

## Recipe to Improve Impulsive Buying Behavior through Social Presence and Telepresence on the Tiktok Livestreaming Platform

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— *Review of* —  
**Integrative  
Business &  
Economics**  
— *Research* —

### ABSTRACT

The post-pandemic scenario has given rise to a paradigm shift in both business and human behavior, creating a novel dynamic that entrepreneurs and consumers alike must navigate, whether through online or offline channels. New societal trends have surfaced, exemplified by the proliferation of online meeting services, including platforms like TikTok. Within the realm of online innovation, novel methodologies have been unveiled, notably Live Stream Commerce. This innovative approach amalgamates the optimal features of social media and e-commerce into a singular application, facilitating dynamic interactions between consumers and sellers through live streaming sessions. This study investigates the influence of social presence and telepresence on impulse buying behavior, utilizing Skintific as the focal subject. Skintific, a recently established Canadian brand, has successfully penetrated the Indonesian market, securing the second-highest market share. The brand strategically leverages the TikTok platform to drive sales. The research adopts a quantitative approach, employing structural equation modeling through AMOS 22 software. The sampling process utilizes the Purposive Sampling Method, involving 150 consumers residing in Surabaya who are patrons of the Skintific brand. This research endeavors to delineate the factors within social presence, telepresence, and consumer trust that influence impulsive buying behavior among consumers. The outcomes of this study hold significant implications for various stakeholders, including scholars, marketers, brands, and online sellers. This is particularly pertinent given the pervasive nature of the emerging trend and the prevalence of Live Stream in market contexts. All five hypotheses posited in this research are affirmed. Notably, the variable exerting the most substantial impact on consumer trust is identified as the social presence of the platform. This finding underscores the pivotal role played by social interactions in shaping consumer trust within the context of Live Stream commerce.

Keywords: Social Presence of Live Stream Platform, Social Presence of Viewer, Social Presence of Streamer, Telepresence, Impulsive Buying Behavior, Social Commerce, Tiktok.

Received 12 January 2024 | Revised 12 May 2024 | Accepted 25 June 2024.

## 1. INTRODUCTION

The ongoing evolution of technology, coupled with the impetus of Black Swan events, such as the COVID-19 pandemic, is acknowledged to actively reshape societal behaviors and redefine the dynamics of interpersonal interactions and business practices in the contemporary era (Hoekstra, 2020). This transformation is evident in how individuals now streamline the fulfillment of their life needs through simplified and practical approaches, such as engaging in communication, trade, and education online. Naturally, these changes significantly influence human behavior and responses to marketing initiatives implemented by companies.

Consequently, adaptation by business entities becomes paramount for market development, aligning with the evolving requirements of consumers (Dekimpe & Deleersnyder, 2018).

In response to the evolving demands and preferences of consumers gravitating towards online transactions, a plethora of application providers have surfaced, integrating Live Streaming as a means to augment sales. Originating in China, this trend has given rise to a novel form of sales medium known as Live Streaming Commerce, anticipated to enhance interactive trade between businesses and consumers (Sun et al., 2019). This innovative approach facilitates direct engagement between consumers and brands or sellers, providing real-time information regarding prices, features, and other pertinent details. This interactive exchange is reciprocal in nature, fostering an engaging atmosphere akin to face-to-face interactions. Upon selecting a product, consumers can proceed with placing orders, completing payments, and awaiting product delivery (Chen et al., 2017).

In the realm of online business, manufacturers must carefully consider various factors. According to Rofiah et al. (2023), maintaining consumer trust is paramount, especially in the context of online transactions. Establishing and preserving trust is crucial, as it not only contributes to consumer satisfaction but also stimulates interest in purchasing the offered products. Amelia et al. (2022) emphasize that companies need to adeptly manage and uphold consumer trust, recognizing its pivotal role in stimulating purchase decisions. Moreover, Ronald and Amelia (2023) underscore the significance of ensuring and enhancing service quality, particularly in the context of online businesses. A compelling service quality not only fosters consumer attachment to products or brands but also contributes to sustained customer loyalty. The allure of impulse buying behavior adds an intriguing dimension to the discussion. As highlighted by Amelia and Ronald (2021), organizations that can provide appealing stimuli have the potential to prompt consumers to act spontaneously in making purchases. Consumers, as asserted by Ronald and Amelia (2017), perpetually anticipate the best value from companies. Consequently, businesses must be adept at delivering precisely what consumers seek to enhance sales and meet consumer expectations effectively.

