

The Effect of Tiktok Live Streaming Shopping and Perceived Enjoyment Toward Online Impulsive Buying Behavior with The Moderating Variable of Trust

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ABSTRACT

This research studied the effect of social-media influencers, product price, and purchase convenience toward perceived enjoyment to online impulsive buying behavior with the moderating variable of trust on Tiktok live shopping consumers in Indonesia. This research used a quantitative design by developing an online questionnaire to collect data through purposive sampling with the criteria: 1). Age of 17-58 years old, 2). Reside in the Jabodetabek area, 3). Use Tiktok in their daily life, 4) Happened to join Tiktok live streaming shopping, and 5). Buy the product during that live streaming. The data was collected on February 2023 and the number of respondents was 105. SPSS 29.0 was used for data preparation and SmartPLS 4.0 was used to analyze the data and the hypothesis accordingly. The result showed that there was a significantly positive effect of social-media influencers, product price, and purchase convenience on perceived enjoyment. In addition, perceived enjoyment also has a positive effect on online impulsive buying behavior. However, trust did not play a moderating role to the effect of perceived enjoyment to online impulsive buying behavior. The findings suggest that stores Tiktok live shopping should collaborate with an influencer who is knowledgeable, understand the product well, and is communicative. Hence, they can create a lively and persuasive shopping experience. On the other hand, the online seller can create special prices or discounts during the special season such as payday, national big day, religious celebration day, or national shopping day.

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INTRODUCTION

The business world is changing as a result of the globalization. Every modern person has an urge for faster and more efficient transactions. Shopping is one of the activities that the internet can facilitate. The internet, as a result of technological advancements, can provide an ease that can fulfil these desires. "New technologies that support the rampant use of the internet making the boundaries of a region, cultural and social become meaningless again, so that humans can carry out activities without the need to be limited by time and place (Sumarwan, 2004)".

According to Indonesia Internet Service Provider Association survey in 2022, social media is the most visited content by internet users (89,15%) and the third most is online shopping, 21,26%.

Social media is a web-based application that enables the creation and share of user-generated content. S-commerce is the practice of conducting e-commerce activities through social media platforms to encourage online purchases.

Marketers use social platforms to attract prospective customers to follow their e-commerce link and get them engaged in purchasing in general and impulse purchasing in particular (David & Whittam, 2008; Liu & Sutanto, 2011; Ukpabi & Karjaluoto, 2017).

Users can find products, get product advice from trusted creators, interact with industry professionals, buy products as a result of collaborative efforts, and leave product reviews. Users want to follow brands on e-commerce websites because they gain access to product information and special offers, as well as the opportunity to ask questions and provide feedback (Yang, et al., 2012).

As social commerce grows in popularity and revenue, more social media platforms create virtual flagship stores with Purchase buttons.

Currently, four major social platforms offer native s-commerce tools. Tiktok was the most used social media platforms to watch live shopping in Indonesia in 2022 according to Statista.

TikTok is the hot new thing, but its rapid growth may lead you to believe it has been a social commerce platform for much longer than it has. TikTok users aren't just scrolling through the app for fun. According to TikTok (2021), 39% of users have discovered a product or brand on TikTok that they were previously unaware of. Almost half of those who used the app bought something.

Online sellers have been using social media live streaming to promote their products and show viewers or potential buyers the real products, complete with details and prices. Sellers can use live streaming to illustrate how products are used, show different perspectives of products, and organize entertaining live activities to entice customers to buy on the spot (Lu et al., 2018).

Since e-commerce cannot account for in person interactions between both buyers and sellers, it is crucial to assist sellers in developing trusting relationships with buyers (Prateek et al., 2016). Online shopping creates social uncertainty due to the lack of offline communication and physical touch (Kim et al., 2019).

The phenomenon of impulse buying requires the creation of emotional attraction, which is analogous to arousing consumers' desire to buy and consume a specific product or brand. Customers' transactions in modern markets, such as supermarkets or hypermarkets, are not always planned (State, 2002). An estimated 65 percent of supermarket purchase decisions are made in-store, with more than 50 percent being unplanned purchases made in advance.

This research adopts the S-O-R (stimulus-organism-response) framework to study impulsive

buying behavior on Tiktok live shopping. The S-O-R approach does not only offer a traditional foundation for consumer behavior research, but it also assisting in the investigation of the social-media live streaming commerce shopping experience. Stimuli are the events that cause people's perceptions to change and then influence their behavior (Chan et.al, 2017). In this study, Tiktok live streaming variables (social-media influencer, product price, and purchase convenience) were the stimulus, perceived enjoyment was the process, and online impulsive buying behavior was the response.

