IMPACT OF TIKTOK LIVE STREAM ATTRIBUTES ON SOCIAL PRESENCE AND BEHAVIORAL INTENTION AMONG SURABAYA USERS

Made Nibbana Ganesha Putra Artha, Timotius FCW Sutrisno[1]

School of Business and Management, Universitas Ciputra Surabaya
CitraLand CBD Boulevard 60219 Surabaya, East Java, Indonesia

Abstract:

Background: The use of live streaming on a social commerce platform is now an innovative step for business actors in marketing their products in real-time that can reach a wider market through digitalization.

Purpose: The purpose of this study is to analyze the effect of livestream attributes on social presence and behavioral intention also aims to determine the effect of motivational mindset as a moderator.

Design/Methodology/Approach: This research uses a quantitative method by distributing questionnaires online using a purposive sampling method to 200 sample respondents who have used and made transactions via live streaming TikTok Shop in Surabaya. The analysis technique used in this research is descriptive statistical analysis using the SEM-PLS and the data is processed using Smart PLS.

Findings/Result: The results of the study stated that sociability has a positive significant effect on social presence, while information task fit and visual effect do not have a significant effect on social presence. Social presence has a significant effect on behavioral intention. Promotion focus does not moderate while prevention focus moderates the effect of social presence on the behavioral intention.

Conclusion: Broadcasters need to focus on sociability such as friendliness to create a social presence for potential customers to make purchases.

Originality/value (State of the art): The difference is the social commerce used, namely TikTok Shop, and previous studies using QQ and WeChat. This also complements previous research that suggests testing in each country with different societies, such as economic levels, political backgrounds, and cultural backgrounds, especially in Surabaya, Indonesia.

Keywords: live stream attributes; social presence; behavioral intention; online live streaming shopping; motivational mindset

[1] Corresponding author;
 Email: timotius.febry@ciputra.ac.id

INTRODUCTION

The emergence of the digital economy has revolutionized many things, especially in business and the public sector (Alzahrani, 2019). The development of the digital economy has led to the creation of e-commerce as a revolution that helps the economy in society. The use of e-commerce is also increasing due to the emergence of the coronavirus, with a concomitant increase in the use of digital devices globally due to regional quarantine rules that limit human activity (Cho et al. 2020). In Indonesia, public interest in the use of e-commerce has started to increase since 2014, as evidenced by the number of start-up companies such as Shopee, Tokopedia, Bukalapak, BliBli and so on (Maulana et al. 2021). The development of e-commerce continues to increase and revolutionize the digital economy in Indonesia. During COVID-19, Indonesians have a habit of shopping with a higher frequency and switching to using e-commerce and social media e-commerce commerce (Agung et al. 2022). According to Databoks (2021) in the We Are Socal survey results, the increasing growth of Indonesian e-commerce users in using e-commerce services to buy certain products online reached a percentage of 88.1% as the highest user in the world.

The rapid development of e-commerce with the help of technology provides space for social media platforms by combining e-commerce with social media into social commerce. The TikTok platform, which currently has many users, is developing into social commerce by innovating new features in its application, namely TikTok Shop as a business opportunity for marketplace business people (Fristamara et al. 2024). The popularity of video marketing and social media content has surged in digital marketing landscape, with many business turning to social commerce platform like TikTok to engage customers quickly and emotionally (Pratiwi et al. 2024). Embracing emerging technologies, particularly the growing field of Social Commerce, is essential for businesses to remain competitive in today's market. For example, maximizing the feature that makes TikTok Shop able to compete with other e-commerce is by utilizing the live streaming feature (Lina & Suwarni, 2022). By utilizing the live streaming feature, users can record videos in real-time and can interact with other users through the comments column and provide reactions (Ahmadi & Hudrasyah, 2022). So that this causes a new trend in society by uniting live streaming with online shopping so as to create live streaming shopping. TikTok Shop as a social commerce platform also utilizes this opportunity.

TikTok Shop as a new player in the e-commerce industry, is gaining attention and interest for Indonesians to use TikTok Shop as their preferred platform for online shopping. TikTok Shop as a social commerce that has a live streaming feature can create a sense of presence for users by interacting with each other and increasing the perception of store identity (Chen et al. 2023). The features available at TikTok Shop can be created due to user needs that continue to change according to demand in society, whether it provides benefits or creates a sense for users. A good and attractive appearance of live streaming content on the platform is a must and is fulfilled by platform providers in creating a first impression. In the digital world, the appearance or visual effects in a platform can create hedonic consumption experiences for users such as emotional involvement, escape, fantasy, role projection, enjoyment and sensory experiences (Abbasi et al. 2023). When live streaming shopping, the broadcaster has the advantage of providing comprehensive product information, demonstrating its use through real-time video, showing the product from various angles to provide comprehensive visualization, interacting directly with the audience to conduct interactive and interesting activities (Fu & Hsu, 2023).