The application of live streaming on online platforms is commonly categorized into three main groups: live streaming platforms with integrated commercial features (e.g., TikTok), e-commerce or marketplace sites, and social media platforms employing live streaming (e.g., Facebook Live) as a tool to enhance sales. Live Streaming, or Live Streaming Commerce, represents the latest marketing activity that amalgamates features from both social commerce and social media (Cai & Wohn, 2019). Generally, live streaming commerce is recognized for its potential to induce impulsive purchases among consumers and provide added value to companies.

TikTok is a social media application renowned for showcasing content through short videos, often enhanced with diverse music and captivating effects. In addition to these features, TikTok offers a live streaming functionality that enables users to engage with their audience. This interactive platform allows viewers to respond to comments and interact with one another in real-time. Beyond its user-friendly features, TikTok has extended its market reach by introducing social commerce features in the form of TikTokShop. TikTokShop serves as a platform accessible to both Consumer-to-Consumer (C2C) and Business-to-Consumer (B2C) users, providing them with the opportunity to effectively sell and market their products. The incorporation of TikTokShop enhances the overall user experience, offering a dynamic and interactive avenue for users to showcase and promote their products in an engaging manner.

Hence, this research aims to evaluate the determinants influencing impulsive buying behavior within the Live Stream Commerce platform, specifically focusing on the Skintific brand on the TikTok platform. Aligning with the study conducted by Ming et al. (2021) in China, our research endeavors to examine the potential significant relationships. These

relationships include the variables associated with presence, comprising the social presence of the streamer, the presence of the live stream platform, and the presence of the viewer, as well as telepresence. Additionally, the study seeks to explore the relationship between the consumer trust variable and impulsive purchasing decisions within the context of the Skintific brand on the TikTok platform.

Skintific made its entry into the Indonesian market in late 2021 and has swiftly garnered a commendable market share. As a Canadian brand, Skintific achieved the noteworthy feat of securing the second position among the leading facial moisturizer brands, attaining a market share of 9.7% by June 2022. Subsequently, there was a notable surge in market share, reaching 11.32% by June 2023, as reported by Kompas. This remarkable progression underscores Skintific's adeptness at capturing consumer interest and warrants an in-depth exploration of the factors contributing to its successful establishment in the Indonesian market. This research will focus on dissecting the elements of social presence and telepresence employed by the Skintific brand. Particularly noteworthy is Skintific's active engagement in sales through the TikTok platform, rendering it a fitting subject for this study. The choice of Skintific as the research object is motivated by its demonstrable success in navigating the Indonesian market and leveraging contemporary platforms for sales and consumer interaction.

## **2. LITERATURE REVIEW**

### **2.1. Impulsive Buying Behavior**

Impulsive buying behavior is a condition in which a strong desire arises to buy something spontaneously and without rethinking (Rook & Fisher, 1995). When shopping online, individuals tend to be more prone to impulsive purchasing decisions compared to physical purchases (Wu et al., 2020). Online transactions often lead individuals to make impulsive purchases due to the perception that they are not directly spending their money on the purchase (Park et al., 2010).

### **2.2 Consumer Trust**

Sulin Ba (2022) states that trust is an individual's belief that a transaction will proceed under optimal conditions. According to Hwang & Kim (2007), trust is the belief that external parties will behave ethically and in socially acceptable ways. Meanwhile, Gefen and Straub (2004) define trust as the emergence of confidence in other people's abilities, integrity, and benevolence. Confirming this, Yi and Jai (2020) assert that trust also plays a role in increasing consumer impulse buying. Based on the aforementioned research, it is considered that a similar phenomenon exists in the world of live streaming commerce.

**H<sub>1</sub>: Consumer Trust has a significant effect on Impulsive Buying Behavior**

### **2.3. Social Presence**

Gefen & Straub (2004) state that social presence refers to the perception of warmth, a sense of contact between individuals, the ability to relate socially, and sensitivity through a particular medium. In many studies, social presence focuses on the warmth in individual relationships, and the level of ability to relate socially becomes a key aspect of a website or platform (Lu et al., 2014). However, with the evolution of e-commerce, social media commerce, and live streaming commerce that involve the activities of online communities and contribute to online sensations, this definition becomes less comprehensive. Ming et al. (2021) classify the forms of social presence in live streaming commerce into the social presence of viewers, the social presence of streamers, and the social presence of live streaming platforms.

### 2.3.1 Social Presence of Live Stream Platforms

The Social Presence of a Live Stream Platform refers to how the Live Stream's ability can create a sense of human contact, social relationships, warmth, and sensitivity (Lu & Chen, 2021). Previous research by Lu (2016) indicates a significant relationship between the social presence of the platform and trust. Human activities on the online platform can foster consumer trust, and when the platform effectively conveys information, social factors contribute to making consumers feel more comfortable and trusting.