In this context, the present study pursues the following objectives:

- To analyze the effect of social media influencer towards perceived enjoyment.
- To analyze the effect product price towards perceived enjoyment.
- To analyze the effect of purchase convenience towards perceived enjoyment.
- To analyze the effect of perceived enjoyment towards online impulsive buying behavior.
- To investigate the moderating effect of trust towards the effect of perceived enjoyment to online impulse buying behavior.

This study contributes to establishing a stronger theoretical model of impulsive buying behavior and s-commerce particularly Tiktok live shopping. The author verifies the validity of this model under the Indonesian context. Then, this study provides practical guidelines for Tiktok company on how to get more official account joining and doing live streaming shopping, for sellers to set up their virtual store and strategies to make people buy their products, and to manage personal impulsive buying behavior during online shopping.

The remainder of this research is structured as follows: Section 2 - Literature Review, presents the relevant theories to the study which are from various previous studies and the hypothesis development, Section 3 -Methodology, discusses

how the researcher collects and analyzes the data, Section 4 - Findings, Analysis, and Discussions, describes the statistics of the result and findings from the hypotheses being tested. Finally, we propose our conclusions and recommendations in Section 5.

LITERATURE REVIEW

The S-O-R Framework

The S-O-R framework was developed by Donovan and Rossiter (1982) to study an individual's perceptions and behavior in response to external stimuli in retail and environmental psychology. Stimuli are external factors that affect the internal states of organisms when they are exposed to external stimuli. An organism serves as a link between stimulus and behavior, and it regulates the final behavior in response to the stimulus (Fiore & Kim, 2007). The response is a summarizing factor in response to results for the regulation of an organism.

The S-O-R approach does not only offer a traditional foundation for consumer behavior research, but it also assisting in the investigation of the social-media live streaming commerce shopping experience. Stimuli are the events that cause people's perceptions to change and then influence their behavior (Chan et.al, 2017). The stimulus was defined as time and place-specific factors that do not follow from knowledge of personal and stimulus attributes and have a demonstrable and systematic effect on current behavior (Belk, 1974).

The organism is an individual's internal state that is represented by affective and cognitive states. It is also regarded as a transitional state between stimulus and response (Chang & Chen, 2008). Individual psychological status can be classified into cognitive and affective reactions (Chang, et.al, 2017). The cognitive reaction is a method of dealing with existing data (Fang, 2014). Individuals' feelings or emotions, such as satisfaction and happiness, are reflected in the

affective reaction (Kamboj et.al, 2018). Chen and Yao (2018) define impulsiveness as a psychological organism that seeks a direct response and show that consumers with an impulse buying tendency are more likely than others to engage in impulse buying behaviors. The author used enjoyment (affective reaction) and an urge to buy impulsively as organism variables to explore the final impulse buying behavior in this study.

The outcome of consumers' reactions to impulse buying stimuli and their internal evaluations is referred to as response (Chan et.al, 2017). The reaction is their reaction to their perceptions based on the various situational factors (Parboteeah, 2009). The urge to buy impulsively is also used in this study to assess individuals' impulse buying behavior on social media live streaming commerce.

Tiktok Live Streaming Shopping

TikTok is a social media app where users create and watch short-form videos. The videos range in length from 15 to 60 seconds. The format offers itself to comedy and entertainment. It is, however, increasingly being used for infotainment. On TikTok, so-called influencers provide snippets of advice and tips, as well as self-promotion. Popular informational video topics include beauty, fashion, personal finance, and cooking. The format is increasingly being used to promote and sell products.

As a direct result of the pandemic, live shopping on social media has increased dramatically. Between March 2020 and July 2021, global live commerce purchases increased by 76%, and the live commerce industry shows no signs of slowing down. Livestream conversion rates are ten times higher than other e-commerce formats (Mileva, 2022). According to Influencer Marketing Hub, 2022, TikTok users are nearly twice as likely to have purchased the products they see on the app - with as many as 67% of users saying

TikTok inspires them to shop even when they don't intend to.

TikTok live shopping is an e-commerce platform that enables brands to showcase their products in real time through streaming events. While participating in these events, TikTok users can buy items without leaving the app. This allows brands and customers to interact and engage with one another, as well as speed up the buying process.

