The Influence Of Social Presence, Physical Presence, And Trust On Impulsive Buying Behavior In Tiktok Live Users In Java Island

Shafa Tasya Salsabila [1], Yuli Kartika Dewi [2]
[1,2] Universitas Ciputra Surabaya, Indonesia
Email: [1] ssalsabila@student.ciputra.ac.id, [2] yuli.kartika@ciputra.ac.id

How to Cite :

Salsabila, T, S., Dewi, K, Y. (2024). The Influence Of Social Presence, Physical Presence, And Trust On Impulsive Buying Behavior In Tiktok Live Users In Java Island. EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 12(4). doi: https://doi.org/10.37676/ekombis.v12i4

ABSTRACT

This research is a quantitative research that intends to determine the positive influence of social presence, physical presence, and trust separately on impulsive buying in TikTok Live users. Non-probability sampling technique with purposive sampling approach was used on 189 respondents with certain criteria, namely domiciled in Java, age range 18-34 years, and have shopped online through TikTok Live. Data collection techniques through Google Form questionnaires use Likert scale and processed using SPSS 27.The results showed that (1) Social presence (Sig = 0,001) had a significantly positive influence on the impulsive buying of TikTok Live users, (2) Physical presence (Sig = 0,025) had a significantly positive influence on the impulsive buying of TikTok Live users, and (3) Trust (Sig = 0.028) has a significantly positive influence on the impulsive buying of TikTok Live users. Technology in today's era has developed rapidly, making life more practical, because everything can be done through social media. With the application of technology, digital marketing has taken a leading role in all areas of marketing, creating an attractive landscape and atmosphere for customers, particularly in the field of social media networks, particularly TikTok Live.

INTRODUCTION

A new era for the business world has been established by technological advancements, particularly social media. Social media users can now use their cell phones to shop online and watch live-streaming videos. One way to get them is via TikTok, the world's fastest-growing platform for short videos (Parahiyanti & Dimara, 2024). In Indonesia, TikTok has grown to be the most popular and sought-after app. In terms of TikTok users, Indonesia ranks second globally, with approximately 112.98 million users. The majority of TikTok users are from Java Island, and they range in age from 18 to 34. Over 23,1 hours are spent on the TikTok app monthly by the average Indonesian, a 67% increase from the previous year.

The TikTok Shop feature has significantly enhanced the convenience of online shopping for both buyers and sellers. This has been obtained with the launch of live streaming in 2021 and the ability to insert product links in every video content (Putra &; Hayadi, 2024). The existence of the live streaming feature on TikTok encourages customers to make impulsive buying because it makes it easier for customers to shop directly and facilitates interaction between sellers and customers directly. This indicates that live streaming on the TikTok application is the most popular among Indonesians compared to other platforms.

The presence of the TikTok Shop feature in live streaming on the TikTok application can trigger impulsive behavior in purchase decisions that were previously not planned by consumers. The implications of such wasteful behavior can create serious financial problems (Liska &; Utami, 2023). There are various reasons consumers do impulsive buying, such as discounts, free shipping, cashback, vouchers, sweepstakes, and other offers that are seen through live streaming and look real to consumers, such as shopping directly into a picture of the social presence and physical presence experienced by impulsive buying actors.

Online interactions provide social presence, reducing the psychological gap between customers and commodities. This fosters consumer trust and encourages impulsive buying, frequently encouraged by the use of influencers by sellers. Physical presence allows individuals to virtually try on items using images or view product details, creating a sense of tactile experience and maybe leading to impulsive buying (Dashuai &; Zhen, 2021).

This live streaming media also raises creativity and innovation from sellers where they must be able to make live streaming participants last longer watching their live streams by always creating and innovating both in terms of the appearance of hosts, reviewers, or influencers even to be able to create Good social presence and physical presence in the eyes of the audience, so they are even more urged to do impulsive buying. Therefore, researchers intend to conduct research on the phenomenon of impulsive buying on the TikTok live application with the title "The Effect of Social Presence, Physical Presence, and Trust on Impulsive Buying Behavior in TikTok Live Users in Java".