**H<sub>2</sub>: Social Presence of Live Streaming platform has a significant effect on Consumer Trust**

### 2.3.2. Social Presence of Viewer

The social presence of a viewer is a sensation wherein customers can perceive the presence of other viewers in a medium (Xue et al., 2020). The chat box feature in Live Streaming Commerce enhances social presence by facilitating interaction among viewers, creating a livelier shopping atmosphere. Research conducted by Ye et al. (2020) discovered that social presence, including the presence of viewers interacting with other buyers, can influence an individual's trust in a brand or product.

**H<sub>3</sub>: Social Presence of Viewers has a significant effect on Consumer Trust**

### 2.3.3. Social Presence of Streamer

The Social Presence of a Live Stream Platform refers to how the Live Stream's capability creates a sense of human contact, social relationships, warmth, and sensitivity (Lu & Chen, 2021). In general, the social presence of streamers can bridge the distance that arises between the audience and the host, thereby enhancing the sense of trust among consumers (Jiang et al., 2019). A study by Baker et al. (2002) demonstrates that friendly hosts can effectively cultivate trust from consumers.

**H<sub>4</sub>: Social Presence of Streamers has a significant effect on Consumer Trust**

## 2.4. Telepresence

Algharaabat (2018) states that telepresence is the ability of a medium to simulate the feeling of a user as if interacting with a product online. Telepresence impacts how closely the quality and quantity of sensory information related to the product are perceived, and the ability to virtually interact with a product has a similar impact as an offline store (Song et al., 2017). A previous study by Sun et al. (2019) explains that telepresence influences purchase intention through consumer trust in live streaming commerce. Ye et al. (2020) also elucidated that telepresence on peer-to-peer online accommodation sites can foster consumer trust.

**H<sub>5</sub>: Telepresence has a significant effect on Consumer Trust**

## 3. RESEARCH ISSUE AND METHODOLOGY

This study employs the framework illustrated in Figure 1 to investigate the impact of social presence on live stream platforms, the social presence of viewers, the social presence of streamers, and telepresence on impulsive buying behavior through consumer trust. A total of 22 scale items were used to measure the six variables, with five items for the social presence of live stream platforms, three items each for the social presence of viewers, streamers, and telepresence, four items for consumer trust, and four items for impulsive buying behavior. The five items assessing the social presence of live stream platforms gauge the platform's ability to create a sense of human contact, social connection, warmth, and sensitivity. The three items measuring the social presence of viewers capture the sensation of customers

feeling the presence of other viewers in a medium. Social presence of streamers is assessed with three items reflecting the extent to which consumers perceive direct interaction with broadcasters during live streaming. The three items measuring telepresence reflect a state where one can experience space and time in the virtual world, specifically in the live stream space. Consumer trust is measured with four items, capturing a positive attitude towards the good faith and capability of another party or service to fulfill its responsibilities. Finally, four items measure impulsive buying behavior, reflecting the condition of a strong desire to buy something spontaneously and without second thought. The research model is illustrated below.

