

The Important of Streamer's Attractiveness, Influencer, and Customer Review in Purchasing Decision on TikTok Live

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Abstract

Purpose: TikTok become one of the most popular social media not only in Indonesia but also globally. Now days TikTok not only utilized watching video but also for conducting transactions, including buying and selling through TikTok shop and TikTok Live.

This study focus on the influence of streamers' attractiveness and influencers on customers' purchasing decisions on TikTok live streaming through online customer reviews as the mediator.

Methodology: This research employs quantitative methods, utilizing a probability sampling approach specifically through simple random sampling. The data collection process involves distributing questionnaires through Goggle Form. The study focuses on 150 active students of UMS and UNS. The data analysis method employed is Partial Least Square (PLS), facilitated by SMARTPLS 3.0 software, encompassing both Outer and Inner model analyses.

Results: The research results indicate that online customer reviews and streamer's attractiveness have a significantly positive influence on purchasing decisions. In addition, the streamer's attractiveness and influencers supported influence online customer reviews. online customer reviews fully mediate the influence of influencers on purchasing decisions. streamer's attractiveness in live advertising media is crucial to attract consumers. However, influencer does not supported on purchasing decision.

Applications/Originality/Value selecting influencers with good credibility and in-depth knowledge of the products

Keywords: *Streamer's attractiveness, Influencer, Online Customer Review, TikTok Live*

Introduction Section

It is currently becoming increasingly difficult for everyone to detach themselves from their mobile phones. Because we can do a lot of things from our own phone, one of the main reasons for this is social media. Social media platforms offer a wide range of activities, from entertainment, work-related tasks, and also buying and selling transactions. In 2024, We Are Social reported that 5.04 billion Indonesian active using social media. The majority of Indonesians use WhatsApp followed by Instagram, Facebook and TikTok. TikTok has become as the most popular application among the Indonesian population in recent years. The total number of TikTok users represent 73.5% of the overall population.

TikTok is a social media platform that specializes short video content lasting between 15 seconds until 3 minutes (Fadhila et al., 2023). TikTok popularity has spread worldwide, the global user reached 4.76 billion users (Pratama & Nuh, 2024) with average increasing usage rate reaching up to 29 hours per moth (Clara Margaretha & Wati, 2024). Indonesia is TikTok's second largest user after the Unites States. As of February 2023, the platform had 109.9 million users in Indonesia (Krisdanu & Kiranastari Asoka Sumantri, 2023) with an average monthly usage of 23.1 hours (Muna & Santoso, 2024). This shows the huge popularity of TikTok in Indonesia. With TikTok's significant popularity among Indonesian, along with the increasing use of e-commerce.

TikTok is presently utilized not only for watching videos but also for conducting transactions, including buying and selling. This functionality is supported by the presence of a feature kown as TikTok Shop (Hasibuan & Ramadhani, 2022). The advantages of TikTok Shop include its more affordable pricing compared to other e-commerce platforms, wich attracts many consumers to purchase products on TikTok shop . In addition to the TikTok Shop, many producers also utilize the TikTok Live future to sell and promote their product (Ardiyanti, 2023).

Live streaming is presently a crucial aspect of marketing and product promotion to audiences. It is a real time digital activities that includes direct product presentations, live question and answer sessions between streamers and audiences, instant purchase, and special pricing offers available exclusively during the live (Wongkitrungrueng & Assarut, 2020). TikTok Live is a service offered by TikTok that allows users to participate in live streaming activities, including

product sales. The “TikTok Live” feature aims to alleviate consumer skepticism about the products on offer and is intended to improve the quality of service and highlight the quality of the product (Harita & Siregar, 2022).

In the process of buying and selling transactions, the purchasing decision is a key element of the transaction. A purchase decision is the consumer's action when deciding whether to buy product or not (Mada & Prabayanti, 2024). Several influencing factors play a role in the purchase decision, which enable consumers to decide to purchase a product.

Factors that can influence purchasing decisions in the digital age include influencers. An influencer is a person with a significant following on social media who actively interacts with their audience, shares information, and exerts a strong influence on their followers through social media (Pantouw & Kurnia, 2022).

In addition to influencers, the attractiveness of the streamer conducting the live stream is also important. Streamer attractiveness refers to the attractiveness of a streamer, not only in terms of their physical appearance, but also in terms of their mental attributes, personality and ability to attract the attention of customers during live streaming sessions (Ha & Lam, 2016).

