



# The Effect of Social Presence in Live Streaming Shopping on Tiktok Platform Users on Impulse Buying Behavior

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## ABSTRACT

Social presence is a theory that explains self-involvement in social interactions. Even though it is often not realized, social presence has an important role in explaining a person's condition regarding the nature of virtual interactions. The flexibility of social presence makes this theory often applied in various scientific fields such as education, tourism, marketing to other fields, especially in the current digitalization era. One of the aims of this research is to explore and reaffirm the performance of social presence within the scope of live streaming marketing by involving consumer trust as a driver of impulsive buying behavior. This research adopts the SOR theory which explains the function of stimulus, organism and response in influencing consumer behavior. This study has five variables, namely social presence of live streaming, social presence of viewers, social presence of streamers, consumer trust, and impulse buying. This research was conducted using a quantitative approach with a convenience sampling technique and collected data from 188 respondents which were processed using SPSS and PLS-SEM. The main findings of this study indicate that the social presence of live streaming and social presence of viewers have a positive and significant effect on consumer trust. Furthermore, consumer trust has a positive and significant effect on impulse buying. In addition, the effect of social presence of streamers on consumer trust is negative and not significant.

## INTRODUCTION

Digital platforms are increasingly developing along with technological advances as demonstrated by the presence of various interesting services to support the needs of users throughout the world. The significant development of digital platforms from various angles is now starting to be utilized by business actors as an online marketing medium. Currently, digital platforms are currently occupying a fairly high level of popularity in Indonesia and even the world and have had a big impact on their users, one of which is the Tiktok platform, a short video platform that is starting to combine transaction activities in it. Quoting from katadata.co.id based on We Are Social data, the reach of Tiktok advertising in Indonesia is quite high, where Indonesia is in second place, surpassing several other countries such as Turkey and Brazil. From this data, researchers assess that the choice of Tiktok as a research object related to social trade in Indonesia

is considered suitable and in accordance with the conditions of Indonesian society who have high enthusiasm for Tiktok advertising activities.

One of Tiktok's multi-functional services, namely live streaming, is touted as a digital marketing tool that is very effective and able to attract consumers' attention. Live streaming is believed to be able to boost marketing campaigns and the online trade economy with several advantages over other traditional online marketing (Ahmadi & Hudrasyah, 2022). With a real-time system on live streaming, sellers can show the manufacturing process, facilitate consumers with more detailed information, and bring a shopping experience similar to direct shopping (Wongkitrungrueng, 2020). Seeing the great potential of Tiktok live streaming as one of the social commerce media in Indonesia, researchers feel interested in doing more in-depth research on how live streaming marketing works through consumer behavior by investigating the effect of social presence engagement and consumer trust on impulse purchases in Tiktok live streaming.

Social presence itself is defined as the extent to which a person feels considered a "real person" when interacting with others in an online environment (Oh et al., 2018). Previous research involved multi-dimensional social presence to explore various scientific fields such as tourism, education, and others (Zhang & Liu, 2021; Kreijns et al., 2022). Armed with previous studies, this research also explores three-dimensional social presence in the live streaming trade, namely social presence of live streaming, social presence of viewers, and social presence of streamers. This conceptualization is none other than inspired by the idea (Ming et al., 2021) which first carried out the three dimensions of social presence. Another variable involved in this study is the consumer trust variable which plays a role in exploring the affective and cognitive states of viewers about the sense of social presence in live streaming commerce. To complete this research, the researcher retraced the effect of consumer trust on consumer behavior in the form of impulse purchases.

Although several previous studies have previously explored live streaming shopping, some studies only describe the characteristics of live streaming and consumers' motivations for participating in it (Wongkitrungrueng & Assarut, 2020). There is still little research that discusses the influence of social presence on impulse buying behavior, especially in Indonesia. Based on the background above, this research was conducted to prove and confirm previous research regarding the impact of social presence on impulse buying behavior which is mediated by consumer trust in Tiktok live streaming shopping.