This can create relevant information task fit with other users for building trust in online shopping (Sulistiyani & Sudirjo, 2024). In live streaming shopping activities, users as broadcasters serve potential customers by providing information and attractive displays during live streaming can bring participation between users. With the social features on TikTok, it can produce a diversified sociability environment where engagement with users indicates their level of involvement and affinity for a marketed product (Sugiarto et al. 2022). There is a big influence regarding the perceptions created by social interactions between users. The speed of response that users experience when making a comment or asking a question, can create an enthusiastic atmosphere and a strong social presence in live streaming shopping (Jia et al. 2023). TikTok live stream users will create behavioral intentions that can be enhanced through the social presence of fellow users on the platform. The benefits of this research are expected to provide benefits; practically, the results of this study are expected to provide benefits for businesses in designing an optimal live streaming strategy by utilizing TikTok live streaming as an effective marketing platform. In addition, this

research can help live-streaming users increase their understanding and awareness of the influence of live-streaming attributes on social presence and behavioral intention. Theoretically, the results of this study are expected to contribute to the understanding of science in the field of business management and appropriate references related to the phenomenon under study, as well as develop knowledge about its related factors. Moreover, it is hoped that this research can be a valuable foundation for further research by reviewing all relevant theories.

Based on a journal previously researched by Zhu et al. (2022) entitled the influences of live streaming on online purchase intention: examining platform characteristics and consumer psychology focuses on examining the extent to which livestreaming content has an impact on the cognitive and emotional reactions of online users and whether cognitive and emotional responses affect consumer purchase intentions. The urgency of this research is to review the relationship of information task fit, visual effect, and sociability to social presence and behavioral intention which has not been studied in previous research in the community. It is unclear whether online users' behavioral intentions are significantly affected by their motivational mindsets in a live-streaming e-commerce environment. Our study seeks to examine how user motivational mindsets impact the shopping intentions of live streaming users. The purpose of this study is to analyze the effect of livestream attributes on social presence and behavioral intention also aims to determine the effect of motivational mindset as a moderator.

Since earlier research on live streaming in e-commerce has not explored the impact of live stream attributes to social presence, one objective of our study is to investigate how these factors influence online users' cognitive and emotional responses, ultimately affecting their purchase intentions. One of the differences is the social commerce used, namely TikTok Shop, and previous studies using QQ and WeChat. This also complements previous research that suggests testing in each country with different societies, such as economic levels, political backgrounds, and cultural backgrounds. This phenomenon encourages researchers to link relevant theories with several journals that have conducted previous research related to the causes of TikTok live streams which are now widely used in society and users' behavioral intentions towards live streaming.

Researchers only use questionnaire data (primary) taken from TikTok Live Stream users in Surabaya. With the aim that researchers get accurate information and are able to answer related research conjectures. The research time period was conducted from March to June 2024. Data processing uses the Structural Equation Modeling (SEM) method based on Partial Least Square (PLS) with the aim of answering the research gap in the influence of live streaming attributes on social presence and behavioral intention.

METHODS

Researchers only use questionnaire data (primary) taken from TikTok Live Stream users in Surabaya. With the aim that researchers get accurate information and are able to answer related research conjectures. The research time period was conducted from March to June 2024 in Surabaya, Indonesia. The population in this study was taken from residents who live in the city of Surabaya a who have used and transacted on the TikTok Shop platform as a medium for buying and selling activities. The sampling method used in this study is non-probability with a purposive sampling approach technique. According to Hair et al. (2019) In this study there are 20 indicators, so the minimum sample that can be used is 20 x 10 = 200 respondents who have used TikTok Shop live streaming to shop online.

This study uses data collection methods by distributing questionnaires online using Google Forms which are distributed via social media platforms such as WhatsApp, LINE, and Instagram to TikTok Live Stream users in Surabaya. Researchers use descriptive data as a description of the data obtained by frequency distribution, average statistics and index numbers to be able to provide useful information by analyzing respondent data related to the method of collecting and presenting a group related to the variables to be studied (Muslim, 2022). Descriptive data examined in this study include domicile, age, gender, work, user shopping experience through TikTok Shop live stream at least once.

This study uses a descriptive quantitative approach with the aim of understanding the value of variables separately without making comparisons or connecting variables with one another (Machali, 2021). The analysis technique used in this study is descriptive statistical

analysis with the Structural Equation Modeling (SEM) method based on Partial Least Square (PLS) and the data is processed through Smart PLS software. Initially, researchers used all indicators according to the literature review. There are two stages that will be used to analyze in PLS-SEM:

1. The measurement model test (outer model) to test construct validity and reliability test; structural model test (inner model) to determine the correlation between the constructs studied. In the next stage, researchers conducted hypothesis testing, mediation tests and moderation tests. There are several tests on the outer model including: convergent validity test; discriminant validity test; reliability test.

2. The second stage tests the structural model (inner model) in PLS-SEM to determine the correlation between the constructs studied. There are several tests on the inner model which consist of: R-square (R^2); F-Square (F^2); Q-Square (Q^2).