Another crucial factor when making a purchase decision is online customer reviews. Online customer reviews are a form of electronic word of mouth that reflect honest opinions of consumers and are not part of any advertising effort (Farki & Baihaqi, 2016). Reviews provided by previous consumers are one of the most effective marketing tools in selling products. Consequently, online customer reviews can substantially aid potential consumers in acquiring information about the products they intend to purchase (Rahmawati & Mangifera, 2024).

2 Literature Review and Hypothesis Model

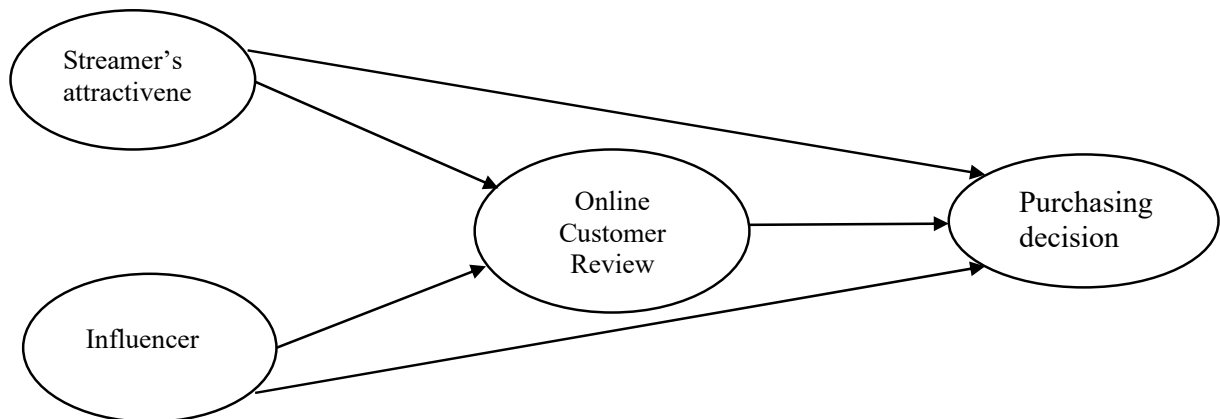


Figure 1. Conceptual model

1. Effect of streamer's attractiveness on purchasing decision

In previous research conducted by Shabrina (2024) it was shown that streamer attractiveness, from how the streamer convey the information, how the streamer show their attractiveness, also the communication skill of streamer has supported in purchasing decision (Shabrina et al., 2024). Also research that conducted by Nabila Ainiyah and Makhrian (2023) shown that streamer attractiveness supported consumer in purchasing decision from how the streamer understanding the product it self and the uniqueness of the tstreamer (Nabila Ainiyah & Makhrian, 2023) . But the research that has done by Wongsunopparat and Deng (2021) shown that streamer attractiveness does not supported in purchasing decision (Wongsunopparat & Deng, 2021).

H4: streamers' attractiveness supported online customer reviews

H5: streamers' attractiveness supported purchasing decisions

2. The effect of influencer on purchasing decision

Previous research by Bs, Arizal N, and Ririn Handayani (2023) indicates that influencer has supported purchasing decision (Bs et al., 2023). Also research conducted by Amalia and Sagita (2019) found that influencer supported purchasing decision but followed with a big doubts because Gen Z really carefull in purchasing product (Amalia & Sagita, 2019). But, research that conducted by Halim & Tyra (2021) indicates that influencers have not supported purchasing decisions (Halim & Tyra, 2021).

H2: Influencer supported online customer review

H3: Influencer supported purchasing decision

3. The effect of onlice customer review on purchasing decision

Previous research has demonstrated that online customer reviews have a supported influence on purchasing decisions (Luh Kadek Budi Martini et al., 2022). From previous research by Anggraini, Permatasari, and Devita Putri (2023) online customer review supported purchasing decision because of online customer review can help the audience understanding about product that they want to buy (Anggraini et al., 2023).

H1: Online customer review supported purchasing decision

H6: Influencer supported purchasing decision with online customer review as mediator

H7: streamers' attractiveness supported purchasing decisions with online customer reviews as a mediator

3. Methodology

This research is conducted quantitatively. The research is based on the opinions and perspectives of the respondents from this research. Quantitative research aims to manage and analyze the numerical data obtained from the respondents' answers (Ghanad, 2023). The target population for this study are students from two biggest universities in Surakarta, specifically Universitas Muhammadiyah Surakarta and Universitas Sebelas Maret. According to the data from Dapodik, the number of active students pursuing diplomas, bachelor's degrees, or professional programs at Universitas Muhammadiyah Surakarta is 40,553 students, while the number of students at Universitas Sebelas Maret is 58,279 students. Therefore, the total population for the entire study is 98,832 individuals from the two universities in Surakarta. The sample is a subset of the population in the study, which adequately represents the entire population (Amin et al., 2023).