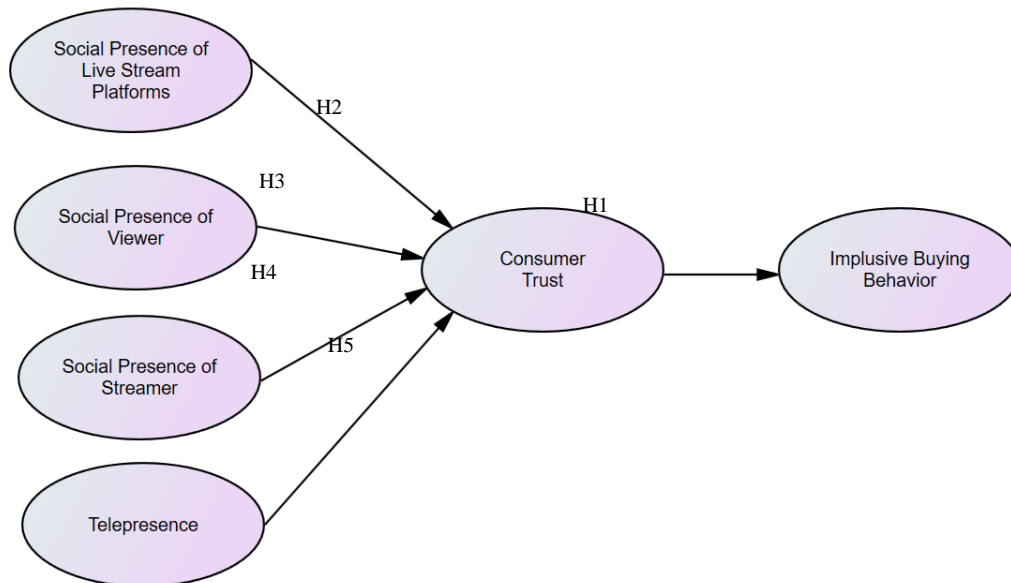


Figure 1. Research Model  
Source: Researcher, 2023

The sampling technique employed in this study was purposive sampling. The criteria for selecting the sample included individuals aged between 18 and 65 who had utilized the TikTok Live Streaming Platform and made purchases of Skintific products through Live Streaming. The sample size consisted of 150 participants. Initial research focused on general respondent characteristics to identify authentic Skintific users based on gender and age. Once the target consumers were identified, subsequent research would delve into more specific aspects to provide a detailed understanding.

## 4. FINDING AND DISCUSSION

### 4.1. Findings

This research employed the Structural Equation Model (SEM) in the data analysis process. Regarding the demographic results of respondents, there were no participants under the age of 18. Among the respondents, 71 individuals (47.3% of the total) were aged 18 to 25 years, 43 respondents (28.7% of the total) were aged 26 to 30 years, 27 respondents (18% of the total) fell in the age range of 36 to 45 years, and 9 respondents (6% of the total) were aged over 45 years. These statistics are illustrated in Figure 2.

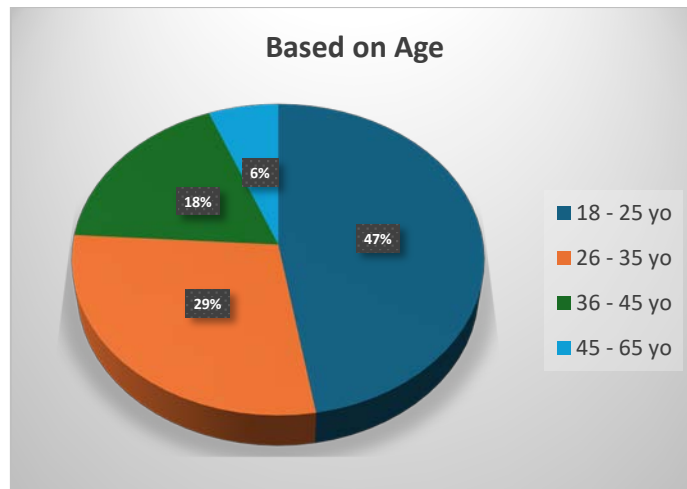


Figure 2. Descriptive Respondents base on Age  
Source: Researcher, 2023

Table 1. Descriptive Statistics

	N	Mean	Std. Deviation		N	Mean	Std. Deviation
X1	150	4.25	0.623	X12	150	3.85	0.806
X2	150	4.24	0.702	X13	150	4.22	0.664
X3	150	4.06	0.716	X14	150	4.02	0.719
X4	150	4	0.714	Y1	150	4.23	0.67
X5	150	3.8	0.867	Y2	150	3.97	0.704
X6	150	4.21	0.698	Y3	150	4.11	0.734
X7	150	4.21	0.671	Y4	150	3.81	0.617
X8	150	3.93	0.662	Y5	150	3.73	0.858
X9	150	4.23	0.625	Y6	150	3.49	0.981
X10	150	4.25	0.665	Y7	150	4.1	0.663
X11	150	3.93	0.702	Y8	150	3.67	0.909
Valid N (listwise)					150		

Table 1 indicates that the mean average values for all indicators are above 3.41, signifying that all variable indicators are perceived as agreeable by the respondents. Moreover, the standard deviation value, which is below 1.0, suggests that the responses given by the participants are relatively homogeneous. The data processing results reveal that indicators X1 and X10 have the highest mean values, both at 4.25. This indicates that respondents strongly agreed with the statements related to these two indicators. On the other hand, based on the standard deviation value, indicator Y4 has the lowest value at 0.617. This implies that respondents' responses to this indicator are the most consistent and homogeneous compared to the other indicators.

Before conducting data processing for the entire research model, various preliminary analyses were performed. These included an analysis of data normality, examination of multivariate and univariate outliers, assessment of multicollinearity and singularity, as well as confirmation factor analysis for validity testing and reliability testing.