This study uses pre-tested measuring instruments to measure the concepts under study. All variables are measured using a scale developed by Zhu et al. (2022) in researching live stream attributes, social presence and behavioral intention. All indicators are measured using a primary data measurement scale with a seven-point Likert scale, with the following information: (1) Strongly Disagree; (2) Disagree; (3) Moderately Disagree; (4) Neutral; (5) Moderately Agree; (6) Agree; (7) Strongly Agree.

Hypotheses

Relationship between Information Task Fit and Social Presence

Based on research conducted by Gu et al. (2023) shows a positive influence of information richness on social presence in the live streaming shopping experience. This is because the characteristics of live streaming shopping such as the suitability of the information obtained by the audience through the broadcaster's live stream are strong indicators in creating social interactions that lead to consumers' sustainable participation intentions. Li et al. (2022) also stated that the quality of interactions such as the delivery of quality information has a significant positive effect on the creation of strong emotions for consumers when interacting between users by doing live streaming shopping.

H₁: Information task-fit has a significant effect on social presence.

Relationship between Visual Effect and Social Presence

Based on research conducted by Ye et al. (2022) shows a significant positive effect of visual effects on social presence through the response of tourism consumer participation in watching live streaming. This is because visual effects have the role of stimuli which are analyzed using SOR theory. In the context of live streaming, visual effects as important attributes contained in the platform such as images and videos displayed by broadcasters in real-time, can create social interaction and provide a sense of warmth between users through attractive visualizations (Tong et al. 2022). This is also supported by research conducted by Lv et al. (2022) which shows that by watching live streaming with visual elements as stimuli such as live chat, giving love and gifts can have a significant effect on users' emotional responses, namely the perception of social presence so as to create long-term relationships between users of the live streaming platform. This research shows that emotional visual elements have a significant effect on social presence.

H₂: Visual effects have a significant effect on social presence

Relationship between Sociability and Social Presence

Based on research conducted by Yang et al. (2023) showed a significant influence of sociability on social presence in the context of live streaming commerce. Social interactions that occur such as giving gifts caused by live speech or the broadcaster's ability to create social presence through social interaction-oriented content. In research conducted by Lv et al. (2022) also stated that there is a positive effect of interaction that occurs when displayed through platforms between users on social presence. This is because the social interactions that occur can be created by broadcasters through their socializing ability to attract consumers. These interactions affect the perception of social presence through the warmth of the social beings created. This is also supported by research conducted by Rodrigo & Mendis (2023) which states that there is a positive influence of social identity on social presence. Social identity as an identity that a social media influencer has with communication skills that can create interaction and social presence in his community.

H₃: Sociability has a significant effect on Social Presence

Relationship between Social Presence and Behavioral Intention

Based on research conducted by Yin et al. (2023) shows a positive influence of social presence on consumer purchase intention in live streaming shopping. The feeling of social presence through the concentration and enjoyment presented by the broadcaster and the interaction between users when live streaming shopping increases consumer shopping intentions. Supported by other research conducted by Chen et al. (2023) there is a positive influence of social presence on consumer purchase intention. In the context of live streaming shopping, real social presence and connectedness between users created by broadcasters in real-time when live streaming can influence consumer purchasing behavior. Other research conducted by Rodrigo & Mendis (2023) also shows a positive influence of social media attractiveness on consumer purchase intention in buying environmentally friendly products. This is influenced by the ability of social media influencers to be attractive and create a social presence in an environment to persuade consumers to get used to using environmentally friendly products.

H$_4$: Social presence has a significant effect on behavioral intention

Motivational Mindset moderates the influence of Social Presence on Behavioral Intention

Based on research conducted by Lee et al. (2021) shows that individuals who have a motivational mindset that focuses on prevention will be exposed to prevention information as a disadvantage, and those who focus on promotion will create high purchase intentions because it is considered an advantage. Other research conducted by Zhu et al. (2022) also shows the influence of motivational mindset as a benchmark for achieving the goals to be achieved when doing live streaming activities with promotion and prevention focus users.

H$_{5a}$: The influence of social presence and behavioral intention is moderated by motivational mindset: promotion focus.

H$_{6b}$: The influence of social presence and behavioral intention is moderated by motivational mindset: prevention focus.