TikTok's live stream shopping feature is similar to other e-commerce or s-commerce live. You can use the pin feature at the merchant's e-commerce store to make the product stand out in the user interface. Viewers can then tap that pin to add the item to their cart and check out directly within the app. Audiences can also wait until the live stream concludes before scrolling through all of the featured items in the broadcast. They can then select the items they want to buy by tapping the shopping cart icon.

As brands showcase each product, a pin related to that product will pop up. Viewers can then tap that pin to add the item to their cart and then check out within the app itself. Audiences can also wait until the end of the livestream before they can browse through all the featured items in the broadcast. They can simply tap the shopping cart icon and then select the items that they want to purchase.

Perceived Enjoyment

Perceived enjoyment is a fundamental intrinsic motivation that specifies how much enjoyment can be derived from using information technology or an information service. Park et al. (2012) defined perceived enjoyment as the extent to which the activity of using a specific system is perceived to be enjoyable in its own right, apart from any performance consequences resulting from system use.

Perceived enjoyment is the level of satisfaction that customers feel during a shopping online on a specific website in terms of the ability to bring them happiness, with exception of the performance that they will experience. The more enjoyable the online shopping experience at a specific website, the more likely consumers are to make a purchase on that website (Carr, et al 2001).

Heijden (2004) defined perceived enjoyment as the amount of enjoyment that can be derived from using the system as such. As a result, perceived enjoyment concentrates on intrinsic motivation. Perceived enjoyment, according to Praveena and Thomas (2014), is an intrinsic motivation that emphasizes the usage process and reflects the pleasure and enjoyment associated with using a system.

Rouibah et al. (2016) investigated the role of perceived enjoyment in trust and discovered that perceived enjoyment influenced consumer trust positively. Hwan and Kim (2007) discovered that enjoyment has a positive effect on two aspects of trust: integrity and ability. Consumer trust in online shopping is significantly influenced by enjoyment. That is, when someone is happy and interested while shopping, their trust grows. According to the findings of this study, enjoyment is an important factor that influences consumer trust in online shopping.

When it comes to purchasing behavior, enjoyment refers to an individual's emotional state. A consumer's perceived enjoyment can be defined as the pleasure he or she derives from shopping activities (Mohan et al., 2013). Venkatesh (2000) defined enjoyment as a prerequisite for ease of use. It influences a user to gain experience with a system.

Trust

Trust can be defined as the consumer's expectation that the store, its employees, and its products are

dependable and can be relied on to deliver on their promises (Sirdeshmukh et al., 2002). Trust is a multifaceted concept that encompasses relationships between individuals, groups, and organizations (Fulmer & Dirks, 2018). Khodyakov (2007) stated that differences in conceptualizations of trust, such as willingness, expectation, belief, confidence, attitude, feeling, intention, or psychological state, have been argued to cause confusion, misunderstandings, and communication breakdowns among researchers. Trust is influenced by cognitive, affective, and behavioral aspects of human experience (Lewis & Weigert, 1985). In addition, Korsgaard et al., (2018) argued that trust is most frequently operationalized as an evolutionary process, growing and transforming as relationships develop over time.

Consumer trust is defined as "the consumer's expectation that the service provider is reliable and can be relied on to deliver on its promises" (Sirdeshmukh, Singh, & Sabol, 2002). Morrow (2021) defines consumer trust as a customer's belief in a business. The belief that businesses will do what they say they will and will not intentionally harm customers. Customer trust is essential for fostering loyalty and business success. Companies must understand and respect their customers in order to earn it, and they must provide relevant, personalized experiences (Bishop, 2022). Customer trust is dependent on a company's ability to tap into the human experience and form an emotional connection with customers by demonstrating sensitivity, transparency, honesty, and dependability, according to Bishop. When it comes to driving business, customers' feelings about a brand have 1.5 times the impact of their thoughts.

Building customer trust entails walking the walk, talking the talk, and being aware that people are paying attention. Long-term business relationships, according to Morgan and Hunt

(1994), are built on a mutual and cooperative working relationship between two partner firms. If you want to foster and nurture such relationships, focus on trust and commitment.