Table 2. Singularity and Collinearity Result Test

Independent Variable	Variance Inflation Factor (VIF)
	Tiktok
Social Presence of Platform	1,069
Social Presence of Viewer	1,038
Social Presence of Streamer	1,053
Telepresence	1,054
Determinant of sample covariance matrix	1,581
Sample Correlations Matrix (max)	0,668
Sample Between Constructs (max)	0,237

In Table 2 above, the independent (exogenous) constructs exhibit VIF values below 10. Additionally, the determinant of the covariance matrix is greater than zero, and the correlation matrix, including both indicators (sample correlation matrix) and exogenous constructs, shows the highest values of TikTok at 0.668 and 0.237, respectively. Importantly, no correlation value exceeds 0.80. These results lead to the conclusion that there is no evidence of multicollinearity or singularity in the research model, thereby confirming the fulfillment of assumptions regarding the absence of multicollinearity and singularity.

Table 3 indicates that all variables have passed the reliability test, each demonstrating a reliability value exceeding 0.7. These results affirm that all criteria have been met, allowing us to proceed with the data processing for the research model.

Table 3. Reliability Test

Variable	Reliability
Social Presence of live stream Platforms	0.816
Social presence of viewer	0.803
social presence of streamer	0.81
Telepresence	0.803
Consumer Trust	0.857
Impulsive Buying Behavior	0.84

Table 4 illustrates that, in the measurement model, each indicator within the constructs of social presence of the platform, social presence of the viewer, social presence of the streamer, telepresence, consumer trust, and impulsive buying behavior exhibits factor loading values exceeding 0.50. This indicates that these indicators are valid in contributing to the formation of constructs and can be effectively utilized in model development. In structural equation modeling (SEM), construct validity is assessed through convergent validity. A widely accepted criterion for convergent validity is that the standardized regression weight (lambda/factor loading) of indicators on a construct should surpass 0.50. In this study, all indicators meet this criterion, confirming the convergent validity of the constructs.

Tabel 4. Validity Test Result for Each Indicators

Variable	Indicator	Factor Loadings	Result
		Tiktok	
<i>Social Presence of Platform</i>	X1	0,676	Valid
	X2	0,748	Valid
	X3	0,694	Valid
	X4	0,653	Valid
	X5	0,652	Valid
<i>Social Presence of Viewer</i>	X6	0,822	Valid
	X7	0,739	Valid
	X8	0,715	Valid
<i>Social Presence of Streamer</i>	X9	0,833	Valid
	X10	0,766	Valid
	X11	0,697	Valid
<i>Telepresence</i>	X12	0,681	Valid
	X13	0,684	Valid
	X14	0,901	Valid
<i>Consumer Trust</i>	Y1	0,703	Valid
	Y2	0,870	Valid
	Y3	0,756	Valid
	Y4	0,763	Valid
<i>Impulsive Buying Behavior</i>	Y5	0,736	Valid
	Y6	0,731	Valid
	Y7	0,700	Valid
	Y8	0,841	Valid

## 4.2. Result

Drawing insights from Figure 3 and Table 3, it is evident that impulsive buying behavior is significantly influenced by consumer trust, as indicated by a regression coefficient of 0.599 and a significant effect, evident from the CR value surpassing 2 or a p-value less than 0.05. Furthermore, consumer trust is impacted by four variables, with the most substantial influence attributed to the social presence of the platform, featuring a regression coefficient of 0.482 and a significant effect demonstrated by a CR value of 5.181. Following closely is telepresence, exhibiting a regression coefficient of 0.365 and a CR value of 4.523. The third most influential factor on consumer trust is the social presence of viewers, represented by a regression coefficient of 0.306 and a CR value of 3.957. Lastly, the smallest yet still significant influence comes from the social presence of streamers, featuring a regression coefficient of 0.223 and a CR value of 2.974. In summary, all five hypotheses proposed in this study demonstrate a significant effect based on the obtained results.