LITERATURE REVIEW

Stimulus-Organism-Response (S-O-R) Theory

The SOR framework developed by Woodworth in 1928 is a general basic theory of impulsive buying behavior that forms the basis of the study of consumer behavior. The SOR framework consists of three parts: (1) stimulus: triggers that stimulate consumers, (2) organisms: internal assessments of consumers, and (3) response: consequences of consumer reactions to triggers for impulse purchases online. The SOR framework is a model developed from the classical Stimulus-Response (S-R) theory approach (Kimiagari &; Malafe, 2021). The SOR framework that is currently widely used in researching impulsive buying behavior, in terms of the TikTok Live phenomenon, the stimulus acts as an influence that evokes audience reactions. In this study, the stimulus will be represented by social presence, physical presence, and trust. In this study, impulsive buying online will be the result of consumer response.

Impulsive Buying

Impulsive buying behavior as a representation of the thoughts and sentiments that consumers experience in relation to impulsive purchasing. It is a form of purchasing behavior that is not influenced by emotions (Zhang &; Shi, 2022). Online impulsive buying refers to purchases that are not planned in advance, made in response to the stimulus that arises at the time, and decided spontaneously without deep consideration (Li et al., 2022). There are four types of impulsive buying: pure, reminiscence, propositional, and designed. A new nuance to impulsive buying is initiated by the advent of live-streaming purchases, whereby live-streamers demonstrate product details in real-time, try the product on them, and engage directly with

them (Andika et al., 2023). Reffering to the research of Chein et al. (2020), the indicators of impulsive buying are spontaneity, intensity, stimulation, indifference to outcome, and excitement.

Social Presence

The concept of social presence appears the level to whereby individuals can be seen as "real people" when engaging with others in an online environment (Fara &; Hartono, 2024). With the assistance of a live streaming platform, consumers can view the seller's physical demonstrate on the other side of the communication port in real-time and communicate with the seller via text in the live-streaming marketplace. That is, buyers can decide what to buy rapidly if seller provide them with firm sales advice and real-time physical visualizations (Zhang &; Shi, 2022). There are indicators to measure social presence, namely interactive, communicative, engagement, and communication (Ma et al., 2022).

Physical Presence

Physical presence is the term utilized to simulated experiences that closely resemble the actual world and are made possible by advancements in information systems and technology. In particular, it pertains to the sensation of being in the "real world" as opposed to the "virtual world" or the perception that this is a site that I "visit" rather than "something I "see." (Ma et al., 2022). In live-streaming activities, a high level of physical presence will allow users to have a better product evaluation, thereby increasing consumer purchase intent. Therefore, physical presence can encourage impulsive buying behavior of consumers (Dashuai &; Zhen, 2021). Variables of physical presence are measured from 3 indicators, namely feel touch, feel the details, and feel in (Ma et al., 2022).

Trust

Trust is "a party's willingness to be vulnerable to the actions of another party based on the expectation that the other party will perform a particular action, regardless of the ability to monitor or control that other party". Trust plays an important role in improving online buying attitudes and decisions (Moreno et al., 2022). Customers' trust in a brand might motivate them to take risks and make impulsive purchases because it has a sufficiently significant impact (Parahiyanti &; Dimara, 2024). According to Ma et al. (2022), the indicators of trust are integrity, benevolence, competency, and predictability.

METHODS

The type of research used is a quantitative approach. The target population is all TikTok Live participants on the island of Java because people on the island of Java are the dominant population following live streaming on TikTok with an age range of 18-34 years. The number of populations is not known with certainty, therefore researchers use non-probability sampling techniques to determine samples with a purposive sampling approach with the following criteria:
1. domiciled in Java Island
2. age range 18-34 years
3. have shopped online through TikTok Live.