## **LITERATURE REVIEW**

### **SOR (Stimulus-Organism-Response) Theory**

The history of SOR (Stimulus-Organism-Response) theory first began on the basis of the traditional SR (stimulus-response) theory introduced by an American psychologist, Robert Session Woodworth, and several years later Mehrabian & Russell (1974) expanded the theory which then used by Jacoby (2002) to modify the theory to become the SOR theory by adding an organismal element between the stimulus and response (Ming et al., 2021). In this study, the real-time interaction that is built in live streaming shopping between consumers with other viewers and consumers with streamers increases the feeling of real social interaction in the virtual space which is considered as a stimulus that will influence the consumer's internal condition. Furthermore, consumer trust is considered as a result of stimuli based on the consumer's affective and cognitive conditions. Consumer trust is positioned as a construct that intervenes as a stimulus for consumer responses. Trust is believed to influence consumer behavior, in this case purchasing behavior.

Then this research hopes for a positive consumer response in the form of impulsive purchases. Therefore, impulse buying is positioned as a response in this theory.

### **The Relationship between Social Presence of Live Streaming and Consumer Trust**

The social presence of live streaming is a form of live streaming ability as a communication medium in providing feelings of human contact, socialization, warmth, and human sensitivity (Li et al., 2022). In social commerce, the social presence of live streaming explains the extent to which live streaming as a social commerce media service presents feelings of human contact, socialization, warmth, and human sensitivity so that consumers feel real socialization when shopping online. Zhang et al., (2021) said that the social presence of a medium, in this case live streaming, can influence the receiver's understanding of the content produced by streamers who are likely to be able to establish close personal relationships. A close relationship will create a sense of calm and security for other people with which anxiety or negative thoughts about someone can be reduced. Negative thoughts or awareness of uncertain things decreases and turns into belief because it is supported by the social presence of live streaming which is able to provide a different shopping experience to consumers with various advantages they have.

Nadeem et al., (2020) has proven in his research that there is a relationship between social presence and consumer confidence in social commerce. Nadeem and colleagues say their research shows that digital media is able to communicate elements of social cues such as a sense of human interaction, sensitivity, and environmental friendliness in a mature way enabling consumers to assess perceived trust. The social presence of live streaming is able to reduce the distance between buyers and sellers and create good feedback in the exchange relationship between the two parties. The conclusion of this study confirms previous findings that social presence can influence consumer trust.

On the other hand, Leong et al., (2020) who suspected that there was an effect of web social presence on consumer trust in s-commerce was actually not proven in his research. The results of this study are certainly contrary to previous studies. According to Leong and colleagues, the fact that user perceptions varied across studies meant that there was no significant association between social presence of web and trust in social commerce. From the description above, in this study an alternative hypothesis was formulated as follows.

H1: Social presence of live streaming has a positive effect on consumer trust.

### **The Relationship between Social Presence Viewers and Consumer Trust**

Social presence of viewers refers to the extent to which a person feels the presence of other viewers in a live stream (Zhang & Liu, 2021). Social presence of viewers can arise when it is triggered by various forms of interaction between viewers which causes viewers to become aware of the existence of other viewers. Live streaming facilitates streamers and viewers to interact with each other in a trading forum via chatbox services. Viewers can freely ask questions or share information in the form of reviews with streamers, which are also absorbed by other viewers. Indirectly, someone will become aware of the presence of other people in the interaction and the social presence of viewers will increase.

Information support shared by other viewers in live streaming and word-of-mouth valence from other viewers can play an informative role for consumers to become more familiar with products and feel the consumption of others (Li et al., 2022). Experiences, reviews, recommendations, and information conveyed by other viewers on live streaming trading are believed to be able to influence consumer perceptions of a brand before consumers make

purchasing decisions through social trading. Information provided by other viewers in the form of experiences, reviews and recommendations is part of E-WOM. Donthu et al., (2021) stated that E-WOM has higher credibility in the minds of consumers, which can potentially increase consumer confidence.