Based on the previous discussion, the research framework can be presented briefly in Figure 1.
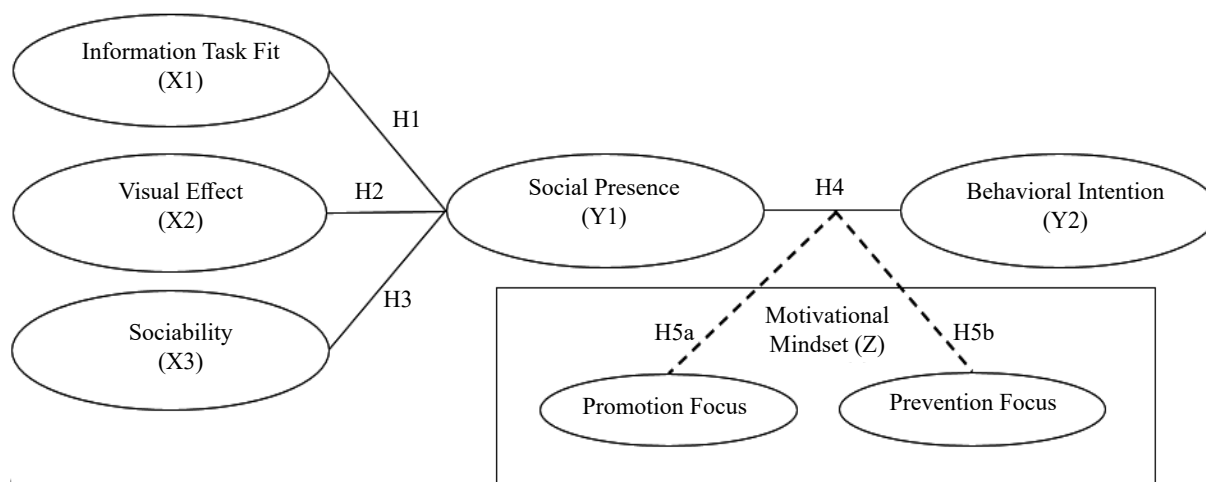

Figure 1. Research framework

RESULTS

Respondent Characteristics

The results of respondent data obtained in data collection were 200 respondents who live in Surabaya with sample criteria having used and transacted at least once on the TikTok Shop platform. The sample in this study were respondents who met the following conditions: (1) domiciled in Surabaya; (2) have used and transacted through TikTok Shop live streaming. All 200 main respondents have met these requirements. During the data collection process, all respondents collected by the researcher answered that they had used or purchased any category of product through TikTok Shop live streaming. Based on Table 1, the majority of respondents are women in representing TikTok Shop live stream user data in Surabaya. The majority of respondents were aged 17-25 years and all respondents gave answers to have made purchases through TikTok Shop. Based on domicile, the majority of respondents came from West Surabaya with 119 respondents and the majority of respondents were students or college students as many as 177 respondents. Based on purchase frequency, the majority of respondents had shopped 2-5 times with 141 respondents. Mostly, Respondents spent Rp 200,000 - Rp 400,000 on shopping with 114 respondents based on Expenditure Per Month. The majority of respondents bought fashion product categories as many as 73 respondents.

Table 1. Research sample demographic profile

Measure	Items	Frequency	Percentage
Gender	Male	49	24.5%
	Female	151	75.5%
Age	<17	3	1.5%
	17–25	194	97%
	26–33	3	1.5%
	>33	0	0%
Domicile	West Surabaya	119	59.5%
	East Surabaya	39	19.5%
	North Surabaya	25	12.5%
	South Surabaya	17	8.5%
Job	Students	177	88,5%
	Civil / Private Servant	10	5%
	Entrepreneurial	10	5%
	Unemployed	1	0,5%
	Others	2	1%
Purchase Frequency	1x	15	7.5%
	2 – 5x	141	70,5%
	5 – 10x	27	13.%
	>10x	17	8,5%
Monthly Shopping Expenses	< IDR200,000	48	24%
	IDR200,000 – IDR400,000	114	57%
	IDR400,000 – IDR600,000	27	13,5%
	IDR600,000 – IDR800,000	8	4%
	IDR800,000 – IDR1,000,000	1	0,5%
	>IDR1,000,000	2	1%
Product Categories	Fashion	73	36,5%
	Beauty	63	31,5%
	Household items	7	3,5%
	Electronics	15	7,5%
	Food and Beverage	28	14%
	Toys and Hobbies	10	5%
	Others	4	2%

Measurement and Structural Model Test

Table 2 shows that all items meet the outer loading validity requirements > 0.7. The highest correlation is found in item X1.1 with an outer loading value of 0.929. The existence of a high correlation on this item indicates the magnitude of the item's ability to explain the variable. All variables in this study have an AVE value above 0.5 so that they are declared valid. The lowest correlation was found on item Z1.3 with an outer loading value of 0.774. The weakest correlation on the item indicates the small ability of the item to explain the variable, although it still meets the minimum requirements to be considered valid. It can be seen that the results of the cross-loading value on all indicators are > 0.7 and have a higher value on their own latent variables compared to the value of indicators on other latent variables, so overall the indicators used can be declared valid. All items have met the discriminant validity requirements and are able to represent each variable. The overall variable value on Cronbach's Alpha and Composite Reliability in this study has met > 0.7, which means that all data collected is reliable so that it can be said that the measurement indicators used in the variables as a whole are precise and accurate (Hamid & Anwar, 2019). Therefore, the results show that the results show that convergent validity, discriminant, and reliability tests are accepted.

