influence on impulse buying?
6. Does a utilitarian attitude have an influence on impulse buying?

1.3 Research Objective

1. To explain whether Live Streamer Attractive Appearance has a positive influence on hedonic attitude.
2. To explain whether Live Streamer Attractive Appearance has a positive influence on utilitarian attitude.

3. To explain whether Live Streamer Real-time Interaction has a positive influence on a hedonic attitude.
4. To explain whether Live Streamer Realtime Interaction has a positive influence on utilitarian attitude.
5. To explain whether a hedonic attitude has a positive influence on impulse buying.
6. To explain whether a utilitarian attitude has a positive influence on impulse buying.

1.4 Research Contributions

This research provides benefits theoretically and practically :

1. Theoeitically, this research contribute to augmenting theoretical research on the correlation between online customer sentiments and purchasing behavior. This study aims to examine impulsive purchasing behavior using the framework of social presence and social facilitation theory.
2. Practically, this research offers insights into the key elements that enable managers or practitioners to effectively leverage digital platforms, particularly in the context of marketing. Managers and practitioners might enhance their likelihood of obtaining favorable outcomes from digital platforms by comprehending these aspects.

CHAPTER 2:

Literature Review

2.1 S-O-R Model

The S-O-R model posits that inputs from the environment impact an individual's affective (emotional) and cognitive (perceptual) responses, which then influence their behavior (Mehrabian & Russell, 1974). Wang et al. (2010) fiund that the retail environment consists of stimuli that impact the consumer and result in either approach behavior or avoidance responses towards the store. These responses can manifest as store search, intention to purchase, and intention to repurchase.

Koay et al. (2021) assert that stimuli (S) have an impact on the external world, which in turn affects individuals. Organization (O) refers to the cognitive and affective condition of an individual. This can encompass emotions and interpretations. Moreover, the term "response" pertains to an individual's behavioral reaction to a stimulus. Hence, this study suggests that the factor (S) that will stimulate consumers' initial assessment (O) of utilitarian and hedonic attitudes is the captivating appearance of the live streamer and their real-time connection with the audience. This elicits a spontaneous purchasing reaction (R).

2.2 Theoritical Review

The initial study conducted by Li et al. (2022) is titled "The Impact of Social Presence and Facilitation Factors on Online Consumers' Impulsive Buying in Direct Shopping: Celebrity Endorsement as a Moderating

Factor." This study investigates the correlation between online consumer views and purchase behavior, with particular emphasis on impulsive buying behavior and the influence of celebrity endorsement, utilizing the foundational SOR model and motivation theory. This study utilizes the audacity of Chinese consumers as a sample to advocate for the regulation of boldness. Variance-based structural equation modeling and partial least squares route modeling (SEM-PLS) were employed to evaluate 433 valid surveys using SmartPLS. An appealing appearance positively influences consumers' assertive hedonic attitudes and enhances their utilitarian attitudes towards direct shopping. Secondly, direct face-to-face engagement positively influences consumers' utilitarian views due to their professional marketing and communication competencies. Third, their hedonic and utilitarian beliefs positively influence consumers' bold impulsive purchasing behavior. This article demonstrates that celebrity endorsement adversely influences the link between consumers' bold hedonic attitudes and impulsive purchasing in direct shopping contexts.

The second study was written by Rani et al. (2023) and entitled "The impact of intensity of TikTok use, utilitarian value, and hedonic value on impulse buying facilitated by the urge to buy impulsively." This study investigates the relationship between TikTok usage level, utilitarian value, hedonic value, and impulse buying behavior. This research uses the stimulus-organism-response (SOR) hypothesis which groups stimuli into internal and external elements. Internal elements include utilitarian value

and hedonic value, while external factors include the intensity of use of the TikTok program. Participants in this study were married women who used Tiktok. This research is a causal study with a sample of 120 participants using Structural Equation Modeling-Partial Least Squares (SEM-PLS) to process data. Research findings show that the level of TikTok usage has an important impact on impulse buying behavior. However, the impact of utilitarian and hedonic values on impulse buying is not significant. The mediation effect occurs when the desire to make an impulse purchase acts as a mediator between the level of TikTok usage and the pleasure derived from the impulse purchase. However, this does not reduce the utilitarian significance of impulse buying.

The third study, authored by Zheng et al. (2019), is titled "Understanding impulse buying in E-commerce: An investigation into hedonic and utilitarian browsing." There is a scarcity of research that investigates the elements influencing impulsive buying behavior in mobile commerce at the personal level. This study employs the stimulus-organism-response (S-O-R) paradigm to investigate the impact of situational circumstances and reaction factors on impulse buying in the context of E-commerce. This study identified three situational elements (portability, visual attractiveness, and interpersonal impact) that have varying effects on hedonic browsing and utilitarian browsing. Subsequently, engaging in pleasurable browsing has a direct and positive impact on consumers' inclination to make impulsive purchases, whereas engaging in practical

browsing has an indirect effect on consumers' inclination to make impulsive purchases by way of pleasurable browsing.

2.3 Definition of Variables

2.3.1 Influencing factors based on social presence and social facilitation theories

The social presence hypothesis can be employed to investigate the role of facial expressions, tone of voice, and gestures in facilitating two-way distant conversation (Gunawardena, 1995). Zuo and Xiao (2021) have demonstrated that the live streaming platform may augment the feeling of social presence and reduce the gap between live broadcasters and online customers, in contrast to traditional media. Utilising peer-to-peer technology, live shopping offers a heightened sense of social presence by allowing live streamers to engage in face-to-face communication with online shoppers and showcase their appealing looks. This fosters stronger psychological relationships and a greater sensation of human warmth (Ming et al., 2021).

In addition, social facilitation theory suggests that the presence and engagement of others might influence consumers' purchasing behaviour in the field of telecommunication. This is seen in the real-time interaction between live streamers and online consumers (Zhang et al., 2021). According to a study conducted by Guan et al. (2021) on consumer behaviour, live streamers in live shopping can employ

different real-time interaction techniques, such as showcasing experts' recommendations, promoting discounts, and product testing, to improve online consumers' practical perception of online products and encourage their motivation to make purchases.

2.3.2 Hedonic Attitude

Hedonic attitude refers to the behavioural manifestation of the pleasurable, emotional, and experiential advantages derived from engaging in buying activities (Babin et al., 1994). The concept of hedonic value is frequently linked to the degree of pleasure that consumers derive from a website (Jarvenpaa & Todd, 1997). Incorporating comedic elements into a website aids in distinguishing it from other websites and enhances client contentment (Eighmey, 1997). Within this study, the concept of hedonic attitude is incorporated into the notion of social presence, which can be achieved through the visual presence of the live streamer. The level of "fun" or enjoyment is determined by the degree to which an event is pleasurable or captivating in relation to the live streamer's performance. Live streamers' appealing physical appearance allows them to leverage their attractiveness in several facets of their personal, social, and professional lives (Wang et al., 2017). Live streamers' appealing physical appearance can enhance the visual satisfaction and emotional gratification of online consumers during the live shopping experience, hence boosting their overall delight (Liu et al., 2020).

2.3.3 Utilitarian Attitude

The utilitarian mindset pertains to the degree to which a product or service delivers the anticipated utility. The concept of utilitarian shopping value refers to the satisfaction derived from fulfilling consumption demands, such as conserving money, time, and/or energy during a shopping trip (Babin et al., 1994).

In the context of online business, Ozkara (2017) found that utilitarian behavior showed a stronger correlation than hedonic behavior to purchase intentions and behavior. When making purchases via the internet, buyers often have concerns about the credibility of the seller and the authenticity of the product (Chen & Dhillon, 2003). Live streaming is a viable alternative since it allows consumers to observe the seller's facial expressions, backdrop details (such as attire and displays), and the products being offered in a manner that would not be possible with pre-recorded or edited content often found in online stores. Guan et al. (2021) assert that live streamers in live shopping can employ various real-time interaction tactics, including expert endorsements, price promotions, and product demonstrations, to enhance online buyers' perceptions of products and motivate purchases.

2.3.4 Impulse Buying

According to Chan et al. (2017), impulse buying refers to any purchase that is not premeditated and is made without comparing

several buying options to the actual outcome. Recent research have defined impulse buying as a process that occurs within an individual's psychological approach. It involves a buyer experiencing a sudden and frequently persistent need to instantly purchase something. This impulse is characterised by hedonic complexity and has the potential to trigger emotional conflict (Rook, 1987). Due to the widespread adoption of e- commerce, customers today frequently engage in online impulse buying. Online shopping liberates consumers from the limitations they may encounter in brick-and-mortar stores, hence enhancing the probability of impulsive purchases (Ning Shen & Khalifa, 2012).

2.4 Hypothesis Formulation

2.4.1 Live Streamer Attractive Appearance and Hedonic Attitude

The appealing aesthetics of live streamers can offer both visual and emotional gratification to online consumers during the live buying experience, consequently enhancing online consumers' pleasurable attitudes towards both the live streamers themselves and the products being showcased (Liu et al., 2020). That is why the majority of live streamers opt for live-streaming applications that offer cosmetic features and dedicate a significant amount of time to applying makeup before entering the live-streaming platform. Thus, the captivating appearance of live streamers will impact the hedonic attitudes of online consumers. Consequently, this research presents the following

hypothesis:

H1: Live Streamer attractive appearance positively affects hedonic attitude.

