

HOW CAN LIVE SHOPPING IMPROVE ACTUAL PURCHASE ON TIKTOK USERS?

¹MAULIDYA YUNIARTI ANWAR, ²VIANY TJHIN UTAMI

^{1,2}Information System Management Department, BINUS Graduate Program – Master of Information System Management, Bina Nusantara University, Jakarta, Indonesia 11480

E-mail: ¹maulidya.anwar@binus.ac.id, ²Vtjhin@binus.edu

ABSTRACT

The purpose of this research is to determine the factors that affect TikTok users in actual purchases through the use of live shopping or live commerce on the TikTok Shop. The structural model of this research includes various variables such as Trust, Perceived Enjoyment, Discount Framing, and E-Payment System that will be analyzed to have an effect on actual purchase actions by customers. The data will analyze using SEM-PLS with WarpPLS 7.0. From the result found that the Trust and Discount Framing had a significant effect on Actual Purchase direct or indirect through Purchase Intention. Meanwhile E-payment system only has significant effect on actual purchase. From thirteen hypothesis tested, ten of them was accepted. The result of this study may assist TikTok Shop seller that used TikTok Live in evaluating and implementing features to increase actual purchase from their online store.

Keywords: *E-commerce, Live Shopping, TikTok, Actual Purchase, Purchase Intention.*

1. INTRODUCTION

The development of information technology in recent years in Indonesia has been very rapid, one of which is the development of the online trading sector. Bank Indonesia[1] reported the value of electronic trade or e-commerce transactions grew 18.7% to reach IDR 476 trillion in 2022 and then increased 11.8% to IDR 533 trillion in 2023. Meanwhile, the volume of e-commerce transactions was recorded at 3.49 billion times.

By shopping using e-commerce, customers don't need to come to the outlet in person, only with a smartphone they can make transactions from home to buy the things they need. The increasing number of e-commerce users was also indirectly caused by the COVID-19 pandemic, which first appeared in 2019. COVID-19 or coronavirus has caused a change in the nature of business throughout the world's e-commerce, according to research, 52% of consumers avoid shopping in person to avoid crowds [2].

In the midst of the COVID-19 pandemic in Indonesia, the social media application Tiktok has succeeded in attracting the attention of internet users in Indonesia, reports have shown that we are all looking for things to do during the COVID-19 pandemic, TikTok has had a very good impact on

mental health, because its users can create and post content that can have a positive impact on mental health, especially if it is light and fun [3].

At first, it was the same as other social media such as Instagram, which had a live streaming feature which served as a medium for communicating with its followers in real-time or creating content which was then uploaded to each user's TikTok profile. However, to add to its existence as one of the social media that is currently in great demand, in September 2021 through the TikTok news website, they announced the launch of a new feature called TikTok Shopping, which is a solution, feature and marketing media that can support brands and merchants. to engage in a bonded manner with their customers. TikTok Shopping is presented with various benefits, including Partner Integration, Product Links, Live Shopping, Collection Ads, and Dynamic Showcase Ads.

However, along with the increasing number of transactions through e-commerce, customer complaints have not escaped, reported by CNN Indonesia[4], the Ministry of Trade (Ministry of Trade) received 3,181 complaints related to the e-commerce sector throughout semester 2022 regarding e-commerce transactions. Data from the Indonesian Consumers Foundation (YLKI) conveyed the same thing, according to YLKI

Complaints Coordinator Sularsih said that as of August 2021, most of the complaints YLKI received were from online transactions quoted via the website Bisnis.com (2021). In percentage terms, complaints for online transactions reached 24% with the biggest complaints related to goods not received by 57%, followed by goods that did not conform by 15%, refunds 15%, delivery problems 7%, break-ins by 4% , inappropriate ads by 4% and others by 4%. In addition, based on research according to Prasad & Gudimetla[5] one of the main problems in buying beauty products online is the problem of perception which includes differences in color and size that occur between online and the original product, unable to try the product directly, incomplete information. valid and confusing to the user, and unable to find the desired color when shopping online.

However, the preliminary research stage was carried out in this study on February 9, 2023 by distributing online questionnaires using the Google form as a medium for dissemination. Of the 47 respondents who participated, 45 respondents knew about the Live Shopping feature on the TikTok application and 44 of them had joined Live Shopping sessions on the TikTok application. Furthermore, 40 respondents claimed to have encountered problems when using the Live Shopping feature in the TikTok application. The most common problem on 31% of the problem caused by the product that the customer wanted had sold out, followed by the information presented was not clear on position 26.2%. Apart from that there were several other problems including the product that the customer wanted was not offered at a promo price, the information about the product delivered by the seller was not clear and the video displayed during the Live Shopping session felt boring.