Jiang et al., (2019) found that the social presence of viewers which occurs as a result of interaction between viewers has a positive effect on consumer trust. Jiang and colleagues stated that reviews from other viewers can reduce the bias of information in consumers' minds, thereby increasing consumer trust in brands. Li (2019) also revealed that social presence can influence consumers' intentions to trust product recommendations. Product reviews in the form of recommendations will increase consumer information and confidence in a product. In his research, social presence is included in a person's cognitive state which can increase consumer trust. According to Li (2019), product reviews from other viewers and feelings of human warmth similar to face-to-face shopping will create comfort and increase consumer information and confidence in the product so that trust can be formed.

H2: Social presence of viewers has a positive effect on consumer trust.

### **The Relationship between Social Presence of Streamers and Consumer Trust**

Social presence of streamers refers to the extent to which consumers feel real interaction with the streamers in live streaming (Li et al., 2022). Social presence of streamers is used to measure the closeness and warmth that consumers feel when interacting with streamers in live streaming. Streamers can do various ways to build close relationships with consumers so that consumers can feel the streamers social presence. The establishment of a closer relationship between sellers and buyers due to a sense of presence can shorten the existing psychological distance and build a strong relationship between consumers and sellers (Lu et al., 2016; Sun et al., 2019). This can reduce consumer doubts about a brand which in turn can increase consumer confidence. Su et al., (2020) explained that live streaming streamers can serve as opinion leaders to build user trust and engagement, and that they have a strong, decisive influence on viewers' buying attitudes.

Liu et al., (2020) in their research stated that social presence positively influences trust and has an impact on consumer buying interest in social media marketing. In this research, it is stated that marketing content on social media with a high level of social presence is useful for reducing the risk and uncertainty felt by consumers and forming a higher level of trust. In live streaming shopping, the quality of the content or event is determined by the skills of the streamers who acts as a leader or moderator of the live streaming shopping process and presents marketing activities that can increase consumer confidence in the brand. From the explanation above, the authors draw the conclusion that the social presence of streamers can have a positive effect on consumer trust.

H3: Social presence of streamers has a positive effect on consumer trust.

### **The Relationship between Consumer Confidence and Impulsive Buying**

Consumer trust is a consumer belief in other people regarding a person's integrity that that person will fulfill all consumer rights in carrying out transactions as expected (Nurrahmanto, 2015). Consumer trust is a pillar of running an online business because without trust, consumers can discourage them from making a purchase transaction. When a company succeeds in gaining consumer trust and consumers feel that the transactions carried out are free from elements of fraud, consumers will tend to make purchasing decisions more easily which can result in impulsive

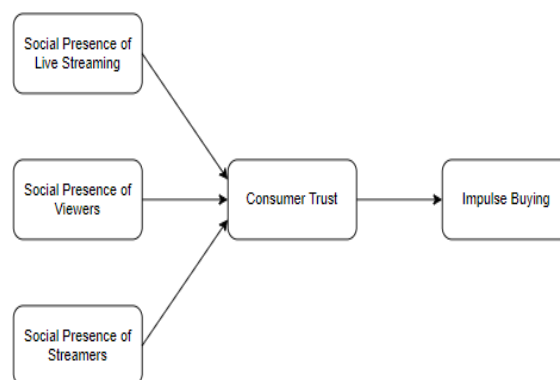
purchases. Impulse buying or also called unplanned purchase is a consumer behavior in which consumers carry out shopping activities without any planning (Fernanda, 2019). Impulse purchases can occur as a result of certain encouragement from a brand that excites consumers such as attractive offers and visuals that increase consumer interest and interest in a product which then results in unplanned purchases.