2.4.2 Live Streamer Attractive Appearance and Utilitarian Attitude

According to Lu et al. (2018), online consumers are more likely to trust products that are promoted by attractive live streamers. This trust can potentially affect their practical attitudes towards the products. This phenomenon may occur because aesthetically pleasing live streams have the ability to instill a feeling of safety and enhance the confidence of online shoppers in the quality of the products being offered (Neff, 2011). Attractive appearance, as a distinct psychological phenomenon, significantly influences human communication and enhances persons' utilitarian views (Goodwin and Dahlstrom, 2014). Consequently, the utilitarian attitudes of individuals will be impacted by the appealing appearance of the live streamer. This research presents the following hypothesis:

H2: Live Streamer's attractive appearance positively affects utilitarian attitude.

2.4.3 Live Streamer Realtime Interaction and Utilitarian Attitude

Guan et al. (2021) have shown that live streamers can enhance real-time interactions with online consumers by providing product information displays and after-sales service introductions. This, in

turn, fosters confidence and improves consumers' utilitarian attitudes. Many live streamers possess expertise in interacting with viewers and delivering valuable material to shape consumers' utilitarian views (Chen et al., 2020). Live streaming systems employ marketing strategies such as product trials, merchant specials, and expert suggestions during real-time interactions. These strategies are effective in enhancing online consumers' utilitarian attitudes towards products (Hepola et al., 2020). Hence, the utilitarian satisfaction of customers can be enhanced by real-time interactions facilitated by live streams. This research suggests the following:

H3: Live streamer real-time interaction positively affects utilitarian attitude.

2.4.4 Live Streamer Realtime Interaction and Hedonic Attitude

The number of live streamers that incorporate captivating performance features to boost the pleasurable attitudes of online customers during live interactions, such as employing comedic language, donning extravagant costumes, and collaborating with animals, is on the rise (Yang and Forney, 2013). Engaging interactions help alleviate online customers' weariness and fulfill their hedonic attitudes (Park & Lin, 2020). Thus, this work suggests that real-time interactions carried out by live streamers can have a good impact on consumer hedonics.

H4: Live streamer realtime interaction positively affects hedonic attitude.

2.4.5 Hedonic Attitude and Impulse Buying

Online consumers' impulsive purchasing behaviours may be impacted by their perceived enjoyment, which is shown in their hedonic attitudes toward online shopping. According to Cheng (2020), the hedonic attitude of online consumers during live streaming has a direct influence on their final purchase decision and may result in impulsive buying. According to Zheng et al. (2019), online customers who have a hedonic attitude are more likely to engage in impulsive consumption and neglect professionalism. Thus, when the hedonistic psychology of online consumers is fulfilled, there is a high likelihood of impulsive consumption behaviour taking place. Therefore, the study puts up the following hypotheses:

H5: Hedonic attitude positively affects impulse buying.

2.4.6 Utilitarian Attitude and Impulse Buying

A significant number of online shoppers prioritise utilitarianism and have a preference for obtaining information regarding product quality, service life, and after-sales support (Xiang et al., 2016). The practical information provided through live streaming channels can fulfil the utilitarian psychology of online consumers, perhaps leading them to engage in impulsive

consumption (Pacheco et al., 2022). Therefore, the impulsive purchasing behaviour of online customers can be influenced by their practical views, and the proposed hypothesis is as follows:

H6: Utilitarian attitude positively affects impulse buying.

2.5 Theoritical Framework

Li et al. (2022) made modifications to the conceptual foundation of this investigation. This study encompasses five variables: the live streamer's appealing appearance, the live streamer's real-time engagement, hedonic attitude, utilitarian attitude, and impulse purchase. The research conceptual model is depicted in Figure 2.1.

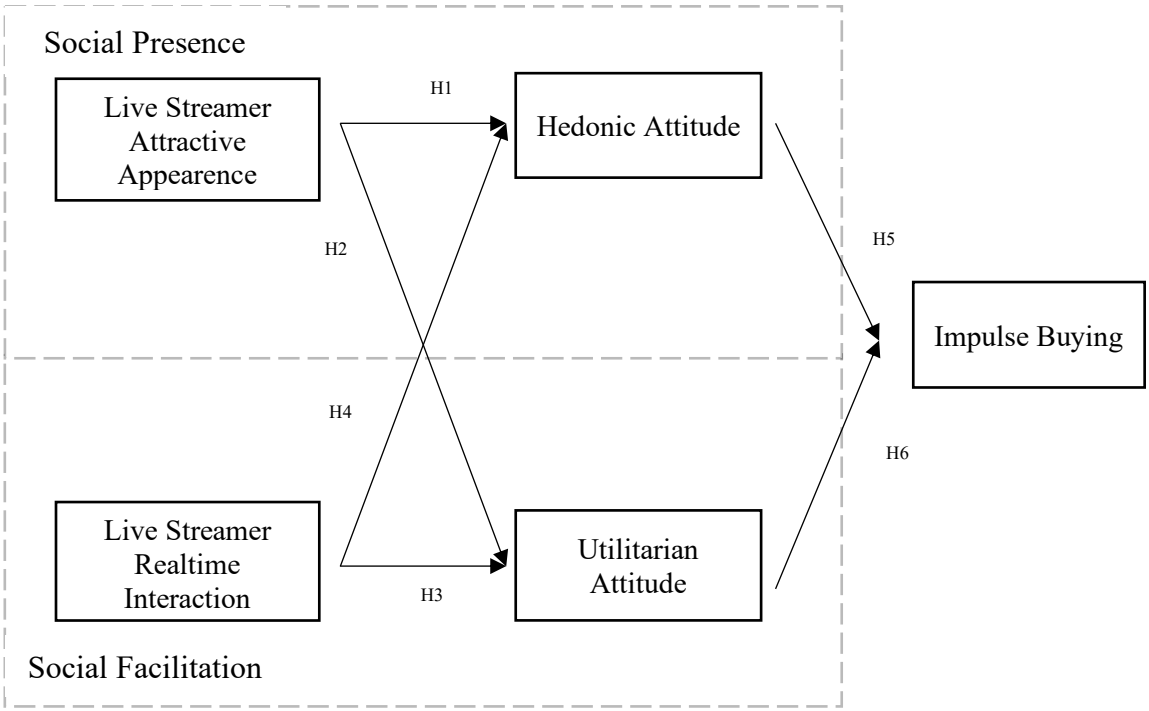

Fig. 2.1 Research Model (Li et al, 2022)

CHAPTER 3:

Research Methodology

3.1 Type of Study

This study uses a quantitative methodology to examine the correlation between variables. A quantitative approach is a method that employs post- positivism to advance scientific knowledge by establishing causal relationships, minimizing variables, formulating hypotheses and specific questions, and employing measurement, observation, and theory testing. This approach utilizes research strategies such as surveys and experiments that rely on statistical data (Emzir, 2010). This study examines the impact of utilitarian and hedonic purchasing behavior on impulsive purchase among online customers, by exploring its relationship with social presence and social facilitation theories.

This study necessitates participants who engage in online purchasing and actively utilize the TikTok program, with a particular emphasis on its live streaming functionality. The study was carried out in Indonesia. This research aims to assist managers and practitioners in optimizing the effectiveness of digital platforms in a marketing setting. This study utilizes primary data acquired via questionnaire responses gathered through the use of Google Forms. The questionnaire was disseminated through social media platforms by means of private messaging, embedding a hyperlink on the researcher's Instagram profile, Facebook Group Status, and directly through WhatsApp. The survey employed a 6-point Likert scale to gauge replies,

with a total of 200 participants providing information about the study's pertinent traits.

3.2 Population and Sample

Population refers to the entire group of individuals living in a particular area. On the other hand, research population refers to a specific group of individuals to be included in a study due to relevant features, as defined by Barreiro and Albandoz (2001). This study focuses on individuals who use the live streaming feature on the TikTok social media platform. TikTok is a social media platform that also functions as a digital marketplace for making shopping transactions. The majority of Indonesian individuals utilize this platform. As a result, it is not feasible to include the entire population in our study. In this study, sampling is necessary, where the sample is a representative part of the population. Ghozali (2016) stated that a sample is part of a population. This study involved participants who had engaged with the TikTok social media platform and specifically used its live streaming feature for purchasing purposes. A sample size of 40 individuals was used to conduct validity and reliability tests to ensure a minimum sample size. Scientists used the following calculations (Hair et al., 2022). The N value is calculated by multiplying the number of indicators used by a factor of 10. In this case, N is equal to 160, because there are 16 indicators used. This study uses purposive sampling, which is a non-probability sampling technique in which respondents are selected intentionally in a manner that is in line with the objectives of the study.

3.3 Type and Data Collection Techniques

This study utilizes primary data, namely data acquired through self-

collection. This study employs a questionnaire-based approach, which will be administered to a total of 200 participants. A pilot test will be conducted with 40 respondents to ensure the validity of the data, while the main analysis will be based on the responses of 160 participants. The survey was disseminated through an online platform, specifically Google forms, employing a purposive data collection approach. This method was used to get data from those who have utilized TikTok and engaged in live streaming for buying purposes.