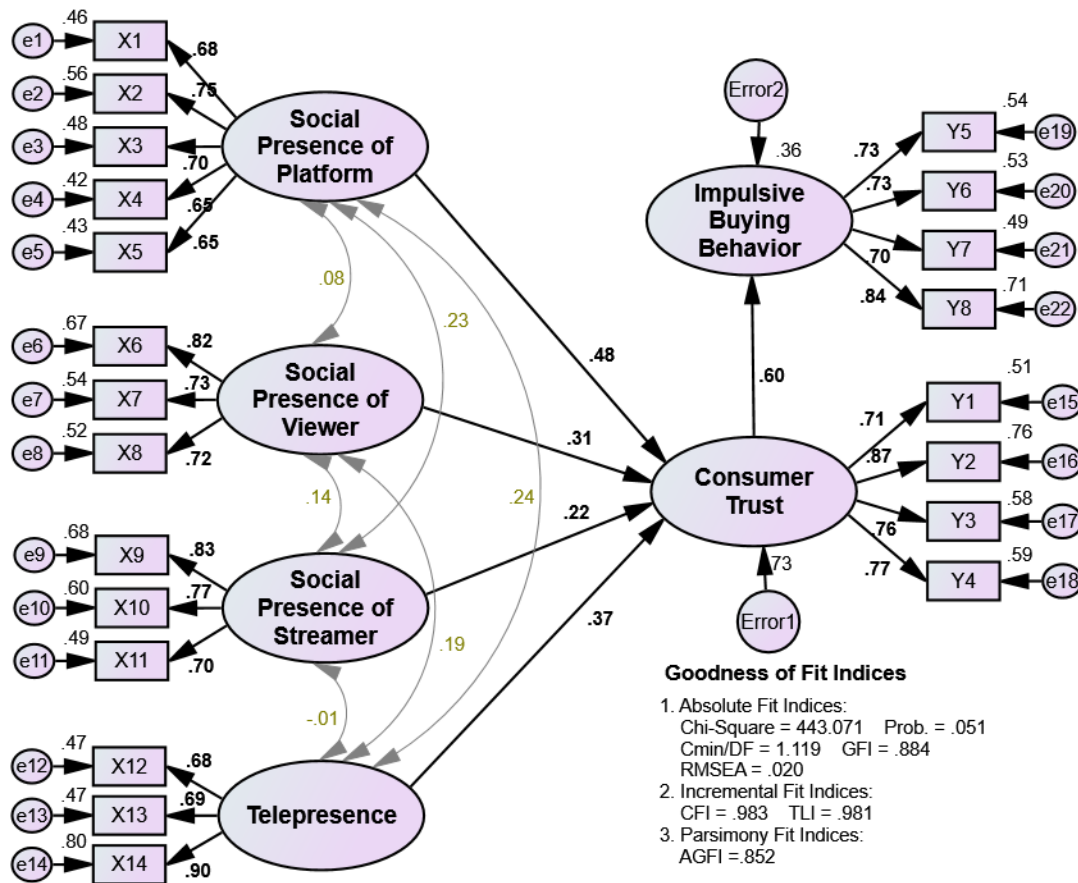


Figure 3. Full Structural Equation Model Result

Table 3. Hypotheses Test Result

Hypotheses		Std. Estimate	C.R.	P-value
H1	Consumer Trust → Impulsive Buying Behavior	0,599	5,641	0,000
H2	Social Presence of Platform → Consumer Trust	0,482	5,181	0,000
H3	Social Presence of Viewer → Consumer Trust	0,306	3,957	0,000
H4	Social Presence of Streamer → Consumer Trust	0,223	2,974	0,003
H5	Telepresence → Consumer Trust	0,365	4,523	0,000

### 4.3. Discussion

The results of data processing reveal that all five hypotheses proposed in this study exhibit a significant effect. Consequently, all variables warrant attention for future strategic considerations. Specifically, impulsive buying behavior is influenced by consumer trust, as indicated by a C.R. value of 5.641 and a regression coefficient of 0.599. The dynamics within the TikTok application, coupled with interactions between consumers and sellers, contribute to the cultivation of consumer trust. The application itself provides security features, acting as an intermediary that offers benefits to both users and sellers through various payment methods and fund disbursement post-product receipt. These features work synergistically to enhance consumer confidence and sustain the desire to make purchases. For sellers, effectively conveying product information and maintaining product quality lead to positive recommendations from the TikTok algorithm, ultimately boosting product sales. Additionally, the shared shopping experiences of other consumers, coupled with recommendations from reviews and interactions during Livestream sessions, foster consumer attachment and contribute to repeat purchases.

TikTok management can enhance its efforts by prioritizing the verification of seller data. This ensures that existing sellers adhere to responsible practices and refrain from selling counterfeit products, which could otherwise harm TikTok's reputation and the brands of the products being sold. Simultaneously, the Skintific brand must uphold product quality, ensuring that products delivered align with the conditions and explanations provided during live streams. Any changes in packaging or content should be communicated clearly, accompanied by explanations from the streamer, to prevent consumer disappointment.

Moreover, the skills possessed by streamers in delivering information and addressing queries become pivotal benchmarks for consumers. Building and maintaining consumer confidence relies on effective communication. Streamers can also leverage persuasive techniques, such as discounted gimmicks, coupons, and postage discounts, to encourage higher purchase quantities. This strategic approach not only fosters trust but also incentivizes consumers to make more substantial and frequent purchases.