Impulsive Buying

Chen and Yao (2018) define impulsiveness as a psychological organism that seeks a direct response and show that consumers with an impulse buying tendency are more likely than others to engage in impulse buying behaviors. The causes of impulsive behavior are an irresistible desire to buy and an inability to weigh the consequences. Despite being aware of the negative consequences of purchasing, there is a strong desire to immediately meet your most pressing needs (Meena, 2018). The conflict between the immediate reward and the negative consequences of the purchase causes an emotional lack of control, which can trigger compulsive behaviors that can become chronic and pathological (Pandya and Pandya, 2020). Wood (1998) defined impulsive purchase as an unplanned purchase made without careful consideration and accompanied by significant emotional conflict. According to Parboteeah et al. (2009), external environmental stimulation can significantly influence consumers' perceptions of product usefulness and hedonism, thereby influencing their impulsive purchase intention. It can be seen that the greater the consumers' knowledge of the usefulness, the more positive their mood in purchasing intention, promoting impulsive purchasing.

According to Solomon and Rabolt (2009), impulse buying is a condition that occurs when an individual has a sudden feeling of urgency that cannot be resisted. According to Rook and Fisher (2009), the tendency to buy spontaneously can generally result in a purchase when the consumer believes it is appropriate. According to Rook and Fisher in Lins et al. (2013), impulsive purchasing behavior has several characteristics, including spontaneity, strength, compulsion and intensity,

arousal and stimulation, and indifference to consequences.

When psychologists and economists focus on irrational or pure impulse buying, Bayley and Nancarrow in Samuel (2006) assume that impulses are synonymous with unplanned. Thomson et al. in Samuel (2006) argued that impulse purchases provide an emotional experience rather than a rational one. In conclusion, impulse buying is a consumer behavior in which the consumer spends money on a product that they do not need. They bought solely because they were interested in product attributes such as brand, packaging, advertising, prices, and so on.

Proposed Model and Development of Hypotheses

The hypotheses formulated after review of the above literature are given below:

A social media influencer is first and foremost a content creator: someone who has established a reputation as an expert in a particular field and has amassed a sizable following. Consumers are more likely to interact with other users who are brand and product experts (Luo & Yuan, 2019). It creates a lively environment and enjoyment when the social media influencer is knowledgeable and able to communicate with the audiences. and Perceived enjoyment is the level of satisfaction that customers feel during an online purchase on a specific website in terms of the ability to bring them happiness, excluding the performance that they will experience. The more enjoyable the online shopping experience at a specific website, the more likely consumers are to make a purchase on that website (Carr, et al 2001).

H1: Social-Media influencer has a positive effect to perceived enjoyment.

One of the primary reasons for engaging in online shopping is the price factor (Huang and Chien, 2011). Product pricing is a marketing strategy in

which vendors reduce the retail price of certain items in order to attract customers.

According to Zhu et al. (2018), price advantage influences the usefulness of cross-buying. When offered discounted prices on products, consumers respond positively and purchase on impulse. Lee et al. (2021) also proposed that product price has a positive effect on perceived enjoyment. Prices are typically important in consumer decisions, but the presence of a price has an effect on enjoyment over the course of an experience (Kelly et al., 2017).

H2: Product price has a positive effect to perceived enjoyment.

Purchase convenience implies that consumers spend less time and effort when shopping online (Gupta & Kim, 2010). Lin and Lo (2016) discovered that the convenience of purchase environments has a significant impact on consumers' positive affect. As a result, the more convenient the purchase interfaces, the more likely consumers are to purchase.

When a person is at ease, he or she is happy. As a result, consumers' enjoyment of online shopping can be influenced by convenience. The greater one's perception of convenience, the greater one's enjoyment of online shopping. Swilley and Goldsmith (2013) conducted research that found that shopping convenience is positively related to perceived shopping enjoyment.

H3: Purchase convenience has a positive effect to consumer trust.

Positive emotions among consumers include excitement, enjoyment, relaxation, and inspiration (Verhagen & van Dolen, 2011). With an increasing sense of pleasure when using online platforms, the likelihood of a consumer making an impulse purchase increase.

purchases are genuinely motivated by the

stimulation effects of perceived enjoyment. Xiang et al. (2016) investigated perceived enjoyment as a mediator to investigate impulse buying urges from e-commerce sites, and the findings revealed a positive relationship between enjoyment and online impulse buying. An earlier study discovered a mediating relationship between perceived enjoyment and online impulse purchasing (Floh & Madlberger, 2013; Saad & Metawie, 2015). According to Ingham et al. (2015), visiting websites can result in perceived enjoyment, and the experience will enable them to perform certain actions such as online purchasing. Sometimes viewers from various vlogs seek enjoyment and are satisfied with the content shown in insightful vlogs, influencing them to purchase it immediately.