It can be seen from Figure 2 and Table 2 that the R^2 value of Social Presence (Y1) is 0.577 and the R^2 value of Behavioral Intention is 0.493, which means that both have moderate R^2 values. The R^2 value on the social presence variable (Y1) shows the effect of the variable level of information task fit (X1), visual effect (X2), and sociability (X3) on behavioral intention (Y2). The R^2 value on the behavioral intention variable (Y2) shows the effect of the level of the social presence variable (Y1) on behavioral intention (Y2). The F^2 value of the Social Presence (Y1) variable on Information Task Fit (X1) is 0.005, which means that it has a very small effect. The effect of the Motivational Mindset (Z) variable on Behavioral Intention (Y2) is 0.088 and 0.005, which means it has a very small effect. Another variable that has a very small effect is Social Presence (Y1) on Visual Effect (X2), which is 0.012. The effect of Social Presence (Y1) on Behavioral Intention (Y2) is 0.174, which means it has a medium effect. The variable that has a large influence is Sociability (X3) on Social Presence (Y1) of 0.732. the Q^2 value of the behavioral intention variable is 0.373 (>0), which means that the social presence variable has predictive relevance for the behavioral intention variable, with a value of (>0.35) indicating that the model is classified as having a strong effect. The Q^2 value of the social presence variable is 0.450 (>0), which means that the information task, visual effect, sociability variables have predictive relevance for the social presence variable, with a value of (>0.35) indicating that the model is classified as having a strong effect.
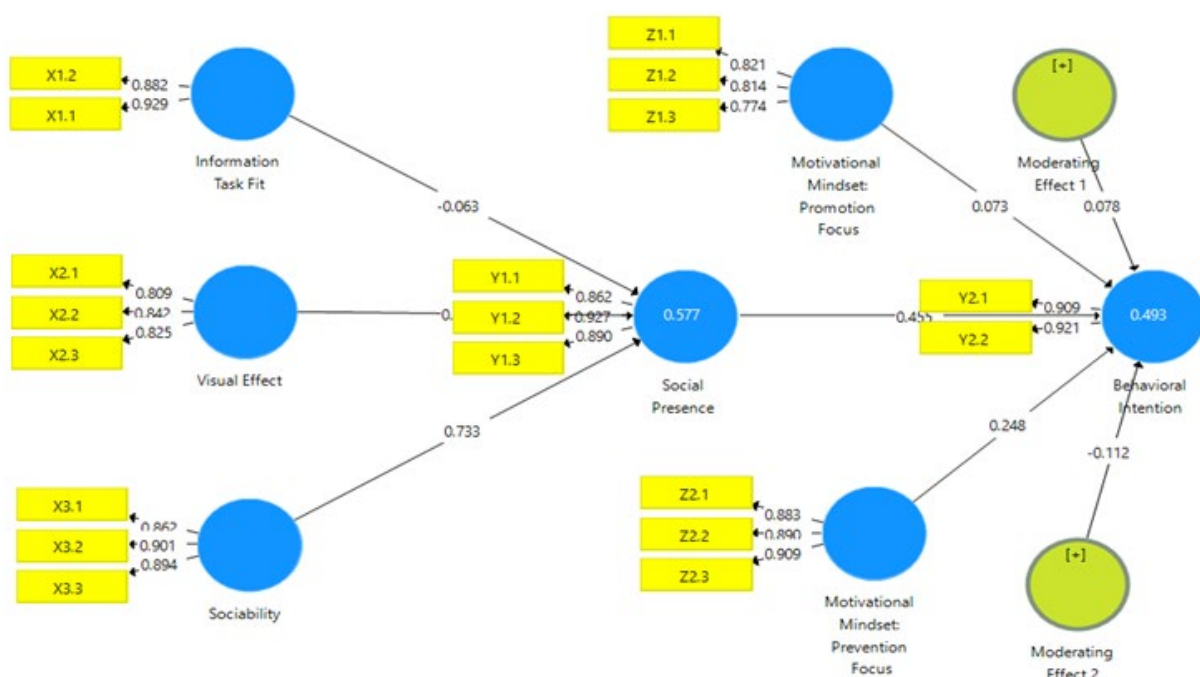

Figure 2. SEM-PLS algorithm results

Table 2. Measurement and structural model test results

Variables	Item	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability	R^2	F^2	Q^2
Information Task Fit (X1)	X1.1	0.929	0.821	0.785	0.912		0.005	
	X1.2	0.882						
Visual Effect (X2)	X2.1	0.809	0.681	0.769	0.865		0.012	
	X2.2	0.842						
	X2.3	0.825						
Sociability (X3)	X3.1	0.862	0.785	0.863	0.916		0.732	
	X3.2	0.901						
	X3.3	0.894						
Social Presence (Y1)	Y1.1	0.862	0.798	0.873	0.922	0.577	0.174	0.450
	Y1.2	0.927						
	Y1.3	0.890						
Behavioral Intention (Y2)	Y2.1	0.909	0.837	0.806	0.912	0.493		0.373
	Y2.2	0.921						
Motivational Mindset: Promotion Focus (Z)	Z1.1	0.821	0.799	0.734	0.845		0.005	
	Z1.2	0.814						
	Z1.3	0.774						
Motivational Mindset: Prevention Focus (Z)	Z2.1	0.883	0.645	0.875	0.923		0.088	
	Z2.2	0.890						
	Z2.3	0.909						
Moderating Effect 1	SP*MMPro→ BI	1.074	1.000	1.000	1.000		0.011	
Moderating Effect 2	SP*MMPre→ BI	1.141	1.000	1.000	1.000		0.025	