The minimum sample size in this study was 119 respondents with the help of G*Power 3.1.9.7 using an effect size of 0,15; error 0,05; power 0,95; with the number of predictors 3 (Memon et al., 2020). According to Sekaran & Bougie (2016), the data collected in this study are primary data and data sources derived from online questionnaires distributed through G-Form to respondents. In its measurement, the Likert scale refers to the range of respondents'

responses from 1 to 5, where 1 indicates "Strongly Disagree", 2 is "Disagree", 3 represents "Neutral", 4 signifies "Agree", and 5 indicates "Strongly Agree". Then the secondary data used is in the form of supporting data, such as statistics taken from several articles, previous research, and news on the internet. The data collection technique was executed by sending questionnaires to participants who live in Java Island and are TikTok Live participants. Data analysis techniques used by researchers are multiple linear regression, and data processing using the help of SPSS software version 27. In the validity test, if r counts > r table (at least 0,3) at a significant level (= 0,05), it is declared valid. As for reliability testing, researchers use Cronbach's alpha value of > 0,6 so that the new instrument is said to be reliable. Then, the classical assumption test is used to test the feasibility of regression models consisting of normality tests, multicollinearity tests, heteroscedasticity tests and autocorrelation tests. While the hypothesis test in this study includes t test (partial test), f test (simultaneous test) and coefficient of determination (R2).

RESULTS

This study utilised 189 samples out of a total of 220 respondents, presented in table 1 below.

Table 1 Respondent Profile

	Respondent Profile	Frequency	Percentage
Gender	Man	79	42
	Woman	110	58
Age	18-21	62	33
	22-25	81	43
	26-29	22	12
	30-34	24	13
Domicile	East Java	67	35
	D.I Yogyakarta	20	11
	Central Java	25	13
	Jakarta	22	12
	West Java	32	17
	Bantam	23	12
Recent Education	High School/Equivalent	95	50
	D3/S1	83	44
	Postgraduate	11	6
Work	Student	93	49
	Private Employees	57	30
	Civil Servants	19	10
	Self employed	18	10
	Other	2	1
Shopping Frequency Through TikTok Live	Ever (1-2 times)	72	38
	Quite often (3-5 times)	55	29
	Often (>5 times)	62	33

Source: Data processed (2024)

Validity Test

In table 2 below, the results of testing the validity of each indicator of the four variables in this study are presented. In the variables physical presence, trust, and impulsive buying items the statement is declared valid because r counts> r tables.

Table 2 Validity Test Results

Variable	Statement	Validity Test			
		Pearson Correlation	Sig value. (1-tailed)	r table	Information
Social Presence	X1.1	0,886	0,000	0,1696	Valid
	X1.2	0,898	0,000	0,1696	Valid
	X1.3	0,869	0,000	0,1696	Valid
	X1.4	0,879	0,000	0,1696	Valid
Physical Presence	X2.1	0,920	0,000	0,1696	Valid
	X2.2	0,911	0,000	0,1696	Valid
	X2.3	0,853	0,000	0,1696	Valid
Trust	X3.1	0,868	0,000	0,1696	Valid
	X3.2	0,895	0,000	0,1696	Valid
	X3.3	0,927	0,000	0,1696	Valid
	X3.4	0,883	0,000	0,1696	Valid
Impulsive Buying	Y.1	0,876	0,000	0,1696	Valid
	Y.2	0,886	0,000	0,1696	Valid
	Y.3	0,878	0,000	0,1696	Valid
	Y.4	0,898	0,000	0,1696	Valid
	Y.5	0,840	0,000	0,1696	Valid

Source: Data processed (2024)

Reliability Test

In table 3 below, the results of reliability testing of the four variables in this study are presented. Cronbach's alpha values on the variables social presence, physical presence, trust, and impulsive buying were 0,924; 0,800; 0,874; and 0,915, respectively. Cronbach's alpha obtained has a value of >0.6, so it can be concluded that the instrument of all variables of this study is reliable.

Table 3 Reliability Test Results

Variable	Reliability Test	
	Cronbach's Alpha	Information
Social Presence	0,904	Reliable
Physical Presence	0,876	Reliable
Trust	0,915	Reliable
Impulsive Buying	0,924	Reliable

Source: Data processed (2024)

Normality Test

Table 4 shows the findings of the normality test, indicating that the residual data can be considered normally distributed due to the significance exceeds 0,05.