H4: Perceived enjoyment has a positive effect online impulsive buying behavior.

When a party believes in the power, honesty, and benevolence of an exchange partner, trust is formed (Gefen & Straub, 2004). Furthermore, consumers adapt trust to participate in the online economic exchange process when there is confusion during online shopping (Gefen et al., 2003). Trust fosters positive feelings toward the online seller and increases the desire to return to and buy from the same platform (Chiu et al., 2009). Customers prefer to buy from companies they know and trust. In Muhammad (2017)'s study, we discovered that service quality and trust were significant predictors of repeat purchases across all predictors.

Styv et al. (2017) found that customers who have a high level of trust in internet online services in the context of a business or as a shopping channel perceive a high level of impulsive buying, implying that trust facilitated consumer impulse buying behavior in terms of structural assurance and situation normalcy.

H5: The effect of perceived enjoyment to online impulsive buying behavior would be stronger when trust is high.

The research model is shown in Figure 1.

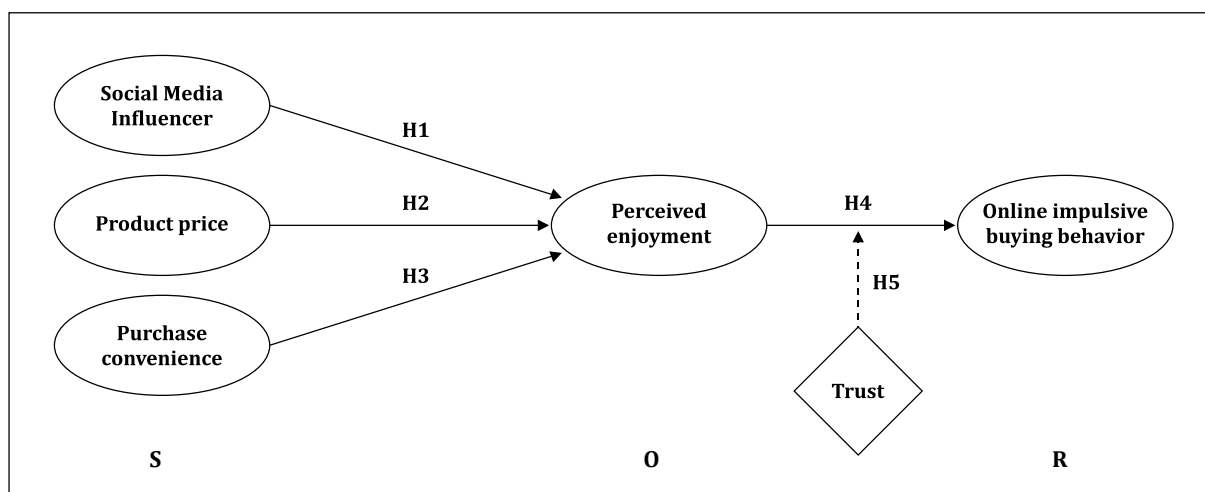


Figure 1. Research Framework

Research Method

The data was collected by using a questionnaire method distributed to respondents via an online form. The format used was closed-ended questions. Using the Likert scale in the form of interval scales. The respondent profile was being analyzed in order to provide information about the sample profile and its representativeness of the true population that meets the criteria.

Pilot testing was conducted on all questionnaire items to determine the instrument's reliability. On the reliability test, the researcher employed Cronbach's Alpha should be greater than 0.7. To assess validity, Pearson's correlation was used and the value must be greater than 0.3 to be considered valid.

The frequency distribution was used to test outliers and the normal distribution. Normality tests were performed with SPSS version 29. SmartPLS 4 software was used in this study, which based on the Partial Least Squares - Structural Equation Modeling method (PLS-SEM). The bootstrap report is used to determine whether or not there is a significant relationship between the variables tested. The hypothesis can be accepted if the t-value is greater than 1.65

with a significance level of 5% and the p-value (probability value) is less than 0.05.

The study was conducted on February 2023 in Jabodetabek area in Indonesia. People with these criteria can only fill in the questionnaire: 1. Age of 17 - 58 years old, 2. Reside in Jabodetabek area, 3. Have a Tiktok account, 4. Happened to join Tiktok live streaming shopping, and 5. Buy the product during that live streaming. A total of 105 valid samples were collected.