The consumer trust variable is influenced by several factors with varying degrees of impact: Social Presence of Platform (0.482), Social Presence of Viewer (0.306), Social Presence of Streamer (0.223), and Telepresence (0.365). On the other hand, the impulsive buying behavior variable is primarily influenced by consumer trust (0.599). This implies that, for consumers to engage in impulsive buying behavior, the precondition is the fulfillment of consumer trust. Such trust is shaped by the social presence of the platform, the social presence of the viewer, the social presence of the streamer, and telepresence.

The most influential factor shaping consumer trust is the social presence of platforms (0.482). TikTok, as a livestream service provider, has effectively cultivated public trust through its responsive, engaging, and interactive application. By offering comprehensive solutions that integrate as both a marketplace and social media within a complex ecosystem, TikTok has driven innovation and disrupted the market. This platform has brought substantial advancements to e-commerce and social commerce, showcasing the highest growth rate in Indonesia. Such advancements present valuable opportunities for the Skintific brand, which already utilizes omnichannel facilities (both offline and online) and leverages multiple online marketplace platforms to extend its reach to consumers. This assertion is supported by primary data, where respondents affirm that TikTok is an appealing platform with a strong social presence, contributing significantly to the formation of consumer trust.

To enhance consumer trust through the social presence of platforms, concerted efforts should be made. Continuous updates and improvements to the application's quality are essential, ensuring that the features provided are functional and meet the needs of both sellers and buyers without unnecessary complexity. This aligns with the findings, where the most critical indicator for this variable, X2, with a lambda loading coefficient of 0.748, emphasizes the importance of providing consumers with a personalized experience during live streaming. TikTok's role as a market disruptor has led to innovative developments, creating a unique and improved online shopping experience that combines shopping and social media applications in one platform. Moreover, TikTok can further optimize communication among consumers by introducing features such as Pinned Chat/Comment. This addition would enable more effective collection of consumer responses, preventing the accumulation of unanswered questions within the application. This suggestion corresponds to the second most crucial indicator, X3, with a lambda loading coefficient of 0.694, indicating that consumers value friendly interactions during live streaming.

The second most influential factor affecting consumer trust is telepresence, with an impact of 0.365. Telepresence refers to an individual's perception of a virtual space as a real-life setting. In this context, TikTok has the potential to offer various stimuli to consumers, creating the sensation of offline shopping even in a virtual setting. This aligns with the most critical indicator for this variable, X14, with a lambda loading coefficient of 0.901, emphasizing that

consumers seek the presence of live streaming to replicate the feel of shopping in a physical store. TikTok can achieve this by incorporating features such as live chat, product reviews, and interactive elements between streamers and viewers. These elements contribute to a livelier shopping experience, akin to the ambiance of in-store shopping. Live streamers and brands engaging in live streaming also play a role in enhancing this experience by utilizing appropriate angles for shooting, showcasing products attractively, and employing persuasive techniques to captivate consumers. This sentiment resonates with the second most crucial indicator, X13, with a lambda loading value of 0.684, highlighting consumers' desire for an engaging virtual shopping experience. Through such innovations, consumer confidence can flourish, ultimately leading to purchase decisions.

TikTok management can ensure the continued trust of its users by prioritizing the consistency and quality of application services. Regular evaluations of infrastructure stability and customer experience should serve as valuable insights for ongoing improvements. Additionally, the ambiance within live streams is crucial and can be enhanced through thoughtful room design. For the Skintific brand, providing comprehensive training for Live Streamers is essential. This includes equipping them with the skills to conduct product demonstrations, master the art of product storytelling, and possess effective soft and hard communication skills. Proper organization of Live Streams, aligned with the brand identity and communication objectives, ensures that consumer expectations are met.

The third most impactful factor influencing consumer trust is the social presence of the viewer, with an influence of 0.365. Building trust in Skintific product buyers on TikTok relies on interactions within livestreaming rooms. Displaying interactions such as Electronic Word of Mouth (E-WOM) in the active chat column and incorporating product reviews on the storefront display fosters trust. These external stimuli contribute to a positive perception of Skintific products, reassuring new consumers that the claims made about the products are supported by the positive experiences of other buyers.

TikTok management can optimize the social presence of viewers by introducing personalization to the Live Chat feature during Live Streaming. Additionally, features such as liking, sending gifts, and tracking the number of participants and active viewers contribute to creating a more participatory and lively atmosphere in the Live Stream room. This aligns with the most crucial indicator for this variable, X6, with a lambda loading coefficient of 0.822, emphasizing that consumers seek the stimulus of active engagement from other viewers during live streaming. For the Skintific brand, it is essential to actively encourage consumers to participate by promoting likes, sharing positive user experiences, and proactively answering questions. This proactive engagement helps in maintaining smooth interactions and sustaining audience interest. This suggestion resonates with the second most vital indicator, X7, with a lambda loading coefficient of 0.739, highlighting consumers' need for active audience engagement in sharing opinions or information. Implementing calls to action, such as mini-questions and special bonus gimmicks for consumers who comment or share experiences, can further increase consumer participation and trust. These initiatives contribute to a heightened sense of consumer engagement, ultimately influencing purchasing decisions positively.