Table 4 Normality Test Results

	Unstandardized Residual	Information
Asymp.Sig (2-tailed)	$0,200^d$	Normal distributed data

Source: Data processed (2024)

Multicholinerity Test

Table 5 indicates that the independent variable does not exhibit multicollinearity in the regression model. A tolerance value greater than or equal to 0.1 or a VIF value less than 10 will prevent multicollinearity. Table 5 displays the results of the multicollinearity test, which indicates that the residual data is normally distributed due to a significance value above 0.05.

Table 5 Multicholinerity Test Results

Variable	Collinearity Statistics		Information
	Tolerance	VIF	No multicholinerity occurs
Social Presence	0,336	2,979	No multicholinerity occurs
Physical Presence	0,328	3,047	No multicholinerity occurs
Trust	0,294	3,403	No multicholinerity occurs

Source: Data processed (2024)

Heteroscedasticity Test

The significance value of the three variables is greater than 0.05 when the calculations are performed, as evidenced by table 6. Therefore, it could be concluded that the regression model does not exhibit any indications of heteroscedasticity.

Table 6 Heteroscedasticity Test Results

Variable	Sig.	Information
Social Presence	0,801	No heteroscedasticity
Physical Presence	0,063	No heteroscedasticity
Trust	0,069	No heteroscedasticity

Source: Data processed (2024)

Autocorrelation Test

Durbin Watson's value is 1,857, as indicated in Table 7. The result lies within the range of dU (1,794) and 4 - dU (2,206). Thus, it can be inferred that the regression model utilized in this study does not exhibit any autocorrelation.

Table 7 Autocorrelation Test Results

Durbin-Watson	Dl	Du	Information
1,857	1,730	1,794	No autocorrelation

Source: Data processed (2024)

Partial Test (T Test)

Table 8 illustrates that the variable sig. X1 has a value of 0.001 < 0.05, and the value of t is calculated to be 3,230, which exceeds the t-table value of 1,973. Consequently, H0 is rejected, and H1 is accepted. H0 is rejected and H2 is approved when the value of t is calculated (2,265) > t table (1,973) and the variables X2 have a sig value of 0,025 < 0,05. If the value of the nlai sig. variable X3 is less than or equal to 0.05 and the value of t is calculated to be (2,220) greater than or equal to the t table (1,973), then H0 is rejected and H3 is accept.

Table 8 Partial Test Results (Test T)

Type		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	2,173	1,215	2,789	0,075
	X1	0,419	0,130	3,230	0,001
	X2	0,342	0,151	2,265	0,025
	X3	0,296	0,133	2,220	0,028

Source: Data processed (2024)

Simultaneous Test (F Test)

Judging from table 9 below, it can be inferred that each of the independent variables, namely social presence, physical presence, and trust, collectively have a considerable impact on the dependent variable, impulsive purchase.

Table 9 Simultaneous Test Results (Test F)

	Type	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2744,942	3	914,981		
	Residuals	3210,868	185	17,356	52,718	0,000
	Total	5955,810	188			

Source: Data processed (2024)

Coefficient of Determination (R2)

In table 10 below, it is known that the value of R Square is 0,452 or 45,2%. This means that 45,2% of the variation in impulsive buying variables can be explained by social presence, physical presence, and trust variables, while the remaining 54,8% is explained by other factors outside the research model.

Table 10 Results of Coefficient of Determination (R2)

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,679	0,461	0,452	4,166

Source: Data processed (2024)

Multiple Linear Regression Analysis

Table 11 shows the equation results for multiple linear regression models in this study.