With the results of the respondents' statements through the preliminary research process that has been carried out, the aim of this study was to find out what factors influence the customer's actual purchase decision through the Live Shopping feature on the TikTok application.

2. LITERATURE REVIEW

2.1 E-Commerce

E-Commerce or electronic commerce according to Išoraitė & Miniotienė[6] is a business where information technology is used to increase sales, and business efficiency, and provide the basis for new products and services. Through its activities, each company communicates with many other

entities such as private or corporate clients, business partners, and suppliers. Meanwhile, e-commerce cited through Shopify Staff [7] refers to the buying and selling of goods or services using the internet, and the transfer of money and data to carry out these transactions. E-commerce is often used to refer to the online sale of physical products, but can also describe any type of commercial transaction facilitated over the Internet.

In addition Khan [8] defines e-commerce in addition to buying and selling transactions, many people also use the internet as a source of information to compare prices or view the latest products offered before making purchases online or in traditional stores.

2.2 TikTok Live Shopping

Based on the article featured on [9] TikTok Live Shopping is an e-commerce shopping experience through the TikTok application that offers sellers the opportunity to display their products in real-time through live events. By participating in this event, TikTok users can buy products without ever leaving the app. This allows sellers and buyers to interact and engage with each other while carrying out the buying process.

TikTok live shopping is similar to the Live feature on similar apps like Instagram and Facebook. When a seller displays their product, the link for the product will be embedded and appear on the screen of the viewer who can then easily add the product to the shopping list and then access the details of the product via the TikTok Shop feature.

Live broadcasts on TikTok Live Shopping are also displayed randomly through the For You Page page on the TikTok application so that sellers can get more potential buyers when they are broadcasting live. Users can go directly to the live broadcast by the user by clicking "Tap to watch LIVE"

2.3 Online Shopping Behaviour

According to Prasad & Gudimetla[10]online shopping behavior is an important part of e-commerce which is often considered less important when compared to other factors such as digital marketing technology and others. Online shopping behavior is defined as the activity of searching for and buying goods or services electronically via the Internet by interacting directly with online stores.

This online shopping behavior includes quite a number of variables such as preferred purchase time, buyer's intention, and others. For example, studies of buyer behavior show that people tend to shop more on certain days and at certain times. Many shoppers said they had a particular product in mind and only

searched for it through online stores, while many shoppers said they tended to browse different products on the same website to compare. Buyer behavior studies also show that consumers display the behavior of putting products into their baskets without directly buying them, which they use as a comparison tool in shopping [10].

2.4 Purchase Intention

According to Zhang et al[11] purchase intention is a prerequisite for buying behavior. This contributes to determining marketing objectives for companies to study the factors that influence consumer intentions that can be more noticed and studied. Next Kotler & Kevin Lane Keller[12] defines purchase intention as behavior from consumers who want and have the intention to buy a product based on use, desire, and things that trigger purchases.

In addition, according to Meskaran et al[13] online purchase intention is the willingness of customers with the intention to always buy something via the internet. Then this purchase intention was also stated by Younus et al[14] that purchase intention is a consumer preference for buying a product or service, in other words, purchase intention has other aspects that consumers will buy a product after evaluating. Online purchase intention is also expressed as the consumer's willingness and intention to participate in online offers based on evaluating the quality of websites and information[15].

2.5 Actual Behaviour

Actual Behavior is defined as consumer behavior that is influenced by their intention and their attitude to take an action. Furthermore, actual behavior refers to the way a person makes decisions to spend time, money, and make an effort to consume a product or service[16]. Actual behavior is related to the Theory of Reasoned Action (TRA) which explains people's perceptions of other people's opinions that influence intentions and attitudes. The main purpose of TRA is to determine consumer behavior to engage or not engage in their intentions[17].

2.6 Related Works

Social media can increase interaction with customers to increase customer satisfaction and provide even better service while inviting customers to spread the useful and trustworthy customer-to-customer word of mouth to increase user buying interest[18]. Research conducted by [19] examines how Live Shopping can influence purchase

intentions on social commerce in China, using IT affordance (Visibility, Metavoicing, Guidance Shopping) and customer engagement as research variables and getting the result that IT affordance has a significant influence on customer interest in Live Shopping.

However, the research conducted by Sun et al used four different platforms, and each platform has its own unique properties. Research related to Live Shopping on the TikTok application has been carried out by ([20]) by exploring the role of influencers and their influence on customer engagement and purchase intention, from this research it can be concluded that customer trust during Live shopping, trust in community members, and product has a very big influence on customer interest.

Meanwhile, research related to other live shopping features was conducted by [21]. the results obtained show visibility, meta voicing, and shopping guidance only affect user engagement, while actual purchases can be optimized by increasing the immersive capabilities and presence offered by the Instagram Live feature. Subsequent research was conducted by [22] by examining the relationship between discount framing and consumer purchase intentions and actual behavior. Based on this test, it is known that the main issue of the desire to buy is after seeing the discount offered. In addition, research conducted by [23] shows that trust and perceived enjoyment have a significant effect on satisfaction, and satisfaction has an influence on purchase intention.