The fourth most significant factor influencing consumer trust is the social presence of streamers, with an impact of 0.223. Livestreaming platforms offer a unique aspect compared to traditional e-commerce, featuring streamers or sales representatives who can interact directly and live with consumers. On the TikTok platform, buyers have the opportunity to pose questions and express their needs directly to the seller. In turn, sellers can provide clear and detailed explanations, creating a sense of closeness and direct contact with the consumer, akin to an in-person meeting. The distinctiveness and personal branding of a seller contribute to enhancing the interaction with consumers and fostering trust. Therefore, in its live

streaming sessions, Skintific prioritizes showcasing streamers with excellent communication skills who can effectively demonstrate products and respond to customer inquiries. Additionally, incorporating a Skin Specialist Gimmick for streamers aligns with Skintific's brand identity, allowing consumers to perceive both the streamer and the product in harmony with the brand.

To elevate the performance of streamers and enhance the effectiveness of live streaming, Skintific brand management focuses on comprehensive training. This training encompasses effective communication, product feature explanations, product demonstrations, and consumer management, incorporating various promotional gimmicks and calls to action. This strategic approach aligns with the most crucial indicator for this variable, X9, featuring a lambda loading value of 0.833. Consumers express a need for hosts who can actively interact and encourage viewer participation during live streaming. Moreover, Skintific emphasizes the importance of streamers being adept at addressing consumer questions promptly and providing explanations that align with consumer expectations. Maintaining politeness and adhering to good communication ethics are fundamental, as live streaming serves as a crucial channel for connecting with consumers and upholding the company's positive image. To measure and guide the performance of live streamers more effectively, setting clearer Key Performance Indicators (KPIs) is essential. These KPIs may include tasks such as leaving reviews, answering questions, and monitoring the number of product purchases, providing a structured framework for streamers to follow. Based on the results of the research conducted, the main recommendations that can be given to the object of this research are to increase impulsive buying behavior by increasing consumer trust, the social presence of a live streaming platform, the social presence of a viewer, the social presence of a streamer, and telepresence. Increasing impulse buying behavior can be done by focusing on purchasing special promotions and special discounts during live streaming so that e-women and peer pressure will arise and encourage more intense product purchases.

This research presents valuable insights and strategic recommendations for Skintific and similar brands to enhance consumer trust and curb impulsive buying behavior. The outlined strategies predominantly emphasize leveraging technology, a crucial consideration given the age distribution of the respondents, where the majority of Skintific users fall within the 18–25 years age group.

## 5. RESEARCH LIMITATION

While the conducted research has yielded valuable insights, it is important to acknowledge its limitations. The study focused exclusively on respondents from the Skintific brand in Surabaya on the TikTok platform, limiting the generalizability of the findings. Future research endeavors may explore similar models or introduce variations to encompass different variables influencing impulsive buying behavior across diverse objects. To further enrich the understanding of impulsive buying behavior, future research could explore the connections between variables such as influencers, Electronic Word of Mouth (E-WOM), paid advertising, and brand campaigns. This would contribute to a more comprehensive understanding of the factors influencing impulsive buying behavior in varied contexts.

While this research concentrated on consumers using the TikTok platform, future studies could benefit from incorporating other platforms, such as Shopee, to garner more diverse and nuanced results. Comparisons between service presence and telepresence on various e-commerce platforms, particularly within the Indonesian market, could provide valuable insights into their roles and positions in the industry. Expanding the scope beyond Indonesia and incorporating respondents from different countries in future research would contribute to a more comprehensive understanding of online platform utilization in the global business

landscape. Moreover, given the limitations of the current study with 150 respondents, future research could extend the duration and include a larger and more diverse sample, covering various demographics. This approach would offer a more detailed and panoramic view of the Indonesian e-commerce industry. Additionally, increasing the number of questions for indicators could enhance the reliability value, further strengthening the robustness of the research outcomes.

### ACKNOWLEDGEMENTS

The research for this study received funding and support from Pelita Harapan University, Surabaya Campus. The authors express their gratitude for the constructive feedback provided by anonymous reviewers, which has been instrumental in the further development of this research.

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