Hypothesis Test

Based on Table 3, Information Task Fit (X1) → Social Presence (Y1): the value of T-Statistics <1.96 (1.005) and P Values>0.05 (0.316) so that it is stated that it has no significant effect. The original sample value on the effect of information task fit on social presence is -0.063 so that the relationship between information task kit and social presence is negative. Based on these results, it can be stated that **H₁ is rejected**. Visual Effect (VE) → Social Presence (SP): T -Statistics value <1.96 (1.121) and P Values>0.05 (0.263) so that it is stated that it has no significant effect. The original sample value on the effect of visual effect on social presence is 0.097 so that the relationship between visual effect and social presence is positive. Based on these results, it can be stated that **H₂ is rejected**. Sociability (S) → Social Presence (SP): the value of T-Statistics> 1.96 (8.818) and P Values <0.05 (0.000) so that it is stated to have a significant effect. The original sample value on the effect of sociability on social presence is 0.733 so that the relationship between sociability and social presence is positive. Based on these results, it can be stated that **H₃ is accepted**. Social Presence (SP) →

Behavioral Intention (BI): the value of T-Statistics> 1.96 (5.253) and P Values <0.05 (0.000) so that it is stated to have a significant effect. The original sample value on the effect of social presence on behavioral intention is 0.455 so that the relationship between social presence and behavioral intention is positive. Based on these results, it can be stated that **H₄ is accepted**. The relationship between Motivational Mindset variables: Promotion Focus*Social Presence → Behavioral Intention has a T-Statistics value <1.96, namely 1.306 and a P-Values value> 0.05, namely 0.192, which means that it has no significant effect. The original sample value in the S→ SP→ BI relationship is 0.078 so the relationship is positive. Based on these results, it can be stated that **H₅ₐ is rejected**. The relationship between Motivational Mindset variables: Prevention Focus*Social Presence → Behavioral Intention has a T-Statistics value> 1.96, namely 2.287 and a P-Values value <0.05, namely 0.023, which means it has a significant effect. The original sample value in the S→ SP→ BI relationship is -0.112 so the relationship is negative. Based on these results, it can be stated that **H₅ᵦ is accepted**.

Table 3. Hypothesis Test

	Path	T-Statistics	P-Values	Description
H1	Information Task Fit → Social Presence	1.005	0.316	Unsupported
H2	Visual Effect → Social Presence	1.121	0.263	Unsupported
H3	Sociability → Social Presence	8.818	0.000	Supported
H4	Social Presence → Behavioral Intention	5.253	0.000	Supported
H5a	(Moderating Effect 1) Motivational Mindset: Promotion Focus*Social Presence → Behavioral Intention	1.306	0.192	Unsupported
H5b	(Moderating Effect 2) Motivational Mindset: Prevention Focus*Social Presence → Behavioral Intention	2.287	0.023	Supported

Based on the results of data analysis, it shows that the information task fit variable on TikTok Shop live streaming does not have a significant negative effect on user social presence. This finding is not in line with research conducted by Gu et al. (2023) which states that there is a positive influence of information richness on social presence in the live streaming shopping experience. Information richness in this study means that the information presented is detailed and comprehensive in real-time videos regarding the target products being marketed. Social presence is defined in the form of live conversations and comments from various consumers. Both information task fit and social presence variables are independent variables and are stimuli in the study so there are differences. Other research conducted by Li et al. (2022) is not in line with the results of this study which state that the quality of interactions such as the delivery of quality information has a significant positive effect on creating strong emotions for consumers when interacting between users by live streaming shopping. The informativeness variable in the study shows an influence on arousal and pleasure emotion in consumers as an emotional organism. Informativeness in these variables refers to the extent to which it can provide related and complete information to consumers for live streaming products. The variables studied, such as arousal, are the extent to which consumers feel active or stimulated in the live streaming shopping process. Meanwhile, the pleasure felt by consumers is in the form of feeling happy or annoyed, happy or unhappy, satisfied or melancholy. The social presence variable is one part of the organism's emotions in the form of pleasure when doing live streaming shopping. Respondents in this study who are dominated by students or college students aged 17 to 25 years pay less attention to information task fit in creating social presence in doing live streaming activities. This means that the younger generation tends to be more interested in the content that they are interested in. In the data results obtained, the information task-fit obtained by users through TikTok Shop live streaming that suits user needs will not necessarily create social presence for users.