Darmawan & Gatheru, (2021) who conducted research on the effect of security, user convenience and trust on impulsive buying behavior in a social trading system in one of the Indonesian marketplaces found that trust had a significant effect on impulsive purchases. Darmawan & Gatheru, (2021) said that online trading activities always raise the potential for security breaches so that consumer confidence that a company will not commit a security breach can influence consumer behavior in the form of impulse purchases.

H4: Consumer trust has a positive effect on impulse buying.

### Research Model

Based on empirical studies, theoretical basis, and formulation of the hypothesis above, the research model is formed as follows.



**Figure 1:** Conceptual Model of the Study

Adapted from Ming et al., (2021)

## RESEARCH METHODS

### Sample

The sampling technique in this research uses a convenience sampling technique, namely selecting samples because samples are easily available. This technique makes it easier for researchers to obtain samples in terms of time and cost so that it can increase the effectiveness and efficiency of research. The sample criteria in this research are Indonesian citizens and have made a purchase transaction on Tiktok live streaming shopping at least once. The number of respondents who met the criteria in this study was collected as many as 188 respondents. The sampling technique in this research uses a convenience sampling technique, namely selecting samples because samples are easily available. This technique makes it easier for researchers to obtain samples in terms of time and cost so that it can increase the effectiveness and efficiency of research. The sample criteria in this research are Indonesian citizens and have made a purchase transaction on Tiktok live streaming shopping at least once. The number of respondents who met the criteria in this study was collected as many as 188 respondents.

## Analysis Method

The statistical analysis tool used in this study is the Structural Equation Modeling (SEM) analysis tool. SEM has two approaches, namely Covariance Based (CB) SEM and Partial Least Squares (PLS) SEM. For this study, researchers used the SEM Partial Least Squares (PLS) approach which was run using the SmartPLS software. There are two stages of PLS-SEM statistical analysis carried out in this study, namely the evaluation of the measurement model (outer model) and the evaluation of the structural model (inner model).

## FINDINGS AND DISCUSSION

**Table 1** presents the results of descriptive analysis carried out on respondent data which contains questions regarding the respondent's personal data such as gender, level of education, current job, monthly income, and frequency of visiting the Tiktok application in a day.

**Table 1: Respondent Descriptive Analysis**

Category	Frequency	Proportion (%)
<b>Gender</b>		
Male	73	38,83%
Female	115	61,17%
<b>Education Level</b>		
Elementary School	0	0%
Junior High School	0	0%
Senior High School	38	20,21%
Bachelor	150	79,79%
Master	0	0%
Doctor	0	0%
<b>Occupation</b>		
Student/College Students	182	96,81%
Entrepreneurs	1	0,53%
Employee	4	2,13%
State Civil Apparatus (ASN)	1	0,53%
State Employees (BUMN)	0	0%
Others	0	0%
<b>Monthly Income (IDR)</b>		
< Rp 2.000.000	101	53,72%
Rp 2.000.000 – Rp 4.000.000	58	30,85%
Rp 4.000.000 – Rp 6.000.000	14	7,45%
Rp 6.000.000 – Rp 8.000.000	5	2,66%
Rp 8.000.000 – Rp 10.000.000	0	0%
≥ 10.000.000	10	5,32%
<b>Frequency of TikTok Visits per Day</b>		
< 1 hour	15	7,98%
1 – 2 hour	43	22,87%
3 – 4 hour	79	42,02%
5 – 6 hour	33	17,55%
> 6 hour	18	9,57%

**Source:** Primary Data (2023)

### Outer Model Statistical Analysis: Reliability and Validity Assessment

**Table 2** presents the results of the outer model statistical analysis in the form of validity and reliability test results. **Table 2** shows that there is no reliability problem for each variable item observed from Cronbach's Alpha (CA) and Composite Reliability (CR) values with an overall score above 0.6. Furthermore, if observed from the factor loadings values for each indicator and the AVE value for each variable it is known that all have a value above 0.5. This means that based on the analysis that has been done it is known that the measurements used in this study are convergently valid and reliable.