The questionnaire is divided into two sections: an introductory section and variable sections. The introduction portion comprises personal details as well as the goals and objectives of the research. Additionally, this section includes a notification stating that the data gathered will be only utilized for research objectives. Proceeding to the variables section, participants were screened based on their utilization of the live-streaming functionality on TikTok. The subsequent section comprises five factors in the form of questions: live streamer attractive appearance, live streamer real-time engagement, hedonic attitude, utilitarian attitude, and impulsive buying. This study employed a Six Point Likert Scale, which measure the variables on a continuum from (1) strongly disagree to (6) strongly agree. Additional information is provided in Table 3.1 below.

Tab. 3. 1 Six-Point Likert Scale

Scale	Description
1	Strongly Disagree

2	Disagree
3	Slightly Disagree
4	Slightly Agree
5	Agree
6	Strongly Agree

3.3 Operational Definitions and Measurement of Variables

3.4.1 Live Streamer Attractive Appearance

Kreijins et al. (2021) find that social presence is linked to the utilisation of computer-mediated communication tools and electronic platforms that facilitate the transfer of face-to-face interpersonal communication, group learning, and group dynamics in an online environment. Within the framework of this study, it is advisable for live streamers to strategically manipulate multiple variables to maximise their benefits. For instance, Goodwin and Dahlstrom (2014) propose that selecting an appealing appearance or possessing a nice tone of speech might effectively maintain the interest of viewers.

Tab. 3. 2 Live Streamer Attractive Appearance Indicators

Code	Indicators	References
AP1	The live streamer's appearance gives me a good feeling	Li et al, (2022)
AP2	The live streamer is attractive (beautiful or handsome)	Li et al, (2022)

AP3	The live streamer's appearance catches my attention	Li et al, (2022)

3.4.2 Live Streamer Realtime Interaction

Goodwin and Dahlstrom (2014) state that in the live streaming domain, viewers possess the capability to immediately discuss and engage with the streamer and other viewers. This fosters confidence. Consequently, this fosters a sense of receptiveness among viewers, piquing their interest in the marketed goods. Live streaming services also employ a novel monetisation structure called virtual gift consumption. Both streamers and viewers are provided with comprehensive visibility of the gifts bestowed, including the name of the donor and the overall count of gifts received by the streamer throughout the event (Liu et al., 2022).

Tab. 3. 3 Live Streamer Realtime Interaction Indicators

Code	Indicators	References
RI1	When watching a live-stream, I can exchange and share opinions with the streamer or other audiences easily	Li et al, (2022)
RI2	When I am watching a live-stream, the streamer knows I'm concerned about him or her	Li et al, (2022)
RI3	When watching a live-stream, I feel closer to the streamer	Li et al, (2022)
RI4	When I am watching a live-stream, the streamer provides sufficient opportunities to respond and ask questions	Li et al, (2022)

3.4.3 Hedonic Attitude

Hedonic attitudes encompass a range of factors such as curiosity, amusement, visual appeal, escapism, intrinsic delight, socialising, relaxation, self- expression, long-term engagement with a product or service, fulfilling a function, seeking the best discounts, and fostering social relationships (Moon et al, 2017). According to Noh et al. (2014), hedonic behaviour is caused by the visual characteristics of a product and leads to pleasure, which affects customer decisions regarding products.

Tab. 3. 4 Hedonic Attitude Indicators

Code	Indicators	References
HA1	The live content is interesting	Li et al, (2022)
HA2	The live content is pleasant to watch	Li et al, (2022)
HA3	The live content is fun	Li et al, (2022)

3.4.4 Utilitarian Attitude

Utilitarian values are rooted in logical and analytical information processing, while hedonic values revolve around sensory pleasure and self- indulgence (Khare, 2011). Nevertheless, Batra and Ahtola (1991) provide evidence that challenges the idea that attitude towards the ad is one-dimensional. They propose that there are actually two dimensions of attitude towards the ad: hedonic and utilitarian. According to a study conducted by Ferguson and Mohan (2020), incorporating a person's image in an advertisement attracts more attention and leads to a more positive emotional response. However, this approach may compromise the practical benefits associated with the advertisement due to the initial reliance on peripheral information processing

Tab. 3. 5 Utilitarian Attitude Indicators

Code	Indicators	References
UA1	This live content offers important information about the product	Li et al, (2022)
UA2	This live content makes me want to know additional information about the product on this live streaming platform	Li et al, (2022)
UA3	The information about the product in this live content is helpful to me	Li et al, (2022)

3.4.5 Impulse Buying

When customers are motivated by time and money, they will develop a keen awareness of opportunity cost. This awareness is best described as "subjective perception of opportunity cost." The rise of e-commerce live streaming has become viewing live shopping the primary way young people consume goods (Hu and Chaudry, 2020). It enhances the likelihood of impulsive purchasing among internet consumers. Shopping situational elements, such as consumers' affective states, specifically good or negative emotions experienced during shopping, have an impact on customers' impulsive purchasing behaviour (Gardner & Rook, 1988).

Tab. 3. 6 Impulse Buying Indicators

Code	Indicators	References
IB1	While watching live streaming, I often buy things spontaneously	Li et al, (2022)
IB2	As I watch on live streaming platforms, I often buy things online without thinking	Li et al, (2022)
IB3	Watching live streaming platforms, sometimes I am a bit reckless about what I buy	Li et al, (2022)

3.4 Validity and Reliability Test of Research Instruments

Pilot testing assesses a metric's capacity to appropriately evaluate a certain variable, as articulated by Zikmund et al. (2009). The evaluation of the test's validity and reliability was conducted using IBM SPSS 29.0, and

the findings were assessed accordingly. An indicator is deemed valid if the computed R value surpasses the R table value. Reliability testing is conducted to verify the consistency of measurement data when collected multiple times (Zikmund et al, 2009). A variable's measurement is deemed legitimate if the computed R value exceeds the R-Table value (adjusted item total correlation) at a significance level of 5% (Ghozali, 2013). This survey included 40 respondents, resulting in an R-Table value of 0.312. The dependable value possesses a Cronbach α coefficient of 0.70 or above. Prior to disseminating the questionnaire to research participants, we will evaluate its validity and reliability as a data gathering instrument. Consequently, the questionnaire was administered to 40 participants as a pilot study. The data gathered from the respondents were subsequently evaluated to evaluate their validity and reliability, considering the aforementioned restrictions. The questionnaire comprises several particular statements.

1. Live streamer's attractive appearance has three indicators
2. Live streamer real-time interaction has four indicators
3. Hedonic attitude has three indicators
4. Utilitarian attitude has three indicators
5. Impulse buying has three indicators

3.6.1 Pilot Test

The purpose of the pilot test in this study is to assess the accuracy and consistency of the indicators used in the questionnaire. The pilot test was carried out with IBM SPSS 29.0 software, involving

a sample of 40 respondents who possessed the pertinent qualities of the research. The findings of the validity and reliability assessment are explained below.

Tab. 3. 7 Validity Test Results

Variables/ Indicators	Total Correlation	R-Tabel	Status
Live Streamer Attractive Appearance		0.312	
AP1	0.886		Valid
AP2	0.793		Valid
AP3	0.933		Valid
Live Streamer Realtime Interaction		0.312	
RI1	0.816		Valid
RI2	0.798		Valid
RI3	0.827		Valid
RI4	0.774		Valid
Hedonic Attitude		0.312	
HA1	0.814		Valid
HA2	0.884		Valid
HA3	0.891		Valid
Utilitarian Attitude		0.312	
UA1	0.872		Valid
UA2	0.690		Valid
UA3	0.786		Valid

Impulse Buying		0.312	
IB1	0.822		Valid
IB2	0.880		Valid
IB3	0.893		Valid

Source: Primary Data Process, 2024

The validity test result table indicates that all question indicators possess a calculated R value exceeding the total corellation. Consequently, all question indications may be deemed legitimate.

Tab. 3. 8 Reliability Test Results

Variables/ Indicators	Item	Cronbach's Alpha	Standard Cronbach's Alpha	Status
Live Streamer Attractive Appearance	3	0.853	0.7	Reliable
Live Streamer Realtime Interaction	4	0.815	0.7	Reliable
Hedonic attitude	3	0.850	0.7	Reliable
Utilitarian Attitude	3	0.818	0.7	Reliable
Impulse Buying	3	0.851	0.7	Reliable

Source: Primary Data Process, 2024

The reliability test results indicate that all questionnaire items possess a Cronbach's alpha value over 0.70. Consequently, it can be inferred that all inquiries are dependable.

3.5 Analytical Technique

3.6.1 Descriptive Analysis

Descriptive statistics are statistical measures that provide

descriptive information about a dataset, including frequency, mean, and standard deviation (Sekaran & Bougie, 2016). The research utilises descriptive analysis to define respondent profiles and present descriptive statistics obtained from the research data. Descriptive analysis offers a comprehensive overview of respondent profile data, encompassing gender, age, location, education level, occupation, as well as respondent intention and buying frequency.