Table 11 Multiple Linear Regression Model Results

Type		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	2,173	1,215	2,789	0,075
	X1	0,419	0,130	3,230	0,001
	X2	0,342	0,151	2,265	0,025
	X3	0,296	0,133	2,220	0,028

Source: Data processed (2024)

DISCUSSION

The Effect Of Social Presence On Impulsive Buying

Based on the results of multiple linear regression tests, the partial test results t in table 4.8 show that the variables Social Presence It has a significant effect and shows a positive correlation shown in the value of a positive regression coefficient. This shows that the variable Social Presence (X1) gives a relationship and significant to impulsive buying behavior TikTok users Live Java Island so with this then Hypothesis 1 (H_1) accepted. The findings of this study can be verified by studies accomplished Ming et al., (2021); Dashuai & Zhen (2021); Gao et al. (2022); and Zhang & Shi (2022)

The Effect Of Physical Presence On Impulsive Buying

Based on findings from multiple linear regression tests on variables physical presence (X2) can be seen that the regression coefficient explains that the variable physical presence (X2) has a significant positive effect on impulsive buying. Findings of t-tests on variables physical presence

(X2) that the physical presence variable (X2) has a result, which has a significant positive effect on impulsive buying So with this then hypothesis 2 (H_2) accepted. The conclusions of this study have been proven by research completed by Dashuai & Zhen (2021) and Gao et al. (2022).

The Effect Of Trust On Impulsive Buying

The results from table 4.8 indicate that the trust variable (X3) has a highly significant and positive effect on impulsive buying. The T-test results for the variable Trust (X3) indicate that it has a significant positive impact on impulsive purchasing. Consequently, Hypothesis 3 (H_3) is accepted. The outcomes of this study are verified by research published by Kimiagari &; Malafe (2021); Firdausiah et al. (2023); Salsabila et al. (2024) and Fara &; Hartono (2024).

CONCLUSION

Based on the results of research on "The Effect of Social Presence, Physical Presence, and Trust on Impulsive Buying Behavior in TikTok Live Users in Java", it can be said that social presence (X1) has a significant positive influence on impulsive buying (Y) in TikTok Live users. Then, physical presence (X2) has a significant positive influence on impulsive buying (Y) in TikTok Live users. And trust (X3) has a significant positive influence on impulsive buying (Y) in TikTok Live users.

SUGGESTION

For sellers, it is advisable to pay more attention to potential customers who interact when live streaming is taking place by always replying to comments with clear product reviews, explaining the advantages of buying products, and making attractive promotions so that purchase decisions such as impulsive buying may occur. For buyers, it is advisable to be more intelligent and interactive in shopping, namely by asking more detailed product information to sellers and reading product reviews before making a purchase to reduce risk and increase shopping satisfaction. Using wishlist or reminder features for desired products can help shoppers make more informed decisions.

Researchers suggest that TikTok continues to update features to increase interaction between sellers and potential customers, such as adding features to TikTok Live so that there is better interaction between sellers and potential customers. In addition, the TikTok platform can give appreciation to sellers who are able to make high sales by supervising or controlling in a short live time with technology owned by companies and potential consumers who purchase products through TikTok Live so that this can encourage sellers and consumers to always interact to sell and meet their needs through TikTok. The suggestion for the next researcher is to conduct more comprehensive research with variables, number of samples, and other methods of impulsive buying.

REFERENCES

Andika, Anisah, T. N., Najmudin, M., &; Sardi, A. E. (2023). From Interaction to Transaction: Analyzing the Influence of Social Presence on Impulsive Purchasing in Live Streaming Commerce. Journal of Theoretical and Applied Management| Journal of Theory and Applied Management, 16(3), 454–472. https://doi.org/10.20473/jmtt.v16i3.49490

Chein, T. S., Hui, O. T., & Lee, C. L. (2020). Factors Affecting Impulsive Buying Behaviour-Evidence from Malaysia. In *An International Journal* (Vol. 12, Issue 2).