Based on the results of data analysis, it shows that the visual effect variable on TikTok Shop live streaming does not have a significant influence on user social presence. This finding is also not in line with research conducted by Zhu et al. (2022) which states that there is a direct significant positive effect on social presence. Visual effects in the form of visual content on the TikTok platform owned by broadcasters can attract the attention of the audience by seeing the physical products offered directly and the layout of the broadcaster in conducting trading activities through live streaming. In addition, students or college students aged 17 to 25 years pay less attention to visual effects in creating social presence in live streaming shopping activities. This means that the younger generation tends to be more interested in content interactive rather than just an attractive appearance on either the platform or real-time video. It is associated with the SOR theory that the appearance of the broadcaster can be said to be a stimulus when live streaming is less able to create social presence as a user organism. Other research conducted by Ye et al. (2022) is also not in line with the results of the research conducted because it shows a significant positive effect of visual effects on social presence through the response of consumer participation in watching live streaming. There are differences in the objects studied in the study, namely the previous researcher examined live streaming on tourism consumers. This is certainly different between live streaming tourism and live streaming shopping.

Based on the results of data analysis, it shows that the sociability variable on TikTok Shop live streaming has a significant influence on user social presence. This finding is also supported by research Zhu et al. (2022) which states that there is a direct significant positive effect of sociability on social presence. Sociability in the form of the broadcaster's social ability on the platform provided by TikTok Shop to interact affects the social presence of users when watching live streaming by broadcasters. Other research conducted by Yang et al. (2023) also supports this research which states that there is a significant influence of sociability on social presence in the context of live streaming commerce. This is also reinforced by research conducted by Rodrigo & Mendis (2023) stated that there is a positive influence of social identity on social presence. The social identity in question is the identity that a social media influencer or broadcaster has with his communication skills so that it can create interaction and social presence in the live streaming he does. Related to the characteristics of respondents who are dominated by students and college students, most respondents value social interaction and communication when live streaming shopping. So that information and display are still less influential in creating social presence in live streaming sessions. With the majority of purchase frequencies of 2-5 times, the consumer experience in online shopping in the form of live streaming prioritizes the quality of interaction over information and display. This is due to other factors that can support this hypothesis, such as what is done by business actors to make sales, live streaming is carried out in business actors' shops at TikTok Shop by utilizing broadcasters with broadcasters with an attractive personality, the broadcaster can create a fun and interesting atmosphere for users to watch. So that it becomes an attraction for users to be able to interact with the broadcaster further during the shopping process through TikTok Shop live streaming. So that in accordance with the SOR theory that the broadcaster's social skills can be said to be a stimulus when live streaming can create social presence as a user organism.

Based on the results of data analysis, it shows that the social presence variable on TikTok Shop live streaming has a significant influence on user behavioral intention. This finding is also supported by research Yin et al. (2023) which states that there is a direct significant effect of social presence on purchasing intention. Social presence in the form of a feeling of togetherness with other users when interacting through live streaming creates a social presence. Other research conducted

by Chen et al. (2023) also supports the same thing that live streaming host's social presence affects consumer purchasing behavior. This is supported by the results of data from respondents aged 17 to 25 years, namely 97% with the frequency of gender of respondents dominated by women as much as 75.5%, which can be considered to really like TikTok Shop live streaming for shopping. The data on the characteristics of respondents in the study are dominated by ages 17-25 and students or college students who are the majority of Gen Z and millennials. This can also be a factor that students or students tend not to think long in making purchasing decisions and are vulnerable to consumer behavior on social media and social commerce such as TikTok Shop (Asih et al. 2020). In addition, with respondents predominantly making more than one purchase frequency, they tend to have experience and show sufficient involvement in the shopping ecosystem at TikTok Shop. With this experience, consumers are more likely to be influenced by factors that increase social presence and influence their purchase intentions. This shows that the presence of attractive content generated and shared by sellers and creators on TikTok creating social presence can influence purchase intention (Siregar et al. 2024)

Based on the results of data analysis, it shows that the influence of social presence variables on behavioral intention is not moderated by motivational mindset: promotion focus on users. This research is not in line with research researched by Zhu et al. (2022) which states that the Motivational Mindset moderating variable: Promotion Focus is an individual's mindset with the aim of measuring whether it can strengthen the relationship between the influence of social presence on the behavioral intention purchase decision variable through live streaming TikTok Shop, the study has positive significant results, where users with a motivational mindset: promotion focus will affect their purchasing decisions through TikTok Shop live streaming. There are differences in the variables studied, where perceived joy affects behavioral intention moderated by motivational mindset: promotion focus. This result shows that when users have a pleasant shopping experience, users who have a promotion focus mindset will develop a stronger purchase intention than motivational mindset: prevention focus which is not significant. Another research that is not in line with the results of this study is research conducted by Lee et al. (2021) stated that the effect of regulatory fit promotion focus oriented has a significant positive effect on increasing purchase intention. There are differences

in the objects studied where the context examines the content of innovation messages on solar panel products and electric vehicles. The results show that consumers who have a promotional mindset tend to still have a high purchase intention compared to prevention that tends to be weaker towards these products. Based on the responses of respondents with predetermined sample criteria regarding the motivational mindset variable: promotion focus does not have a significant effect. It can be concluded that the motivational mindset in each individual user with promotion focus cannot influence purchasing decisions or behavioral intention on TikTok Shop live streaming.