3.6.2 Descriptive Variable

The descriptive variables provide an explanation for each variable, including convenience, information availability, selection, customised offering, trend, social, adventure, authority and status, utilitarian motivation, hedonic motivation, and green buying intention. The explanation encompasses every questionnaire indicator.

3.6.3 Inferential Analysis

3.6.3.1 Outer Model Evaluation

The initial step in data analysis involves evaluating the measurement model inside PLS-SEM analysis. This assessment evaluates the quality of the utilized metrics (Hair et al., 2021). Consequently, the measurement model's reliability and validity are assessed.

1) Reliability Test

Reliability testing is done to determine how consistent the measurement instrument used to measure

the research results is (Sekaran & Bougie, 2016). One can square the loading of each indicator to determine its reliability. A value of fifty indicates that the item has at least fifty percent variance with the construct (Hair et al., 2022). Cronbach's Alpha (α) and Composite Reliability (CR) are used to assess reliability. The cutoff value of .70 for both measures seems acceptable and is widely used in PLS-SEM research. However, because the CR value is often less restrictive than the α value, the CR value can be used as the upper band and the CR value as the lower band (Hair et al., 2018). However, each item can measure essentially the same aspect of the construct, which means they are redundant if their reliability estimates are 0.95 or higher.

2) Validity Test

a. Convergent Validity Test

The convergent validity assessment evaluates the degree to which the construct effectively accounts for the variations in indicators (Hair et al., 2021). This evaluation examines the strength of the relationship between the substantive construct and the reflective measures of the same concept (Hair & Alamer, 2022). The assessment of convergent

validity for each construct is conducted by examining the loading factor values for each indicator and the average variance extracted (AVE). The loading factor must exceed 0.50 to yield accurate results in this test. Items must be eliminated if their value is below 0.50, as this exacerbates inaccuracies.

b. Discriminant Validity Test

Franke & Sarstedt (2019) assert that discriminant validity is achieved when the latent variable accounts for greater variance in related items than when compared to other constructs within the same model. The discriminant validity test demonstrates the distinctiveness of a measure by the low correlation between the measuring scales of different constructs (Franke & Sarstedt, 2019). The objective of this test is to verify that the measurement scales vary among each building. The construct discriminant validity is demonstrated in this test if the square root values of the AVE constructs are distinct from one another (Fornell & Larcker, 1981).

The heterotrait-monotrait ratio (HTMT) parameter, which signifies the extent of discriminant validity issues, was employed at this testing phase

(Hair et al., 2021). Henseler et al. (2015) assert that cross-loading is applicable solely under heterogeneous loading patterns and with substantial sample numbers. Consequently, to assess the validity of the discriminant assessment in this study, the HTMT test must be performed. An elevated HTMT value signifies a more significant issue with discriminant validity in the assessment, as determined by the Fornell-Larcker criterion. The HTMT value must be less than 0.85 to establish the discriminant validity of conceptually distinct conceptions (Henseler et al., 2015). Consequently, the uniqueness of the assessment scale among constructs in this investigation is deemed valid (Hair et al., 2021).

3.6.3.2 Inner Model Evaluation

The evaluation of the structural model commences with an examination of the collinearity between constructs and the model's capacity to make accurate predictions. This evaluation incorporates four indicators: collinearity VIF, coefficient of determination (R-square), route coefficient (Q-square), and hypothesis testing (Sarstedt et al, 2022).

1) ***Collinearity VIF***

Researchers evaluated the creation of collinearity models by utilising the VIF measure. Consequently, researchers are required to conduct individual tests for each group of construct predictors in relation to each component of the structural model. To minimise the influence of collinearity on the estimation of the structural model, it is recommended that the VIF value of the constructor predictor is kept below 5, preferably below 3 (Hair et al., 2022).

2) Coefficient of Determination Test (R^2)

To assess a model with PLS, the R-Square value of It is necessary to analyse each individual latent variable separately. The R-Square values for the endogenous latent variables were 0.67, 0.33, and 0.19, indicating a model with weak, moderate, and strong fit, respectively, based on the PLS R-Square results (Hair et al, 2022).

3) Goodness of Fit (Q-Square)

Predictive relevance is a test that assesses the accuracy of an observation value using a blindfolding technique. If the Q square value is more than 0, it can be considered a favourable observation value.

Conversely, if the Q square value is less than 0, it can be seen as an unfavourable observation value. In the context of structural models, Q-Square predictive relevance refers to the extent to which the observation values generated by the model and its parameter estimations accurately represent the data. A Q-Square value greater than 0 indicates a high level of predictive relevance for the model, whereas a Q-Square value less than 0 indicates a low level of predictive relevance. The subsequent equation is utilised to carry out Q-Square computations:

Q2 = 1-(1-R square 1)x(1-R square 2)x(1-R square 3)

4) Path Coefficients Testing

The route coefficient value can be obtained by doing a thorough assessment or using a standard path coefficient value, which ranges from -1 to 1. A route coefficient value close to 1 suggests a robust positive correlation. Conversely, if the value deviates substantially from 1, it will suggest a strong negative connection. The relationship will be reversed.

This study employs P-value and T-statistic analysis to formulate research hypotheses. The t-statistic value for each correlation path was computed using

the bootstrapping method to evaluate the hypothesis. After obtaining the results, the t-table values and t-statistical values are compared for hypothesis testing. Given a research confidence level of 95%, the precision level (α) is set at 5% or 0.05 using the initial t-table. Based on the findings of Hair et al. (2022), the null hypothesis (Ho) is accepted and the alternative hypothesis (Ha) is rejected when the t-statistic value is smaller than the t-table value. Conversely, if the t-table value is equal to or more than the t-statistic value (more than 1.96), the null hypothesis is accepted and the alternative hypothesis is rejected.

CHAPTER 4:

DATA ANALYSIS AND DISCUSSIONS

4.1 Descriptive Analysis

This study employs a questionnaire based on Google Forms, which was disseminated through several platforms including Whatsapp, Instagram, Facebook groups, and E-mail. As a result, a total of 160 responses were obtained. Analytical procedures such as descriptive analysis of respondent characteristics, normality evaluation, model fit measurement, and model hypothesis testing are employed to characterize the research outcomes. This study employs Structural Equation Modeling (SEM) with SmartPLS version 4.0. This study examines Indonesian individuals who have engaged in online shopping using the Live broadcasting functionality within the Tiktok program. This study employs a strategy of sampling that is based on the principles of probability. The characteristics of the respondents are delineated according to their gender, age, income, educational attainment, and occupation. Next, the questionnaire includes a statement that is associated with each variable.

4.1.1 Descriptive Statistics of Respondents Based on Gender

The table below illustrates that the predominant proportion of research participants are of the male gender:

Tab. 4. 1 Gender Section

Gender	Total	Percentage
Male	92	57.8%
Female	68	42.2%
Total	**160**	**100%**

Source: Primary Data Processed, 2024

The total number of respondents was 160, with 92 (57.8%) being male and 68 (42.22%) being female.

4.1.2 Descriptive Statistics of Respondents Based on Ages

The table illustrates that the majority of respondents fall within the age range associated with being in the workforce and actively contributing to the economy. The age category is divided into three ranges: 18–25 years, 26–40 years, and ≥41 years. The survey found that most of the participants fell within the age range of 26 to 40 years. The age group of 18-25 years had the second greatest number of individuals, while the age group of those over 41 years had the fewest number of individuals. The subsequent table presents further specifics:

Tab. 4. 2 Ages Section

Ages	Total	Percentage
18-25	63	39.1%
26-40	83	52.1%
≥41	14	8.9%
Total	**160**	**100%**

Source: Primary Data Processed, 2024

The number of respondents aged 18-25 is 63, which accounts for 39.1% of the total respondents. There are 83 individuals, or 52.1%, who are aged between 26 and 40 years old. Lastly, there were 14 respondents who were aged ≥41 years, accounting for 8.9% of the total respondents.

4.1.3 Descriptive Statistics of Respondents Based on Incomes

The following table explains the total income of respondents for one month. There are four categories of income. Most respondents earn income of 3,000,001-5,000,000 with the number of respondents as many as 60 people or 37.5%. Then, the least respondents earn income of 0-1,000,000 with the number of respondents as many as 23 people or 14.1%.

Tab. 4. 3 Income Section

Income	Total	Percentage
0-1.000.000	23	14.1%
1.000.001-3.000.000	39	24.5%
3.000.001-5.000.000	60	37.5%
≥5.000.001	38	24%
Total	**160**	**100%**

Source: Primary Data Processed, 2024

The number of respondents with income 0-1,000,000 is 23 respondents or 14.1% of the total. The second category is with income of 1,000,001-3,000,000, recorded 39 respondents or 24.5%. Then the next category is total income 3,000,001-5,000,000 by 60 respondents

or 37.5%. Finally, total income ≥5,000,001 with a total of 38 respondents or 24%.

4.1.4 Descriptive Statistics of Respondents Based on Education Level

The table below contains an explanation of the level of education taken by the respondents. The largest number is respondents who have taken a bachelor's degree, which is 92 people or 57.6%. The lowest number is respondents with a master's degree, which is 3 respondents or 2.1%.