Dashuai, L. X. R., & Zhen, J. (2021). Influence of social interaction on the purchase behavior of social commerce consumers. Human Systems Management, 40(6), 917–935.

https://doi.org/10.3233/HSM-190801

Fara, Q. M., &; Hartono, A. (2024). The Effect of Social Presence in Live Streaming Shopping on Tiktok Platform Users on. Impulse Buying Behavior. EKOMBIS REVIEW: Scientific Journal of Economics and Business, 12(1), 12. https://doi.org/10.37676/ekombis.v12i1

Firdausiah, R. A., Bintang Nurrama Putra, &; Raihan Salsabila. (2023). Impulsive Buying in Live Tiktok Shop: Exploring The Role of Telepresence, Enjoyment and Trust Among Generation Z. JKBM (JOURNAL OF BUSINESS AND MANAGEMENT CONCEPTS), 10(1), 56–70. https://doi.org/10.31289/jkbm.v10i1.10456

Gao, P., Zeng, Y., &; Cheng, Y. (2022). The Formation Mechanism of Impulse Buying in Short Video Scenario: Perspectives From Presence and Customer Inspiration. Frontiers in Psychology, 13. https://doi.org/10.3389/fpsyg.2022.870635

Kimiagari, S., &; Malafe, N. S. A. (2021). The role of cognitive and affective responses in the relationship between internal and external stimuli on online impulse buying behavior. Journal of Retailing and Consumer Services, 61. https://doi.org/10.1016/j.jretconser.2021.102567

Liska, M., &; Utami, F. N. (2023). The Influence of Shopping Lifestyle and Discount Prices on Impulsive Buying Through Tiktok Shop Media on Generation Z and Millennials in Jakarta The Influence of Shopping Lifestyle and Discount Prices on Impulsive Buying Through Tiktok Shop Media. In Management Studies and Entrepreneurship Journal (Vol. 4, Issue 5). http://journal.yrpipku.com/index.php/msej

Ma, X., Zou, X., &; Lv, J. (2022). Why do consumers hesitate to purchase in live streaming? A perspective of interaction between participants. Electronic Commerce Research and Applications, 55. https://doi.org/10.1016/j.elerap.2022.101193

Memon, M.A., Ting, H., Cheah, J.-H., Thurasamy, R., Chuah, F., &Cham, T.H. (2020). Sample Size For Survey Research: Review and Recommendations. Journal of Applied Structural Equation Modelling, 4(2), 2590-4221.

Ming, J., Jianqiu, Z., Bilal, M., Akram, U., &; Fan, M. (2021b). How does social presence influences impulse buying behavior in live streaming commerce? The role of S-O-R theory. International Journal of Web Information Systems, 17(4), 300–320. https://doi.org/10.1108/IJWIS-02-2021-0012

Moreno, D. E., Fabre, E., &; Pasco, M. (2022). Atmospheric Cues Roles: Customer's Online Trust, Perceived Enjoyment, and Impulse Buying Behavior. Open Journal of Business and Management, 10(01), 223–244. https://doi.org/10.4236/ojbm.2022.101014

Parahiyanti, C. R., &; Dimara, N. I. (2024). Impulsive Buying in TikTok Live Streaming: Enhancing The Role of Telepresence, Brand Trust, and Flow State. Innovation, Technology, and Entrepreneurship Journal, 1(1), 42–54. https://doi.org/10.31603/itej.10926

Putra, A. M., &; Hayadi, I. (2024). The Effect of Live Streaming on Impulse Buying from an Affordance Perspective on Tiktok Platform. EKOMBIS REVIEW: Scientific Journal of Economics and Business, 12(1), 12. https://doi.org/10.37676/ekombis.v12i1

Salsabila, S. T., Kartika Dewi, Y., & Bachtiar, S. (2024). The Influence of Perceived Trust, Usefulness, Risks and Financial Knowledge on Interest in Using SPayLater. Jurnal Manajemen Bisnis, 11(1), 392–404. https://doi.org/10.33096/jmb.v11i1.734

Sekaran, U., & Bougie, R. (2016). Research Methods For Business: A Skill Building Approach (7th ed.). Wiley.

Zhang, M., &; Shi, G. (2022). Consumers' Impulsive Buying Behavior in Online Shopping Based on the Influence of Social Presence. Computational Intelligence and Neuroscience, 2022. https://doi.org/10.1155/2022/6794729