Discriminant validity tests were also carried out to prove the uniqueness of each research construct as presented in **Table 3**. **Table 3** shows the results of the discriminant validity tests based on Fornell & Larcker's criteria. Based on **Table 3**, the Square Root AVE value for each variable has a value that is greater than the value of the variable below it. According to the measurement criteria of Fornell & Larcker, (1981) this shows good results in the discriminant validity test.

Furthermore, discriminant validity was also carried out using the HTMT test with the results as shown in **Table 4**. Based on **Table 4** the HTMT value for each variable was below 0.90. According to the provisions of Hair et al., (2019) the upper limit of the HTMT value is 0.90. Therefore, based on the measurement results, all variables in this study do not indicate a discriminant validity problem and can be declared discriminantly valid.

**Table 2: Convergent Reliability and Validity Test Results**

Construct	Item	Loadings	CA	CR	AVE
Social Presence of Live Streaming	KSL1	0.853	0.912	0.913	0.798
	KSL2	0.871			
	KSL3	0.863			
	KSL4	0.900			
	KSL5	0.796			
Social Presence of Viewers	KSP1	0.859	0.843	0.846	0.733
	KSP2	0.880			
	KSP3	0.891			
Social Presence of Streamers	KSPN1	0.883	0.830	0.833	0.735
	KSPN2	0.905			
	KSPN3	0.901			
Consumer Trust	KK1	0.865	0.876	0.880	0.769
	KK2	0.866			
	KK3	0.835			
	KK4	0.859			
Impulse Buying	IB1	0.906	0.914	0.921	0.803
	IB2	0.877			
	IB3	0.907			
	IB4	0.882			

Source: Primary Data (2023)

**Table 3: Discriminant Validity - Fornell & Larcker Criteria**

Construct	IB	KK	KSL	KSP	KSPN
<b>IB</b>	<b>0.893</b>				
<b>KK</b>	0.645	<b>0.856</b>			
<b>KSL</b>	0.663	0.665	<b>0.857</b>		
<b>KSP</b>	0.506	0.678	0.718	<b>0.877</b>	
<b>KSPN</b>	0.632	0.579	0.782	0.649	<b>0.896</b>

\*Notes: KSL = Social Presence of Live Streaming; KSP = Social Presence of Viewers; KSPN = Social Presence of Streamers; KK = Consumer Trust; IB = Impulse Buying

**Table 4: Heterotrait-Monotrait (HTMT) Test Results**

Construct	IB	KK	KSL	KSP	KSPN
IB					
KK	0.713				
KSL	0.724	0.742			
KSP	0.566	0.775	0.813		
KSPN	0.699	0.655	0.876	0.752	

\*Notes: KSL = Social Presence of Live Streaming; KSP = Social Presence of Viewers; KSPN = Social Presence of Streamers; KK = Consumer Trust; IB = Impulse Buying

### Inner Model Statistical Analysis

**Table 5** shows the results of the collinearity test and clearly shows that no critical multicollinearity problems were found. This can be seen from the results of the overall VIF value being less than 5.

Next, **Table 6** shows the results of the R-Square and Q-Square tests. Based on the results of the R-Square test, it can be observed that all dependent variables can be explained well by the independent variables because the R-Square value is above the limit value of 0.19. Furthermore, the Q-Square results refer to the Predictive Relevance of the variable and the Q-Square test results show that the model has acceptable predictive accuracy.

Then in **Table 7** the results of the path coefficient test are presented along with the results of the hypothesis test. **Table 7** shows that all path coefficients have values exceeding 0. This shows the positive direction of the hypothesis. **Table 7** also reveals that all hypotheses are supported except the influence of social presence of streamers on consumer trust (H3) which is rejected. The supported relationship meets the requirements for the hypothesis to be accepted ( $H_a$ ) with a P-Value < 0.05 and T-Statistic > 1.96.