Tab. 4. 4 Education Levels Section

Education Levels	Total	Percentage
Senior High School (SMA)	64	40.3%
Bachelor	92	57.6%
Master	3	2.1%
Total	**160**	**100%**

Source: Primary Data Processed, 2024

The total number of respondents with senior high school (SMA) education is 64 respondents or 40.3% of the total. In the second category, respondents with a Bachelor's degree are 92 respondents or 57.6%. Furthermore, the Master's degree is 3 respondents or 2.1% of the total.

4.1.5 Descriptive Statistics of Respondents Based on Occupation

Next is a descriptive explanation of the respondents' jobs. The largest number is respondents with private employment, namely 54

respondents or 33.9%. The lowest total is business owners with a total of 31 respondents or 19.3%.

Tab. 4. 5 Occupations Section

Occupations	Total	Percentage
Students	32	19.8%
Civil Serveants/BUMN	43	27.1%
Private Employe	54	33.9%
Business Owner	31	19.3%
Total	**160**	**100%**

Source: Primary Data Processed, 2024

The students category has 32 respondents or 19.8% of the total. The next category is civil servants/BUMN with a total of 43 respondents or 27.1%. Then, the third category is private employees with the highest number of 54 respondents or 33.9% of the total. Finally, business owners with a total of 31 respondents or 19.3%.

4.2 Descriptive Variable

4.2.1 Live Streamer Attractive Appearance

This survey section comprises three questions pertaining to the variable of Live Streamer Attractive Appearance. The respondents' responses indicate that the descriptive analysis of this variable yielded an overall average score of 4.72. The item AP1 exhibits the highest score among all indicators in response to the question "The live streamer's appearance gives me a positive sensation", with an average value of 4.78. The item AP2, referred to as "The live streamer is

attractive (beautiful or handsome)," achieved the lowest average rating of 4.68. Therefore, it may be inferred that the respondents had a favorable view of the Live Streamer's Attractive Appearance. The subsequent table presents these data:

Tab. 4. 6 Variable of Live Streamer Attractive Appearance

Code	Indicators	Mean
AP1	The live streamer’s appearance gives me a good feeling	4.78
AP2	The live streamer is attractive (beautiful or handsome)	4.68
AP3	The live streamer’s appearance catches my attention	4.71
Total		**4.72**

Source: Primary Data Processed, 2024

4.2.2 Live Streamer Realtime Interaction

This component of the questionnaire comprises four questions pertaining to the variable of live streamer realtime contact. The respondents' answers yield an average descriptive analysis score of 4.53 for live streamer realtime interaction. The study reveals that the question item RI1 has the highest indication, with an average value of 4.78. This suggests that live streaming can serve as a straightforward and immediate means of interactive communication. Conversely, the lowest indication is seen in question item RI4, with an average value of 4.00. The analysis results indicate that the variable of live streamer

realtime contact has a favorable influence on impulse purchase. Additional details can be located in table 4.7 provided below.

Tab. 4. 7 Variable of Live Streamer Realtime Interaction

Code	Indicators	Mean
RI1	When watching a live-stream, I can exchange and share opinions with the streamer or other audiences easily	4.78
RI2	When I am watching a live-stream, the streamer knows I'm concerned about him or her	4.65
RI3	When watching a live-stream, I feel closer to the streamer	4.71
RI4	When I am watching a live-stream, the streamer provides sufficient opportunities to respond and ask questions	4.00
Total		**4.53**

Source: Primary Data Processed, 2024

4.2.3 Hedonic Attitude

This portion of the survey comprised three inquiries pertaining to the hedonic attitude variable. The respondents' answers indicated that the descriptive analysis of this variable resulted in an average score of 4.01. Indicator HA3 achieved the highest score among all indicators in terms of its response to the question "The live content is fun", with a mean score of 4.08. Item HA2, also known as "The live content is pleasant to watch," has the lowest average rating of 3.96. Thus, it can be inferred that the respondents hold a positive perception of hedonic attitude. The data is shown in the following table:

Tab. 4. 8 Variable of Hedonic Attitude

Code	Indicators	Mean
HA1	The live content is interesting	4.01
HA2	The live content is pleasant to watch	3.96
HA3	The live content is fun	4.08
Total		4.01

Source: Primary Data Processed, 2024

4.2.4 Utilitarian Attitude

This portion of the survey comprised three inquiries pertaining to the utilitarian attitude variable. The respondents' answers indicated that the descriptive analysis of the utilitarian attitude variable resulted in an average score of 4.64. Indicator UA2 achieved the highest score in response to the question "This live content makes me want to know more information about the product on this live streaming platform," with an average score of 4.75. Item UA3, referred to as "The information about the product in this live content is helpful to me," received the lowest average rating of 4.57. Thus, it can be inferred that the respondents hold a positive perception of the utilitarian mindset. The data is shown in the following table:

Tab. 4. 9 Variable of Utilitarian Attitude

Code	Indicators	Mean
UA1	This live content offers important information about the product	4.62
UA2	This live content makes me want to know additional information about the product on this live streaming platform	4.75
UA3	The information about the product in this live content is helpful to me	4.57
Total		4.64

Source: Primary Data Processed, 2024

4.2.5 Impulse Buying

This portion of the survey comprised three inquiries pertaining to the impulse buying variable. The respondents' answers indicated that the descriptive analysis of the impulse purchase variable resulted in an average score of 4.08. Indicator IB3 achieved the highest score among all indicators in addressing the question "When watching live streaming platforms, I sometimes make impulsive purchases", with an average score of 4.45. Item IB1, commonly known as "Impulse Buying While Watching Live Streaming," has the lowest average rating of 3.89. Thus, it can be inferred that the respondents hold a positive perception of impulse purchase. The data is shown in the following table:

Tab. 4. 10 Variable of Impulse Buying

Code	Indicators	Mean
IB1	While watching live streaming, I often buy things spontaneously	3.89
IB2	As I watch on live streaming platforms, I often buy things online without thinking	3.91
IB3	Watching live streaming platforms, sometimes I am a bit reckless about what I buy	4.45
Total		4.08

Source: Primary Data Processed, 2024

4.3 Measurement Model Testing (Outer Model)

The measuring model is evaluated through validity and reliability testing. The outcomes of this exam will be delineated as follows.

4.3.1 Validity Testing Result

This study performed a validity assessment of the measurement model by evaluating the convergent and discriminant validity of the construct measurement items, yielding the following results.

4.3.1.1 Convergent Validity Test Results

The convergent validity test findings are displayed in Figure 4.1 below.

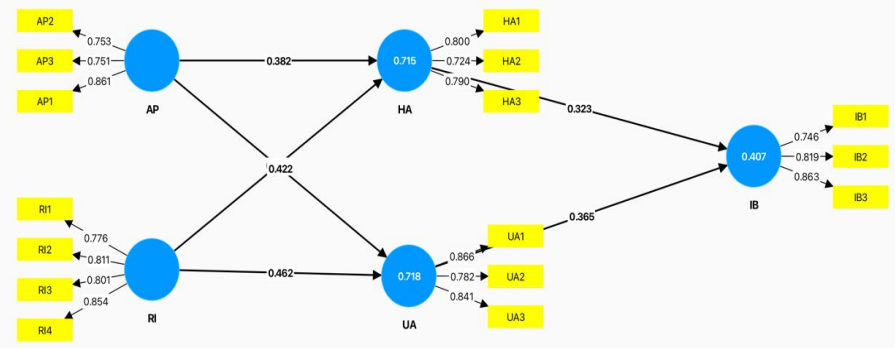

Fig. 4.1 Outer Measurement Model

The information from the convergent validity test findings is displayed in Table 4.11 below after being treated as the Average Variance Extracted (AVE).

Tab. 4. 11 AVE Value Measurement Results

Variable	Avarage Variance Extracted (AVE)
Live Streamer Attractive Appearance	0.624
Live Streamer Realtime Interaction	0.657
Hedonic Attitude	0.596
Utilitarian Attitude	0.690
Impulse Buying	0.657

Source: Primary Data Processed, 2024

The AVE value measurements reveal that all variables in this study above the 0.50 threshold (Chin & Dibbern, 2010). The AVE test results demonstrate that all variables are confirmed as valid. The Hedonic Attitude variable exhibits an AVE value of 0.596. Concurrently, several variables have AVE values exceeding 0.60. The findings of the convergent validity test concerning the measurement of the AVE value demonstrate that all variables in this study are deemed convergently valid.

4.3.1.2 Discriminant Validity Test Results

The subsequent results pertain to the measurement of the outer loading, indicating the outcomes of the discriminant validity assessment.

Tab. 4. 12 Outer Loading for Discriminant Validity Test

	AP	RI	HA	UA	IB
AP1	0.861				
AP2	0.753				
AP3	0.751				
RI1		0.776			
RI2		0.811			
RI3		0.801			
RI4		0.854			
HA1			0.800		
HA2			0.724		
HA3			0.790		
UA1				0.866	
UA2				0.782	
UA3				0.841	
IB1					0.746
IB2					0.819
IB3					0.863

Source: Primary Data Processed, 2024

Note: Live Streamer Attractive Appearance (AP), Live Streamer Realtime Interaction (RI), Hedonic Attitude (HA), Utilitarian Attitude (UA), Impulse Buying (IB)

Table 4.12 indicates that all variable items possess values exceeding the threshold of 0.70 (Chin & Dibbern, 2010). Consequently, the findings of this investigation can be deemed legitimate. The Live Streamer Attractive Appearance (AP) variable has a value of 0.861, indicating it exceeds both 0.70 and 0.80. Similarly, all variables utilized in this investigation

possess values over 0.70. Consequently, it can be asserted that all variables in this study are deemed valid.