All measurement items were identified from previous literature with minor modifications to fit the context of Tiktok live shopping. Detailed questionnaire can be found in Appendix A. The demographic statistics are shown in Table 1.

FINDINGS, ANALYSIS, & DISCUSSION

Assessment of the Measurement Model

The author adopted the partial least squares (PLS) method to execute data analysis, which allows researchers to specify the relationships among the factors of conceptual interest and the measures underlying each construct, and PLS does not have rigorous restrictions on variable distributions.

Table 1. Demographic Statistics (n: 105)

Demographic Variable	Category	Total Number	%
Gender	Male	34	32.7%
	Female	71	67.3%
Age	17 - 25	39	36.4%
	26 - 42	68	56.1%
	43 - 58	8	7.5%
Profession	Highschool student	2	1.9%
	Undergraduate Student	21	19.6%
	Civil Servant	-	-
	Private Employee	70	67.3%
	Entrepreneur	8	7.5%
	Housewives	4	3.7%
Monthly expenses	< IDR 1M	14	13.2%
	IDR 1M - 2,9 M	15	14.2%
	IDR 3 - 4,9 M	25	23.6%
	>IDR 5M	51	49.1%
Degree	Highschool	25	23.4%
	Diploma	10	9.3%
	Bachelor	59	57%
	Master	11	10.3%
	Doctoral	-	-
Most bought product (More than 1)	Fashion	77	72%
	Electronic	23	21.5%
	Beauty product	52	48.6%
Shopping frequency in the past 6 months	Gadget	6	5.6%
	Others	13	13.7%
	1-3	61	57%
	3-6	25	23.4%
	>6	19	19.6%

The purpose of the measurement model evaluation is to assess the validity and reliability of the manifest variables. There are three criteria for evaluating reflective measurement models that include internal consistency, convergent validity, and discriminant validity.

The following Table 2 and Table 3 summarizes the evaluation criteria, showing that the Cronbach's alpha value of all six variables, namely, Social-Media Influencer (SMI), Product Price (PP), Purchase Convenient (PC), Perceived Enjoyment (PE), Trust (T), and Online Impulsive Buying Behavior (OIBB), is greater than 0.70, indicating

that the model has internal consistency. The outer loadings value should be greater than 0.70, and the indicator should be considered for deletion if removing the indicator with outer loadings between 0.40 and 0.70 improves composite reliability and extracted average variance (AVE). While 0.5 is considered acceptable, manifest variables with loading values less than 0.5 should be dropped (Chin, 1988). Thereby, in addition to all indicators that are greater than 0.70, the PC5 indicator is considered acceptable because when it is rounded, it is equal to 0.7. Furthermore, the Composite reliability (CR) for all six constructs, SMI, PP, PC, PE, T, and OIBB,

are all greater than 0.7. It further meant that the measurement model was highly reliable. Meanwhile the root value of each variable is higher than the correlation, so it can be concluded that the model has good discriminant validity.

Table 3. Goodness of fit Index Test

	SMI	PP	PC	PE	OIBB	T
SMI	0.802	0.458	0.469	0.511	0.326	
PP		0.847	0.654	0.632	0.338	
PC			0.795		0.343	
PE			0.741	0.921	0.435	
OIBB					0.869	
T	0.438	0.579	0.654	0.702	0.421	0.894

Analysis of the Structural Model

The study conducts SmartPLS for testing the structural model where different research hypotheses are examined based on both magnitudes as well as the significance level of the structural path.

As can be seen in Table 4.15, the path coefficient on the effect of Social-Media Influencer value (SMI) to Perceived Enjoyment (PE) showed that it has significant and positive effect (0.16) with t-value 1.938 which higher than 1.65 and p-value 0.026 which is lower than 0.05 (5%). Therefore, H₁ is supported, which means that SMI positively