Based on the results of data analysis, it shows that the influence of social presence variables on behavioral intention which is moderated by motivational mindset: prevention focus on TikTok Shop live streaming has a significant influence on user behavioral intention. This research is in line with research researched by Zhu et al. (2022) which states that the Motivational Mindset moderation variable: Prevention Focus is an individual's thinking pattern with the aim of measuring whether it can strengthen the relationship between the influence of social presence on the behavioral intention purchase decision variable through TikTok Shop live streaming, the research has positive significant results, where users with a motivational mindset: prevention focus will affect their purchasing decisions through TikTok Shop live streaming. The results of this study are also supported by research conducted by Lee et al. (2021) stated that the effect of regulatory fit prevention focus oriented has a significant positive effect on reducing purchase intention. The research examines the effect of regulatory fit on the purchase of incumbent products that innovate, namely electric vehicles and solar panels. The result is that when users have a preventive mindset, the resulting purchasing intention tends to be weaker if the innovation message is conveyed as a loss.

Through the results of research on hypothesis testing that has been carried out using the Stimulus-Organism-Response (SOR) theory in this study, it is stated that one of the live streaming attributes on TikTok, namely sociability, has a significant positive effect on user emotions in social presence and the social presence experienced by users has a significant positive effect on user responses to purchasing decisions or behavioral intention through TikTok live streaming. However, the other two live streaming attributes, namely information

task fit and visual effect, do not have a significant effect on user social presence, which is a learning and improvement for broadcasters who live stream.

Managerial Implications

TikTok as a platform provider needs to maintain service quality in providing a place of interaction for broadcasters and users to exchange information. Unfavorable findings are seen in users feeling the social presence of broadcasters and other users when interacting through TikTok live streaming which has the lowest mean compared to other aspects. This shows that TikTok as a platform provider needs to improve the social presence created on the platform when interacting. Examples that can be done such as adding various features that can maximize the platform in creating social presence for users. Another unfavorable finding that has a low mean value is seen in users feeling the friendliness of interactions by broadcasters and other users through TikTok Shop live streaming. This shows that broadcasters need to increase the friendliness of interactions with users when live streaming TikTok for; (1) communicating with relaxed and familiar language; (2) open question and answer sessions; (3) involving other users in interacting.

Broadcasters and users need to maintain mutual understanding of opinions and ideas of fellow users. Unfavorable findings are seen in TikTok Shop live streaming interactions that generate a sense of intimacy between users, which has the lowest mean compared to other aspects. This shows that fellow users need to increase the sense of familiarity on the platorm when interacting. Examples that can be done such as creating content or live streaming in a collaborative way between users. The success of broadcasters and other users in improving social presence will increase the social presence that users need.

Users need to maintain the mindset of feeling positive results for something that is done. Unfavorable findings can be seen in the user's successful experience causing motivation to do something harder which has the lowest mean compared to other aspects. This shows that users need to improve the mindset related to successful experiences that can cause motivation to do something harder. Examples that can be done such as displaying testimonials and reviews of other users to feel confident in the decisions made. Users need to maintain the mindset of always setting their own rules

or behaviors. Unfavorable findings are seen in the presence of concerns from surrounding people about user behavior and disturbing users who have the lowest mean compared to other aspects. This shows that users need to improve their mindset related to concerns from their neighbors.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Through the results of research on hypothesis testing that has been carried out using the Stimulus-Organism-Response (SOR) theory in this study, it is stated that one of the live streaming attributes on TikTok, namely sociability has a significant positive effect on user emotions in social presence and the social presence experienced by users has a significant positive effect on user responses to purchasing decisions or behavioral intention through TikTok live streaming. By paying attention sociability as attributes in live streaming, it is hoped that broadcasters can create a social presence that encourages users to make purchasing decisions for the products offered when live streaming.

Social presence in this study has a significant effect on behavioral intention. It can be interpreted that broadcasters need to focus on their sociability such as friendliness and interesting interactions so as to create a social presence between users, both broadcasters and audiences, to increase sales and encourage potential customers to make purchases.. With the creation of social presence, there is an encouragement for users towards purchasing decisions on the products offered when live streaming.

Recommendations

Based on the results of the discussion regarding the research gap conducted in this study, the following are suggestions that can be recommended by researchers, namely business actors can take advantage of the live streaming feature on TikTok in marketing and selling their business products through TikTok Shop, by maximizing social interaction on the platform through the sociability of broadcasters so that it attracts users or potential customers to create social presence for fellow users. In addition, business actors who do live streaming still need to maintain performance in providing information that suits users and a good

and comfortable live streaming display. For further research, it is hoped that researchers can collect primary data in accordance with the criteria for research sample respondents who want to be studied so that they can avoid obtaining invalid data. In addition, researchers can develop research models and variables used related to research on TikTok live streams with similar or different research objects so that further research can be studied more broadly.

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