4.3.2 Reliability Testing Result

The reliability test parameters in this study are predicated on Cronbach's alpha and Composite Reliability (CR) values exceeding 0.6, indicating that the variables are deemed reliable (Hair et al., 2021). The outcomes are as follows:

Tab. 4. 13 Reliability Test Result

Variabel	Cronbach's Alpha	Composite Reliability
Live Streamer Attractive Appearance	0.697	0.711
Live Streamer Realtime Interaction	0.660	0.665
Hedonic Attitude	0.769	0.893
Utilitarian Attitude	0.826	0.826
Impulse Buying	0.774	0.777

Source: Primary Data Processed, 2024

Table 4.15 indicates that Cronbach's Alpha and Composite Reliability (CR) exceed 0.6, thereby satisfying the requirements established in this study. The test findings for this variable are deemed acceptable. A greater value of Cronbach's alpha and composite dependability signifies a high degree of reliability. The Live Streamer Attractive Appearance variable exhibits a Cronbach's alpha of 0.697 and a composite reliability value of 0.711. Consequently, it can be inferred that all variables are deemed dependable.

4.4 Structural Model Test (Inner Model)

This study will elucidate the collinearity test, coefficient of determination test (R-Square), hypothesis testing, and predictive relevance (Q Square).

4.4.1 Collinearity VIF Test

This section provides a description of the results obtained from the collinearity test. The purpose of VIF collinearity is to ensure that collinearity does not significantly affect the estimation of the structural model. The VIF values for each variable in this study are all below 3, indicating that there are no significant variations in the collinearity of the research model.

Tab. 4. 14 Lists The Results of The Collinearity Test

	AP	RI	HA	UA	IB
AP			0.382	0.425	
RI			0.502	0.457	
HA					0.294
UA					0.376
IB					

Source: Primary Data Processed, 2024

Note: Live Streamer Attractive Appearance (AP), Live Streamer Realtime Interaction (RI), Hedonic Attitude (HA), Utilitarian Attitude (UA), Impulse Buying (IB)

4.4.2 Coefficient of Determination Test (R-Square)

The R-Square values obtained after processing the data using the smartPLS 4.1 application are as follows:

Tab. 4. 15 R-Square

	R-Square	R-Square Adjusted
Hedonic Attitude (HA)	0.715	0.712
Utilitarian Attitude (UA)	0.407	0.399
Impulse Buying (IB)	0.718	0.714

Source: Primary Data Processed, 2024

According to the data in Table 4.12, the R-Square value for the Hedonic Attitude variable is 0.715. This finding indicates that 71.5% of the variation in hedonic attitude can be accounted for by the appealing appearance of the live streamer and their real-time engagement. The Utilitarian Attitude variable has an R-Square value of 0.407. This data indicates that the efficacy of a utilitarian approach may be attributed to the live streamer's appealing physical appearance and their ability to engage with viewers in real-time, accounting for 30.7% of the overall impact. The R-Square value for impulse buying is 0.718. This study demonstrates that 71.8% of the efficacy of impulse purchase can be attributed to utilitarian and hedonic attitudes. The provided table additionally displays the corrected R-Square value. This value is utilized in cases where there are multiple independent variables. The adjusted R Square is a statistical measure that represents the proportion of variance in the dependent variable that is explained by the independent variables in a regression model. It is adjusted to account for the number of predictors in the model, and it provides a more accurate assessment of the model's performance in the population. Based on the provided table, the Adjusted R Square

(R2) value for the hedonic attitude variable is 0.712 or 71.2%. This means that 71.2% of the variation in the variable can be explained by the factors considered in the analysis, while the remaining 28.8% is attributed to extraneous factors. The utilitarian attitude variable has an adjusted R-Square value of 0.399, indicating that it explains 39.9% of the variance in the data. The remaining 60.1% of the variance is attributed to other factors. The corrected R-Square value for the impulsive purchase variable is 0.714, which represents 71.4% of the influence. The remaining 28.6% is attributed to other factors.

4.4.3 Q-Square Testing Results

Predictive relevance, commonly referred to as Q-Square, is a metric utilized to assess the accuracy of the data's fit. Like the coefficient of determination (R-Square), a higher Q-Square value can be seen as proof of a better fit to the data. Below is the computation for Q-Square:

Q-Square = 1- [(1-R square 1) x (1-R square 2) x (1-R square 3)]

= 1- [(1- 0.715) x (1- 0.407) x (1- 0.718)]

= 1- (0.285 x 0.593 x 0.282)

= 1- 0.048

= 0.952

According to the calculation provided, the Q-Square value of this study is 0.952. This figure suggests that the research model is able to account for 95.2% of the variation in the research data. The

remaining 4.8% is attributed to external factors not accounted for in the study. Thus, considering these data, it can be concluded that this study model is highly suitable.

4.4.4 Path Coefficient

The findings of this test can be utilized to address the study hypothesis. An assessment of the T statistic value and P value is conducted to examine the hypothesis. As stated by Hair et al. (2022), there are specific rules involved in the calculation of a hypothesis test, which include the requirement for a P value less than 0.05 and a T value greater than 1.96. The findings indicated that six hypotheses were confirmed, as the P value was less than 0.05 and the T statistic value exceeded 1.96. Based on the data shown in Table 4.13, it can be inferred that the six hypotheses exhibit T statistical values exceeding 1.96.

Tab. 4. 16 T-Statistic and P-Value

	Original Sample (O)	T-Statistics	P-Values	Results
AP->HA	0.382	4.836	0.000	H1 accpted
AP->UA	0.422	4.056	0.000	H2 accpted
RI->UA	0.323	3.559	0.000	H3 accpted
RI->HA	0.500	6.350	0.000	H4 accpted
HA->IB	0.462	4.405	0.000	H5 accpted
UA->IB	0.365	4.238	0.000	H6 accpted

Source: Primary Data Processed, 2024

4.5 Discussions

4.5.1 Live Streamer Attractive Appearance and Hedonic Attitude

The objective of this study is to ascertain whether the physical attractiveness of live streamers has a favorable or substantial impact on consumers' hedonic attitude. The basic hypothesis posits that the appealing look of a live streamer has a positive or significant impact on hedonic attitude. The results of the hypothesis test indicate that the P value is 0.000 and the T-Statistic value is 4.836. These results satisfy the assessment criterion of having a P value less than 0.05 and a T value more than 1.96. It can be concluded that the appealing appearance of a live streamer has a favorable and considerable impact on the consumer's hedonic attitude. Therefore, hypothesis H1 is accepted.

This discovery demonstrates that the appealing physical appearance of a live streamer has a noteworthy and constructive impact on the pleasurable attitude of viewers. Put simply, the more visually appealing a live streamer is to consumers, the more positive their perceived attitude towards them. Similarly, when the appearance of a live streamer is less appealing, customers experience a lower level of hedonic attitude. If consumers see the live streamer as visually and emotionally appealing while promoting products, it will enhance the audience's hedonic behavior.

This finding is in line with the study conducted by Li et al. (2022), which showed that attractive live broadcasts positively affect hedonic views. This study investigated impulsive purchases driven by

hedonistic and utilitarian attitudes in consumer behavior. The difference in results is due to the study's focus on significant acquisitions. On the TikTok platform, aesthetically attractive streamers can instill a sense of security in daring consumers and increase their confidence in the quality of the products presented. As a result, some live streamers invest a lot of time reviewing their own footage before starting a live broadcast. Unfortunately in Indonesia, many live streamers do not show their faces during the live broadcast. Thus, buyers feel bored and choose to look for other channels.

4.5.2 Live Streamer Attractive Appearance and Utilitarian Attitude

This study aims to determine whether live streamer attractive appearance has a positive or significant effect on consumer utilitarian attitude. The initial hypothesis states that live streamer attractive appearance has a positive or significant effect on utilitarian attitude. Based on the results of the hypothesis test, it can be stated that the P value is 0.000 and the T-Statistic value is 4.056. It can be concluded that these results meet the assessment criteria of P value <0.05 and T value> 1.96. So it can be stated that live streamer attractive appearance has a positive or significant effect on consumer utilitarian attitude or H2 is accepted.

This finding proves that live streamer attractive appearance has a positive and significant effect on utilitarian attitude. In other words, the greater the live streamer attractive appearance obtained by

consumers, the greater the utilitarian attitude perceived. Likewise, the lower the live streamer attractive appearance, the lower the utilitarian attitude perceived by consumers. This means that if consumers feel that the live streamer is very visually and emotionally attractive when offering products, this will increase the audience's utilitarian attitude.

Research conducted by Zheng et al. (2019) shows that visual appeal has a positive and significant impact on utilitarian attitudes. The difference lies in the fact that the study focused on structured websites as the subject of research. The results can provide entertainment for consumers, reduce suspicions arising from knowledge asymmetry, and improve the efficiency of online commerce. Until now, many sellers in Indonesia have utilized the live streaming feature to sell on TikTok. This has formed a trend in itself related to the style of speaking of live streamers and how to communicate with customers so that they get detailed information.