**Table 5: Collinearity Test Results**

Construct	IB	KK	KSL	KSP	KSPN
IB					
KK	1.000				
KSL		3.205			
KSP		2.151			
KSPN		2.682			

\*Notes: KSL = Social Presence of Live Streaming; KSP = Social Presence of Viewers; KSPN = Social Presence of Streamers; KK = Consumer Trust; IB = Impulse Buying

**Table 6: R-Square and Q-Square Test Results**

Construct	R-Square	R-Square Adjusted	Q <sup>2</sup> Predict
Pembelian Impulsif	0.416	0.413	0.370
Kepercayaan Konsumen	0.526	0.519	0.497

Source: Primary Data (2023)

**Table 7: Hypothesis Test Results**

Variabel Relation	Hypothesis	Original Sample ( $\beta$ )	T-statistic	P-value	Kesimpulan
KK → IB	H4	0.645	14.570	0.000	Supported
KSL → KK	H1	0.327	2.725	0.006	Supported
KSP → KK	H2	0.403	4.159	0.000	Supported
KSPN → KK	H3	0.062	0.623	0.534	Rejected



*\*Notes: KSL = Social Presence of Live Streaming; KSP = Social Presence of Viewers; KSPN = Social Presence of Streamers; KK = Consumer Trust; IB = Impulse Buying*

## **Discussion**

### *Effect of Social Presence of Live Streaming on Consumer Trust*

Testing the influence of social presence of live streaming on consumer trust (H1) shows positive and significant results. This means showing a live streaming mechanism in providing services and building an online shopping environment that is similar to offline shopping in the minds of consumers is able to reduce consumer doubts so that consumer trust is formed both through a person's cognitive and affective conditions. Nadeem et al., (2020) said in their research that digital media such as live streaming is able to communicate elements of social cues such as a sense of human interaction, sensitivity, and environmental friendliness in a mature way enabling consumers to assess perceived trust. This means that consumers agree that despite the various limitations of online shopping, live streaming shopping provides a more real and flexible online shopping experience compared to other traditional online commerce. The results of this study are in line with previous research conducted by Ming et al., (2021) that the social presence of live streaming is able to build consumer trust.

### *Effect of Social Presence of Viewers on Consumer Trust*

Testing the effect of social presence of viewers on consumer trust (H2) shows positive and significant results. There are several reasons why interactions with other viewers can build consumer trust. Other viewers often tend to share honest reviews and experiences about a product through the comments column (chatbox) provided, this will be absorbed by consumers as additional information related to the product so as to be able to build consumer trust. Positive reviews from other people's experiences or E-WOM offer higher credibility in the minds of consumers (Donthu et al., 2021). Thus consumer confidence can grow and increase significantly. The results of this study also support previous findings by Jiang et al., (2019) who found that the social presence of viewers that occurs as a result of interactions between viewers has a positive effect on consumer trust.

### *Effect of Social Presence of Streamers on Consumer Trust*

Testing the effect of social presence of streamers on consumer trust (H3) shows negative results and is not significant. The results of this study are in contrast to findings (Liu et al., 2020) which assume that social presence through marketing content produced by marketers, in this case streamers, can influence consumer trust. Even so, there are several factors that allow the findings of this study to differ from previous findings. One of them is the existence of several unfavorable streamers performance which results in non-fulfillment of standards for information needs and consumer convenience. As a result, consumers perceive that there is no feeling of warmth when communicating with streamers which does not result in increased consumer trust. In addition, in online shopping activities, potential consumers will tend to focus more on gathering information about the quality of products or brands being advertised compared to focusing on streamers in live streaming shopping. Therefore, the research fact that social presence of streamers is unable to build consumer trust is very likely.