Table 3. Construct Reliability & Validity

Variable	Items	Outer Loading	Cronbach Alpha	Composite Reliability	Average Variance Extracted (AVE)
(SMI)	SMI1<-SMI	0.771	0.863	0.900	0.644
	SMI2<-SMI	0.778			
	SMI3<-SMI	0.821			
	SMI4<-SMI	0.848			
	SMI5<-SMI	0.790			
(PP)	PP1<-PP	0.868	0.868	0.910	0.717
	PP2<-PP	0.886			
	PP3<-PP	0.865			
	PP4<-PP	0.763			
(PC)	PC1<-PC	0.809	0.853	0.895	0.632
	PC2<-PC	0.792			
	PC3<-PC	0.855			
	PC4<-PC	0.816			
	PC5<-PC	0.694			
PE	PE1<-PE	0.928	0.955	0.965	0.848
	PE2<-PE	0.929			
	PE3<-PE	0.940			
	PE4<-PE	0.896			
	PE5<-PE	0.908			
T	T1<-T	0.882	0.917	0.941	0.800
	T2<-T	0.931			
	T3<-T	0.897			
	T4<-T	0.866			
OIBB	OIBB1<-OIBB	0.842	0.919	0.939	0.755
	OIBB2<-OIBB	0.869			
	OIBB3<-OIBB	0.878			
	OIBB4<-OIBB	0.893			
	OIBB5<-OIBB	0.863			

Table 3. Test of Hypothesis

	Relationship	Path Coefficient β	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Conclusion
H1	SMI -> PE	0.168	0.087	0.087	1.938	0.026	Supported
H2	PP -> PE	0.213	0.096	0.096	2.213	0.013	Supported
H3	PC -> PE	0.522	0.102	0.102	5.131	0.000	Supported
H4	PE -> OIBB	0.263	0.158	0.158	1.665	0.048	Supported
H5	T x PE -> OIBB	-0.018	-0.031	0.088	0.200	0.200	Not supported

affects PE, and the effect is significant. The path coefficient on the effect of Product Price (PP) to Perceived Enjoyment (PE) showed that it has positive effect (0.213) with t-value 2.213 which higher than 1.65 and p-value 0.013 which is lower than 0.05 (5%). Therefore, H₂ is also supported, which means that PP positively affects PE, and the effect is significant.

The path coefficient on the effect of Purchase Convenience (PC) to Perceived Enjoyment (PE) showed that it has positive effect (0.522) with t-value 5.131 which higher than 1.65 and p-value 0.000 which is lower than 0.05 (5%). Therefore, H₃ is also supported, which means that PC positively affects PE, and the effect is significant. The path coefficient on the effect of Perceived Enjoyment (PE) on Online Impulsive Buying Behavior (OIBB) showed that it has positive effect (0.263) with t-value 1.665 which higher than 1.65 and p-value 0.048 which is lower than 0.05 (5%). Therefore, H₄ is also supported, which means that PE positively affects OIBB, and the effect is significant.

However, the moderating effect of Trust (T) to the effect of PE to OIBB, shown by the score of path coefficient of -0.018, with t-value 0.200 which is lower than 1.65 and p-value 0.200 which is higher than 0.05 (5%), indicates than H₅ is not supported. In conclusion, Purchase Convenient (PC) is the highest variable to Perceived Enjoyment (PE) compares to Social- Media Influencer (SMI) and Product Price (PP).

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result of the first hypothesis testing (H₁) shows that there is positive influence social media influencer towards perceived enjoyment. The influencer who is expert, knowledgeable, communicative can create a lively environment and enjoyment during live shopping experience.

The second hypothesis testing (H₂) shows there is positive influence of product price towards perceived enjoyment. Prices are typically important in consumer decisions, but the presence of a price, the greater the discount and lower price have effect on enjoyment over the course of an experience.

The third hypothesis testing (H₃) shows that there is positive and significant influence of purchase convenience towards perceived enjoyment. The more convenient the purchase interfaces, the more helpful and enjoyable the customer will feel. The more likely consumers are to purchase.

The fourth hypothesis testing (H₄) shows that there is positive influence of perceived enjoyment toward online impulsive buying behavior. Positive emotions among consumers include excitement, enjoyment, relaxation, and inspiration. With an increasing sense of pleasure when using online platforms, the likelihood of a consumer making an impulse purchase increase.

Based on the result of the first hypothesis testing (H_5) shows that there is negative influence of trust toward the relationship of perceived enjoyment and online impulsive buying behavior. Someone's trust toward Tiktok live shopping platform did not encourage them to buy thing impulsively.

Contribution of The Study

Theoretical

This research is intended to provide a contribution in completing the Stimulus-Organize-Response (SOR) framework in the context of understanding online impulsive buying behavior that could be additional resource for future study especially for people who prefer doing a shopping transaction on social media particularly Tiktok live shopping.

On the other hand, this research also made a significant contribution by exploring trust as a moderating variable towards perceived enjoyment and online impulsive buying behavior. As trust has a negative moderating effect, the current findings enrich the literature of people online shopping experience in social commerce by providing further support.