In this research the type of sample used is probability sampling with the method of simple random sampling (Firmansyah & Dede, 2022). The sampling procedure involves the rule that the number of respondents must be either 100 or a minimum of five times the number of indicators and a maximum of ten times the number of indicators (Hair et al., 2014). With the total sample is 150 respondents.

In this study, the data used is primary data. The data collection was conducted using questionnaires distributed via Google Forms to facilitate faster and more efficient data dissemination. The measurement scale used in the questionnaire consists of the following levels of agreement: 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree). The data analysis was performed using Smart PLS 3 software. The variables included in the study are streamers' attractiveness (X1), influencer (X2), online customer review (M), and purchasing decision (Y).

4. Result And Discussions

Result

In this study, the Partial Least Square (PLS) data analysis technique was used with the SmartPLS 3.0 application to evaluate hypotheses.

Convergent Validity

If an indicator's outer loading value is higher than 0.7, it is deemed to satisfactorily meet convergent validity. The outer loading values for each indicator on the research variables are shown below :

Table 1.
Outer Loading Value

Variabel	Indikator	Outer Loadings
Streamer's attractiveness (X1)	X1.1	0.920
	X1.2	0.905
Influencer (X2)	X2.1	0.777
	X2.2	0.802
	X2.3	0.758
	X2.4	0.802
	X2.5	0.766
	X2.6	0.812
Online Customer Review (Z)	Z1	0.892
	Z2	0.845
	Z3	0.902

Purchasing Decision (Y)	Y1	0.883
	Y2	0.688
	Y3	0.871

Source: Processed primary data (2024)

To test the validity of the values used, outer loadings were employed. An indicator is considered valid if the value of the outer loading is greater than 0.7. Table 1 presents the results of the data processing using SmartPLS 3.0 to determine the outer loadings in this study. From the data analysis, one indicator had a value less than 0.7, but it was still considered valid because the outer loading value approached 0.7. The following are the outer loading values for each indicator used by the variables in this study

Examining the Average Variance Extracted (AVE) value is an additional technique for assessing convergent validity in addition to examining outer loading values. The AVE number must be greater than 0.5. The data that follows provides the AVE value for each variable used in this study:

Table 2.
Average Variance Extracted Value

Variabel	Average Variance Extracted (AVE)	Description
Streamer's attractiveness	0.833	Valid
Influencer	0.618	Valid
Online Customer Review	0.775	Valid
Purchasing Decision	0.671	Valid

Source: Processed Primary Data (2024)

According to Table 2, Discriminant validity in a study can be assessed through the Average Variance Extracted (AVE). For each variable to be considered valid, its AVE value must be greater than 0.5. From Table 2, it is evident that streamer's attractiveness has an AVE value of 0.833, which is greater than 0.5. The influencer variable has an AVE value of 0.618, which is also greater than 0.5. The online customer review variable has an AVE value of 0.775, exceeding the threshold. Similarly, the purchasing decision variable has an AVE value of 0.671, which is above 0.5. Therefore, the results indicate that all variables used in this study possess good discriminant validity.

Discriminant Validity

The discriminant validity test requires cross-loading values. The data that follows contains the cross-loading values for each indication:

Table 3.
Cross Loading

Indikator	Online Customer Review (Z)	Influencer (X2)	Keputusan Pembelian (Y)	Streamer's Attractiveness (X1)
X11	0.512	0.442	0.357	0.920
X12	0.489	0.509	0.474	0.905
X21	0.226	0.777	0.242	0.350
X22	0.264	0.802	0.242	0.361
X23	0.218	0.758	0.262	0.465
X24	0.331	0.802	0.307	0.437
X25	0.507	0.766	0.404	0.434
X26	0.384	0.812	0.328	0.383
Y11	0.640	0.318	0.883	0.481
Y12	0.416	0.352	0.688	0.406
Y13	0.655	0.324	0.871	0.475
Z11	0.892	0.380	0.568	0.522
Z12	0.845	0.398	0.610	0.468
Z13	0.902	0.390	0.691	0.461

Source: Processed primary data (2024)

Table 3's data makes it clear that, in relation to the cross-loading values on other variables, each indication within the research variables has the largest cross-loading value on the variable to which it relates. Based on these findings, it can be said that the study's indicators have good discriminant validity when it comes to constructing the relevant variables.