### *Effect of Consumer Trust on Impulse Buying*

Testing the effect of consumer trust on impulse buying (H4) shows positive and significant results. The results of this research are in line with previous research (Darmawan & Gatheru, 2021)

that consumer trust in live streaming shopping can influence consumer behavior in the form of impulsive purchases. Various online crimes such as fraud, extortion, and others may hinder potential consumers in making purchasing decisions. Moreover, in online trading, the close ties and trust between the two parties to the transaction are important factors in a mutually beneficial buying and selling relationship. When marketers succeed in convincing potential consumers through the services provided in live streaming shopping, as well as suppressing potential consumers' negative thoughts regarding the worst possible outcome, consumers find it more difficult to pass up product offers and become somewhat reckless in purchasing products. Therefore, through various efforts that marketers can make, consumer trust can grow and simultaneously consumer confidence in a brand increases, leading consumers to impulsive buying behavior.

## CONCLUSION

### Conclusion

Based on a series of research procedures that have been carried out, this study derives several findings and conclusions. This study found that of the three dimensions of presence that were carried out in this study, namely social presence of live streaming, social presence of viewers, and social presence of streamers, two of them (social presence of live streaming and social presence of viewers) had a positive influence on consumer trust. For this reason, company managers can combine the two dimensions of social presence as an effort to gain consumer trust in live streaming shopping. For example, to be able to build a live streaming social presence, marketers must be able to build a live streaming shopping environment that is friendly, real, and connected to potential consumers. In addition, reviews from other viewers are important to convince potential consumers. Therefore, company managers must maintain customer satisfaction so that consumers are willing to share their buying experiences, especially in the scope of live streaming shopping and influence potential consumers so as to increase consumer trust and form profitable relationships with companies.

In addition, considering that in this study the social presence of streamers has no significant relationship to consumer trust, company managers can further improve their marketing performance through other dimensions of social presence. From the research results, consumers seem to like warm interactions, and need an atmosphere of lively and real interaction in live streaming shopping so that consumers feel an intimate relationship with the company so as to eliminate consumer doubts about the company.

This study also confirms that consumer confidence has a positive influence on impulsive purchases. For this reason, marketers must be more active in managing consumer trust in order to create long-term relationships with consumers to reach a mutual agreement. Consumer trust is thought to be able to overcome negative consumer opinions about crimes that often occur in online trading to lead to impulsive buying behavior. Impulse buying is one of the consumer behaviors that can be profitable for the company. Even this consumer hedonic behavior can increase company sales in a short time, for that business actors are expected to be able to increase the factors that can trigger consumer impulse purchases. Through the elaboration above, it is hoped that business actors can further develop strategies and efforts in managing marketing through live streaming shopping.

### Research Limitations

There are some limitations in this study that are expected to be reviewed as input for future research as follows.

1. The majority of respondents who participated in this study were female. As a result, the results of the implications of this research may be less accurate when applied to the type of business that specifically targets.
2. Social presence is a theory with broad dimensions and is one of the key factors of online commerce. Meanwhile, this study only involved three dimensions of social presence. Thus, future research is expected to involve other dimensions of social presence to complement the existing literature so that research related to social presence becomes more diverse.
3. In terms of the diversity of types of work, the scope of the respondents who participated in this study was still very narrow and came from similar circles, namely students/students. As a result, the results of this research cannot interpret consumer behavior from other groups or the wider environment. Future research is expected to be able to reach respondents from various groups and layers of society more evenly so that the data obtained can be interpreted by various groups.
4. This research only focuses on one research object, namely the Tiktok platform so that the data obtained and observed only focuses on Tiktok live streaming shopping consumers. Meanwhile, the data and results from this research are very likely to be different from user behavior on other platforms.

### **Suggestion**

To optimize the results of future research, future researchers are expected to be able to develop concepts and frameworks for more exploratory research models. In particular, the social presence variable, which is a theory with broad dimensions, still requires more deep-rooted observations and there are still many theories that need to be resolved. In addition, it is hoped that further research can examine consumer behavior in different social commerce to be able to see differences in consumer behavior based on the social commerce used because of the possibility of differences in service and perceived experience. In addition, the short scope of the demographics of the respondents in this study can be used as an evaluation for future research.

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