Practical

The first practical contribution of this study is to give insight to Tiktok company on how to get more official account joining and doing live streaming shopping. Tiktok is the number one s-commerce to watch live shopping in Indonesia (Statista, 2022). Besides, Oktriwina (2022) mentioned Tiktok promotes several types of ads for the seller: collection ads, dynamic showcase ads, and lead generation As Tiktok has a Tiktok shop academy that guides the seller especially new comer to boost sales and increase brand awareness as a business and creator through webinar and bootcamp (Tiktok.com, 2023).

The second is for the online seller who sell their product on social commerce to understand several

factors that attract people to buy impulsively. Nowadays, almost all stores offer online shopping. There are still chance for social commerce seller to collaborate with an influencer who is knowledgeable, understand the product well, and communicative (Glints.com, 2022). The seller can create special price or discount during special season.

The third is to provide information on how to manage personal impulsive buying behavior during online shopping. In order to manage your personal impulsive buying behavior, you can do the following ways: limit the access to Tiktok shop, avoid seeing items that are not needed, if you are interested in an item, do not pay it right away, place the desired item in the shopping basket for some time (cnnindonesia.com, 2021).

Limitation of the Study and Recommendation for Future Study

The first limitation of this study is that it is limited to the Jabodetabek area, Indonesia. Future research in other areas as the population grows will improve the results in the area and will be able to assist online stores that sell their products on Tiktok shop in developing a strategy for gaining more viewers and the number of purchased products.

The second is time frame of data collection. The data collection time was only two weeks due to the study deadline and the total respondents were 105. For the future study, it is suggested to have more time of data collection in order to reach more people to fill in the questionnaire. The author believes that the more data might result richer insight.

The third, the study is limited to people who buy things on Tiktok live shopping. As for future study, it is recommended to explore people shopping experience on other social commerce or specific e-commerce. As people are more

familiar with them, the result of the study might provide another result.

The fourth, the author limits the objective of the study by only focusing on the indirect effect of Tiktok live shopping variables (social media

influencer, product price, and purchase convenience) to online impulsive buying behavior.

The future study can explore more on the direct relationship. (Chairiena et al., 2022; Susanti & Juliani, 2020; Putri et al., 2023)

Appendix A

VARIABLE	DIMENSION	ITEMS	MEASUREMENT ITEMS	SOURCE
Tiktok Live Streaming Shopping	Social-Media Influencer (SMI)	SMI1	The influencer catches my attention	Chao & Chen, 2021
		SMI2	The influencer is knowledgeable	
		SMI3	The influencer gives me a good feeling	
		SMI4	The influencer is experienced	
		SMI5	The influencer is engaged with viewers.	
Product Price (PP)	Product Price (PP)	Pp1	Offers products at reasonable prices	
		PP2	Discounted prices are very cheap on live streaming shopping.	
		PP3	The price of products on live streaming shopping is economical.	
		PP4	The seasonal promotion (payday, national shopping day, religion celebration day) offers cheaper price.	
Product Price (PP)	Product Price (PP)	PC1	Provides procedures for ordering	
		PC2	A first-time buyer can purchase from live streaming shopping without much help.	
		PC3	Very convenient to use.	
		PC4	Allows me to make a purchase whenever I want.	
		PC5	Allows me to make shopping without going out.	
Perceived Enjoyment (PE)	-	PE1	Shopping with social live streaming shopping was exciting.	Chao & Chen, 2021
		PE2	Shopping with live streaming shopping was enjoyable.	
		PE3	Shopping with live streaming was interesting	
		PE4	I found my visit to live streaming shopping was fun.	
		PE5	Shopping with live streaming was fun for its own sake.	
Trust (T)	-	T1	I have strong beliefs in live streaming platform	Le & Thao, 2020
		T2	I trust the live streaming platform 's integrity	
		T3	I believe that live streaming platform suggestion is relevant	
		T4	I believe that live streaming platform has ability to satisfy my needs and wants	
Online Impulsive Buying Behavior (OIBB)	-	OIBB1	While watching live streaming shopping, I often buy things spontaneously.	Li et.al, 2022
		OIBB2	While watching live streaming shopping, I often buy things without thinking.	

OIBB3	While watching live streaming shopping, I often buy things according to how I feel at the moment.
OIBB4	While watching live streaming shopping, I was inclined to purchase items outside my original shopping goal.
OIBB5	I ended up spending more money than I originally set out to spend.

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