Reliability Test

The composite reliability test in this study is used to determine the reliability of the indicators used. A variable is considered to meet composite reliability if its value is greater than 0.7.

Table 4.
Composite Reliability

Variabel	Composite Reability	Description
Streamer's attractiveness	0.909	Reliable
Influencer	0.907	Reliable
Online Customer Review	0.912	Reliable
Purchasing Decission	0.858	Reliable

Source: Processed primary data (2024)

From Table 4 it shown that the composite reliability test in this study is used to determine the reliability of the indicators used. A variable is considered to meet composite reliability if its value is greater than 0.7. From Table 4, it can be observed that the variable Streamer's attractiveness has a value of 0.909, which is greater than 0.7. The influencer variable has a value of 0.907, also exceeding 0.7. The online customer review variable has a value of 0.912, and the purchasing decision variable has a value of 0.858, both of which are greater than 0.7. Therefore, it can be concluded that all variables used in this study are reliable.

Cronbachs Alpha

Cronbach's Alpha value is greater than 0.70. The Cronbach's Alpha values for this investigation are shown below:

Table 5.
Cronbachs Alpha

Variabel	Cronbach's Alpha	Description
Streamer's attractiveness	0.799	Reliable
Influencer	0.880	Reliable
Online Customer Review	0.854	Reliable
Purchasing Decission	0.752	Reliable

Source: Processed Primary Data (2024)

Table 5, it can be concluded that all variables used in this study are reliable. The composite reliability test results can be further supported by using Cronbach's Alpha. A variable is considered reliable if its Cronbach's Alpha value is greater than 0.7.

Multicollinearity Test

In this study, the Variance Inflation Factor (VIF) and tolerance value can be used to evaluate multicollinearity. Generally, a cutoff value is used to detect multicollinearity; acceptable levels are indicated by a tolerance value larger than 0.1 or a VIF value less than 5. The VIF values used in this investigation are shown as follows:

Table 6.
Collinearity Statistic (VIF)

Inner VIF Values	VIF	Description
Z -> Y	1.504	Non-multicollinearity
X2 -> Z	1.369	Non-multicollinearity
X2 -> Y	1.439	Non-multicollinearity
X1 -> Z	1.369	Non-multicollinearity
X1 -> Y	1.656	Non-multicollinearity

Source: Processed primary data (2024)

According to the data presented in Table 6, it is evident that the Collinearity Statistics (VIF) results for each variable surpass the cutoff value of 0.1 or, equivalently, have a VIF value less than 5. This suggests that the multicollinearity test does not show any violation, and the variables are deemed to be within an acceptable range.

Inner Model Analysis

Model Goodness Test (Goodness of fit)

In this study, the coefficient of determination is used to measure the extent to which the influence of other variables affects the dependent variable. The results obtained from the coefficient of determination are as follows:

Table 7.
R-Square Value
Table 5. Structural Model

Variabel	R square (R ²)	R Square Adjusted
Online Customer Review	0.335	0.326
Purchasing Decision	0.543	0.534

Source: Processed primary data, (2024)

According to the findings presented in Table 7, It can be observed that the influence of the variables of streamer's attractiveness and influencer on online customer reviews is 0.335, indicating a moderate effect. Furthermore, the impact of streamer's attractiveness and influencer on purchasing decisions is 0.543, which also falls within the moderate effect range.

Hypothesis Test

The hypothesis testing was conducted with the assistance of SmartPLS (Partial Least Squares) 3.0 software. The results of the path coefficient values obtained from the test are presented below:

Direct Effect
Table 8.
Path Coefisient (Direct Effect)

Variabel	Original Sample (O)	T Statistics	P Values	Description
Online Customer Review>> Purchasing Decision	0.574	8.057	0.000	Supported
Influencer>> Online Customer Review	0.216	2.811	0.005	Supported
Influencer>> Purchasing Decision	0.025	0.451	0.652	Not supported
Streamer attractiveness>> Online Customer Review	0.437	4.640	0.000	Supported
Streamer Attractiveness>> Purchasing Decision	0.226	3.201	0.001	Supported
Influencer>> Online Customer Review>> Purchasing Decision	0.124	2.542	0.015	Supported
Streamer's Attractiveness>> Online Customer Review>> Purchasing Decision	0.251	4.443	0.000	Supported