4.5.3 Live Streamer Realtime Interaction and Utilitarian Attitude

The objective of this study is to ascertain whether the real-time interaction between live streamers and consumers has a positive or substantial impact on consumers' utilitarian attitude. The basic hypothesis posits that the real-time contact between live streamers and viewers has a favorable or significant impact on utilitarian attitude. The results of the hypothesis test indicate that the P value is 0.000 and the T-Statistic value is 3.559. These results satisfy the

assessment criterion of having a P value less than 0.05 and a T value more than 1.96. Therefore, it can be concluded that the real-time interaction between live streamers and consumers has a favorable or significant impact on the utilitarian attitude of consumers, and this hypothesis (H3) is accepted.

This discovery demonstrates that the real-time contact between live streamers and viewers has a favorable and substantial impact on utilitarian attitude. Put simply, the more live streamed real-time engagement consumers receive, the more they consider it as useful. Similarly, when the level of real-time involvement by live streamers decreases, the perceived utilitarian attitude of consumers also decreases. If consumers are strongly compelled to engage with live streamers during live streaming, it will enhance the audience's utilitarian mindset. This is due to the live streamers' ability to engage the audience and cultivate their trust.

This data is in line with research conducted by Rani et al. (2023), which shows that when TikTok users have more opportunities or time to familiarize themselves with a product, they tend to develop a preference for that product and engage in impulsive buying behavior. This suggests that when viewers can interact directly with the live streamer and receive immediate responses, it fosters a sense of intimacy. As a result, it increases the tendency to buy. This happened with Tiktok live streamer viewers in Indonesia.

Many sellers practice their communication skills while becoming live streamers to make viewers interested in the product.

4.5.4 Live Streamer Realtime Interaction and Hedonic Attitude

This study aims to determine whether live streamer real-time interaction has a positive or significant effect on consumer hedonic attitude. The initial hypothesis states that live streamer real-time interaction has a positive or significant effect on hedonic attitude. Based on the results of the hypothesis test, it can be stated that the P value is 0.000 and the T-Statistic value is 6.350. It can be concluded that these results meet the assessment criteria of P value <0.05 and T value> 1.96. So it can be stated that live streamer real-time interaction has a positive or significant effect on consumer hedonic attitude or H4 is accepted.

This finding proves that live streamer real-time interaction has a positive and significant effect on hedonic attitude. In other words, the greater the live streamer real-time interaction obtained by consumers, the greater the perceived hedonic attitude. Likewise, the lower the live streamer real-time interaction, the lower the hedonic attitude perceived by consumers. This means that if consumers feel highly motivated to communicate with live streamers during live streaming, this will increase the audience's hedonic attitude. This is because the live streamer successfully invites the audience to interact or in other words the live streamer successfully grows the audience's

trust in them. So that it grows the desire to buy the product offered. Even though the audience is not sure whether they need the product or not.

Rani et al. (2023) explained that the urge to make impulsive purchases is a manifestation of unexpected emotions. This shows that when someone buys an item, they are not involved in deep contemplation about their needs for the item, which is sometimes referred to as a hedonic mindset. This urge will then develop into a consumer motive to make impulsive purchases. Therefore, sellers often provide special price offers only during live streaming. Viewers will be interested in the price offered because it is very different from the price in the catalog, and with the information provided directly by the host.

4.5.5 Hedonic Attitude and Impulse Buying

This study aims to determine whether hedonic attitude has a positive or significant effect on consumer impulse buying. The initial hypothesis states that hedonic attitude has a positive or significant effect on impulse buying. Based on the results of the hypothesis test, it can be stated that the P value is 0.001 and the T-Statistic value is 4.405. It can be concluded that these results meet the assessment criteria of P value <0.05 and T value> 1.96. So it can be stated that hedonic attitude has a positive or significant effect on consumer impulse buying or H5 is accepted.

This finding proves that hedonic attitude has a positive and significant effect on impulse buying. In other words, the greater the hedonic attitude held by consumers, the greater the perceived impulse buying. Likewise, the lower hedonic attitude, the lower the perceived impulse buying by consumers. This means that when the audience feels high engagement generated by the live streamer, a hedonic attitude will simultaneously arise. The audience has a high motivation to get the product being discussed without any professional considerations. This will have a direct impact on impulsive purchases.

Prior research, including a study by Li et al. (2022), yielded findings consistent with this study, indicating that hedonic attitude positively influences impulsive buying. This explains why an increasing number of sellers are utilizing the live streaming option on TikTok. A multitude of live streamers in Indonesia have commenced utilizing the attractiveness feature in live streaming. This can cultivate curiosity and trust, prompting viewers to purchase without considering their wants or the use of the things presented.

4.5.6 Utilitarian Attitude and Impulse Buying

This study aims to determine whether utilitarian attitude has a positive or significant effect on consumer impulse buying. The initial hypothesis states that utilitarian attitude has a positive or significant effect on impulse buying. Based on the results of the hypothesis test,

it can be stated that the P value is 0.000 and the T-Statistic value is 4.238. It can be concluded that these results meet the assessment criteria of P value <0.05 and T value> 1.96. So it can be stated that utilitarian attitude has a positive or significant effect on consumer impulse buying or H6 is accepted.

This finding proves that utilitarian attitude has a positive and significant effect on impulse buying. In other words, the greater the consideration of functionality that consumers have, the greater the impulse buying that is perceived. Likewise, the lower the utilitarian attitude or consideration of functionality, the lower the impulse buying that is perceived by consumers. This means that when the audience really understands what the live streamer is conveying about the product, it will indirectly increase trust in the live streamer. So that the audience has high motivation to get the product being discussed. This will have a direct impact on impulsive buying.

Utilitarian attitudes refer to consumer habits that necessitate informative elucidations concerning the products presented during live streaming. Zheng et al. (2019) corroborated that utilitarian views positively affect impulsive purchasing. Live streamers must elucidate product functionalities in response to inquiries posed by viewers directly. Furthermore, the engagement of live broadcasters fosters a sense of intimacy and comfort among spectators. In Indonesia,

viewers of live streaming on TikTok are frequently folks interested in the goods. It generates numerous inquiries for live streamers.

CHAPTER 5:

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

This study investigates the impact of hedonic and utilitarian behaviors on impulsive purchasing during live streaming sessions on TikTok. This study aims to assist marketers in analyzing the correlation between the attitudes of online consumers and their purchasing patterns, with a specific focus on impulse buying behaviors exhibited by online consumers. This study can provide valuable insights for researchers, professionals, and industry managers who utilize live streaming on TikTok as a marketing tool for their products. A questionnaire was distributed to 160 eligible participants using Google Forms. Analyzed using SmartPLS 4.1, the findings were examined. This study conducted experiments to examine the impact of several variables on shopping behavior and impulsive purchasing. Based on the findings and analysis, it may be inferred that:

1. Live streamer attractive appearance increases hedonic attitude. The calculation yields a P value of 0.000 and a T statistic of 4.836. Both of these values adequately fulfill the requirements. Therefore, it can be inferred that there is a notable and meaningful impact.
2. Live streamer attractive appearance increases utilitarian attitude. The calculation yields a P value of 0.000 and a T statistic of 4.056. Both of these values satisfactorily fulfill the

criterion. Therefore, it can be inferred that there is a notable and meaningful impact.

3. Live streamer real-time interaction increases utilitarian attitude. The calculation yields a P value of 0.000 and a T statistic of 3.559. Both of these values adequately fulfill the specified criteria. Therefore, it can be inferred that there is a notable and meaningful impact.
4. Live streamer real-time interaction increases hedonic attitude. The calculation yields a P value of 0.000 and a T statistic of 6.350. Both of these values effectively fulfill the requirements. Therefore, it can be inferred that there is a notable and meaningful impact.
5. Hedonic attitude increases impulse buying. The calculation yields a P value of 0.000 and a T statistic of 4.405. Both of these values fit the requirements effectively. Therefore, it can be inferred that there is a notable and meaningful impact.
6. Utilitarian attitude increases impulse buying. The calculation yields a P value of 0.000 and a T statistic of 4.238. Both of these values satisfactorily fulfill the criterion. Therefore, it can be inferred that there is a notable and meaningful impact.

5.2 Managerial Implications

This study's findings are beneficial for academics aiming to enhance and use marketing materials, particularly on the aspects that affect TikTok

live streaming viewers' purchasing decisions. Consequently, the findings of this study are beneficial for vendors utilizing the live streaming function on TikTok to market their items online.

1. This study can be a reference to enrich and develop empirical research related to purchasing behavior that results in impulsive purchases. Sellers who use the live streaming feature can consider several factors including live streamer attractive appearance and live streamer real-time interaction that can affect impulsive purchases.
2. Second, training is needed for live streamers to foster interest and trust in the audience in the ongoing broadcast. Factors that can increase audience interest and trust include the appearance and communication skills of the live streamer. This will make the audience continue to watch the broadcast and listen to all the information conveyed by the live streamer. Moreover, if the live streamer is able to interact with the audience and make the audience respond. it will increase impulsive purchases.
3. Finally, in creating a sales strategy through live streaming on TikTok, managers must pay attention to the hedonic and utilitarian attitudes of the audience. A utilitarian attitude driven by the ability to communicate directly and in a good way is likely to encourage viewers to make online purchases.