Source: Processed primary data, (2024)

Based on table 8. the interpretation is as follows:

1. The first hypothesis studies is online customer reviews have a positive and significant influence, as indicated by the T Statistic value of 8.057, which is greater than 1.96, and the P Value of 0.000, which is less than 0.05. Therefore, H1 is accepted.
2. The second hypothesis is the influence of influencer over online customer review has a T Statistic value of 2.811, which exceeds 1.96, and a P Value of 0.005, equivalent to 0.00. Consequently, it indicates that the variable "influencer" significantly influences online customer reviews positively. There for, hypothesis H2 is accepted.
3. The third hypothesis is that the influence of influencer over purchasing decision has T statistic value 0.451 wich is less than 1.96 and the P value is 0.652 which is greater than 0.05. Therefore, this hypothesis indicates a positive but not significant effect. So, H3 is rejected.
4. The fourth hypothesis is the influence of streamers' attractiveness on online customer review, the T statistic is 4.64 more than 1.96, and the P value is 0.000 wich is less than 0.05. therefore, this hypothesis indicates a positive and significant effect. H4 is accepted
5. The fifth hypothesis is the influence of streamers' attractiveness over purchasingdecision with the T statistic is 3.201 greater than 1.96 and the P valueis 0.01 that less than 0.05. There for, this hypothesis has positive and significant effect. H5 is accepted
6. The sixth hypothesis is the influence of the influencer on purchase decisions, with online customer reviews as a mediating variable, shows a T Statistic value of 2.542, which is greater than 1.96, and a P Value of 0.015, which is less than 0.05. Therefore, H6 can be accepted as it indicates a positive and significant effect.
7. The seventh hypothesis is the attractiveness of the streamer influences purchase decisions, with online customer reviews serving as a mediating variable. The analysis reveals a T Statistic value of 4.443, which exceeds the critical value from the t-table, and a P Value of 0.000, which is less than 0.05. Therefore, H7 can be accepted as it indicates a positive and significant effect.

Discussion

In this research, it was found that streamers' attractiveness supports the purchasing decision through online customer review as a mediator. Additionally, the data analysis revealed that online customer review supports the purchasing decision. Online customer review is a crucial factor for consumers in making purchasing (Zed et al., 2023). In previous research, it was demonstrated that online customer reviews support purchasing decisions, as online customer reviews play a role in facilitating potential consumers in obtaining information about the products they intend to purchase (Nuraeni & Irawati, 2021). Positive reviews can influence potential consumers to make purchasing decisions, whereas negative reviews can hinder them from making such decisions.

Besides online customer reviews, streamers' attractiveness also influences consumers to purchase products. During live streaming, streamers' attractiveness not only increases the number of viewers but also enhances the number of purchases. The presence of streamers' attractiveness facilitates consumers in understanding the products they intend to buy (Ekonomi & Akuntansi, 2024). Streamers' attractiveness is not solely based on physical appearance but also on their unique character and the advantages they possess, which attract the audience to purchase the products offered during live streaming (Andi Ayu Sukmadewi et al., 2022).

Other than that the data analysis conducted in this study indicates that influencers support purchasing decisions through online customer reviews as mediators. However, influencers do not supported a significant impact on purchasing decisions. In previous research conducted by Afandi et al., (2021) showed that influencers does not supported buying decision (Afandi et al., 2021). Several factors contribute to the lack of influence of influencers on consumer purchasing decisions, including unappealing and irrelevant content, as well as influencers who lack significant influence over their followers.

5. Conclusion and Suggestions

The results of this study indicate that online customer reviews supported purchasing decisions, streamers' attractiveness supported purchasing decisions, but influencers do not supported purchasing decisions. Additionally, streamers' attractiveness supported purchasing decisions through online customer reviews as a mediator, and influencers also supported purchasing decisions through online customer reviews as a mediator. Therefore, online customer reviews effectively mediate in this study.

There are limitations that need to be considered in this study. Firstly, this research does not delve deeply into how individual consumer characteristics, personal preferences, aesthetic perceptions, and demographic backgrounds can moderate the relationship between streamers' attractiveness, influencers, and purchasing decisions. These factors can influence consumers' perceptions of streamers' attractiveness and the effectiveness of influencers, ultimately impacting purchasing decisions. Additionally, there is a limitation in the reference sources used in this study because the variables employed are relatively new and not commonly used by many researchers. For future studies, it would be beneficial to use a larger sample size and incorporate additional factors that can influence consumer decision-making on TikTok Live.

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