5.3 Research Limitation

1. This study exclusively employs quantitative research methodologies, resulting in a lack of comprehensive research findings.
2. This study is restricted to assessing the impact of live streams on consumer purchasing behaviour. Numerous research currently indicate a strong correlation between celebrities as live broadcasters or endorsers and consumer shopping behaviour, particularly with impulsive purchases.
3. The conclusions on live shopping are specifically to the Indonesian live streaming market utilising the Tiktok platform and are not immediately applicable to the live streaming markets of other nations.

5.4 Recommendation

Based on the limitations of this study, further research is highly recommended to use a mix method, namely quantitative and qualitative. By using a mixed method, researchers will get the real motives owned by the respondents and will provide better results. Furthermore, reviewing several previous studies that the influence of celebrities as live streamers or endorsers can be used as one of the variables in subsequent studies. So that it can categorize the existing live streamer variables. Finally, it is necessary to pay attention to certain socio-cultural backgrounds. In this case, further research can be conducted in countries that have different social characteristics from Indonesia, so that relevant differences are obtained.

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APPENDICES

APPENDIX 1: KUESIONER

AssalamualaikumWr.Wb.

Perkenalkan, saya Hanindya Mantrastungkara dari Jurusan Manajemen Internasional Program, Fakultas Bisnis dan Ekonomika, Universitas Islam Indonesia. Saat ini, saya sedang melakukan penelitian untuk mengungkap dampak dari kehadiran sosial dan faktor fasilitasi pada pembelian impulsif konsumen dalam *Live Shopping* di indonesia. Untuk itu, saya memohon kesediaan Saudara/i untuk berkenan menjadi responden dengan mengisi kuesioner ini. Durasi pengisian kuesioner ini kurang lebih 2-5 menit. Seluruh data dalam kuesioner ini dijamin kerahasiaannya, dan hanya akan digunakan oleh peneliti untuk kepentingan penelitian.

Demikian disampaikan, atas perhatian dan kesediaan Saudara/i, kami ucapkan terimakasih.

Wassalamualikum Wr. Wb.

Tim Peneliti,

Hanindya Mantrastungkara

Raden Roro Ratna Roostika

IDENTITAS RESPONDEN

Isilah beberapa pertanyaan di bawah ini sesuai dengan kriteria diri Anda!

Nama (boleh inisial)

Jenis Kelamin

Pria
Wanita

Umur

18 – 25
26 – 40
≥41

Rata-rata pendapatan

0-1.000.000
1.000.001-3.000.000
3.000.001-5.000.000
≥5.000.001

Latar belakang pendidikan

Sekolah menengah atas (SMA)
Sarjana
Magister

Pekerjaan

Pelajar
Pegawai negeri/BUMN
Pegawai Swasta
Wirausaha

Penampilan dan Interaksi *Live Streamer Shopping*

Pada bagian ini membahas terkait penampilan *Live streamer shopping* (Penyiar langsung yang menarik serta interaksi mereka secara langsung dengan penonton *Live shopping*

Dimohon kepada responden untuk memberi tanda centang (✓) pada kolom jawaban yang dipilih sesuai dengan keadaan saudara/saudari. Indikator dalam kuesioner ini diuji dengan menggunakan modifikasi skala likert, yaitu dari 1 sampai 6.

1 = Sangat Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3 = Agak Tidak Setuju (ATS)

4 = Agak Setuju (AS)

5 = Setuju (S)

6 = Sangat Setuju (SS)

	Sama Sekali Tidak Setuju			**Setuju Sekali**		
	STS	**TS**	**ATS**	**AS**	**S**	**SS**
1.Penampilan Streamer dapat memberikan perasaan yang baik	1	2	3	4	5	6
2.Penampilan Streamer yang saya tonton menarik (tampan atau cantik)	1	2	3	4	5	6
3.Penampilan Streamer dapat menarik perhatian saya	1	2	3	4	5	6
4.Saat menonton siaran langsung, saya dapat bertukar dan berbagi pendapat dengan Streamer dan/atau penonton lain dengan mudah	1	2	3	4	5	6
5.Saat saya menonton siaran langsung, Streamer tahu bahwa saya memperhatikannya	1	2	3	4	5	6
6.Saat saya menonton siaran langsung, saya merasa dekat dengan Streamer	1	2	3	4	5	6
7.Saat saya menonton siaran langsung, Streamer memberikan kesempatan untuk penonton dalam merespon dan bertanya dengan cukup	1	2	3	4	5	6

Sikap Hedonisme dan Utilitarianisme terhadap konten siaran langsung

Pertanyaan pada bagian ini adalah untuk mengukur indikator variabel Sikap Hedonisme dan Utilitarianisme terhadap konten siaran langsung.

Dimohon kepada responden untuk memberi tanda centang (✓) pada kolom jawaban yang dipilih sesuai dengan keadaan saudara/saudari. Indikator dalam kuesioner ini diuji dengan menggunakan modifikasi skala likert, yaitu dari 1 sampai 6.

1 = Sangat Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3 = Agak Tidak Setuju (ATS)

4 = Agak Setuju (AS)

5 = Setuju (S)

6 = Sangat Setuju (SS)

	Sama Sekali Tidak Setuju			**Setuju Sekali**		
	STS	**TS**	**ATS**	**AS**	**S**	**SS**
1.Konten siaran langsung menarik	1	2	3	4	5	6
2.Konten siaran langsung menyenangkan untuk disaksikan	1	2	3	4	5	6
3.Konten siaran langsung seru	1	2	3	4	5	6
4.Konten siaran langsung ini menawarkan informasi penting tentang produk.	1	2	3	4	5	6
5.Konten siaran langsung ini membuat saya ingin mengetahui informasi tambahan tentang produk di platform siaran langsung ini	1	2	3	4	5	6
6.Informasi produk yang disediakan di siaran langsung ini sangat membantu.	1	2	3	4	5	6

Pembelian impulsif

Pertanyaan pada bagian ini adalah untuk mengukur indikator variabel Pembelian impulsif.

Dimohon kepada responden untuk memberi tanda centang (✓) pada kolom jawaban yang dipilih sesuai dengan keadaan saudara/saudari. Indikator dalam kuesioner ini diuji dengan menggunakan modifikasi skala likert, yaitu dari 1 sampai 6.

1 = Sangat Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3 = Agak Tidak Setuju (ATS)

4 = Agak Setuju (AS)

5 = Setuju (S)

6 = Sangat Setuju (SS)

	Sama Sekali Tidak Setuju			**Setuju Sekali**		
	STS	**TS**	**ATS**	**AS**	**S**	**SS**
1.Saat saya menonton siaran langsung saya juga sering membeli barang secara spontan	1	2	3	4	5	6
2.Saat saya menonton siaran langsung di platform belanja online, saya sering membeli barang secara online tanpa berfikir	1	2	3	4	5	6
3.Saat saya menonton siaran langsung terkadang saya sedikit tidak terkendali dengan apa yang saya beli	1	2	3	4	5	6

APPENDIX 2: Mean Value

Indicators

Name	No.	Type	Missings	Mean	Median	Scale min
AP1	1	MET	0	4.781	5.000	1.000
AP2	2	MET	0	4.688	5.000	1.000
AP3	3	MET	0	4.719	5.000	1.000
RI1	4	MET	0	4.787	5.000	1.000
RI2	5	MET	0	4.650	5.000	1.000
RI3	6	MET	0	4.713	5.000	1.000
RI4	7	MET	0	4.006	4.000	1.000
HA1	8	MET	0	4.013	4.000	1.000
HA2	9	MET	0	3.962	4.000	1.000
HA3	10	MET	0	4.088	4.000	1.000
UA1	11	MET	0	4.619	5.000	1.000
UA2	12	MET	0	4.756	5.000	1.000
UA3	13	MET	0	4.575	5.000	1.000
IB1	14	MET	0	3.894	4.000	1.000
IB2	15	MET	0	3.919	4.000	1.000
IB3	16	MET	0	4.456	5.000	1.000

APPENDIX 3: Outer loading

Outer loadings - Matrix

	AP	HA	IB	RI	UA	
AP2	0.753					
AP3	0.751					
HA1		0.800				
HA2		0.724				
HA3		0.790				
IB1			0.746			
IB2			0.819			
IB3			0.863			
RI1				0.776		
RI2				0.811		
RI3				0.801		
RI4				0.854		
UA1					0.866	
UA2					0.782	
UA3					0.841	
AP1	0.861					

APPENDIX 4: Realibity Test Result

Construct reliability and validity - Overview

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
AP	0.697	0.711	0.832	0.624
HA	0.660	0.665	0.815	0.596
IB	0.769	0.893	0.851	0.657
RI	0.826	0.826	0.885	0.657
UA	0.774	0.777	0.870	0.690

APPENDIX 5: R-Square

R-square - Overview

	R-square	R-square adjusted
HA	0.715	0.712
IB	0.407	0.399
UA	0.718	0.714