3. METHODS

3.1 Research Model

The research model is needed in research to become the basis or reference in analyzing the relationship between related research variables. The components that influence users' purchasing decisions using the TikTok shop feature via TikTok Live Shopping which are put forward in this study are the result of a modification of the model put forward by previous studies. Through previous studies that examined live shopping in e-commerce applications but with a variety of different contexts, this study will use trust, discount framing, perceived enjoyment, and e-payment system as independent variable and their effect to actual purchase as dependent variable also intervening by purchase intention by using relevant variables and models that have been adopted by previous researchers to support this research.

The following is the model used in this study.

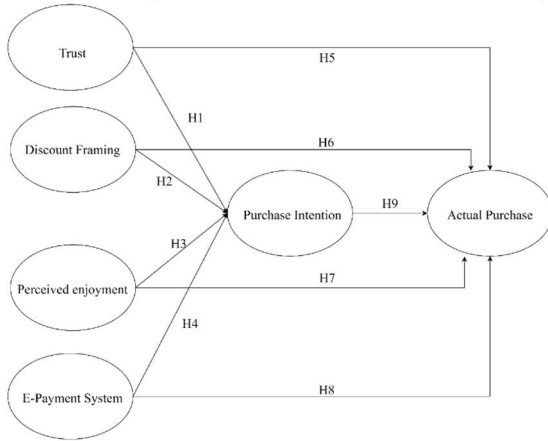


Figure 1: Research Model

3.2 Hypothesis Development

Based on the research model above, the hypothesis that will be tested is that

- H1.** Trust has a positive effect on purchase intention by using TikTok Live Shopping
- H2.** Discount framing has a positive effect on purchase intention by using TikTok Live Shopping
- H3.** Perceived enjoyment has a positive effect on purchase intention by using TikTok Live Shopping
- H4.** E-Payment System has a positive effect on actual purchases using TikTok Live Shopping
- H5.** Trust has a positive effect on actual purchases using TikTok Live Shopping
- H6.** Discount framing has a positive effect on actual purchases using TikTok Live Shopping
- H7.** Perceived enjoyment has a positive effect on actual purchases using TikTok Live Shopping
- H8.** The E-Payment System has a positive effect on actual purchases using TikTok Live Shopping
- H9.** Purchase Intention has a positive effect on actual purchases using TikTok Live Shopping
- H10.** Effect of Trust on actual purchases through Purchase Intention by using TikTok Live Shopping
- H11.** Effect of Discount Framing on actual purchases through Purchase Intention by using TikTok Live Shopping
- H12.** Effect of Perceived Enjoyment on actual purchase through Purchase Intention by using TikTok Live Shopping

H13. Effect of the E-Payment System on actual purchases through Purchase Intention by using TikTok Live Shopping

3.3 Research Indicators

The variables used in this study are trust, enjoyment, and discount framing as independent variables, then purchase intention as a intervening variable, and actual purchase as the dependent variable.

Table 1: Research Indicators

Variabel	Indicators
Trust	Security in conducting transactions
	Trust in goods
	Trust in Live Shopping broadcasters
	Conformity of information on the product
Enjoyment	Convenience in transactions
	Convenience in following the ongoing live
	Convenience in taking the time to participate in live shopping
Discount Framing	Discounts are given on the selling items
	Discounts are not on selling item
	Prices offered are cheaper than offline stores
	The price offered is affordable
E-Payment System	Secure payment system
	The payment system is easy to use
	The payment system is convenient to use
	Payment system speed
Purchase Intention	The availability of various payment instruments provided
	Plan to buy
	Intend to buy
	Willing to buy
	Consideration to buy high
	Want to buy
Actual Purchase	Tend to buy
	Buy often
	Buy items because they are easy to find
	Buying things because they are easy and convenient to use
	Purchased frequently in the last 6 months

3.4 Data Collections

According to Sugiyono [24] Population is the total and general area of units, individuals and subjects who have the quantity and characteristics to be studied, and can be people, objects, and other things. The population in this study are TikTok application users who have used the Live Shopping feature, whether they have made transactions through the TikTok Shop, or have only known about this feature who are domiciled throughout Indonesia. The population size of the users of the TikTok Live Shopping feature is not specifically known, so the population taken is the users of the TikTok application which are recorded on dataindonesia.id[25] active users of TikTok in Indonesia amounting to 99.1 million people.

Researchers used the Probability Sampling method (Random Sample) which is a random

sampling method using the Simple Random Sampling technique which takes samples randomly to provide equal opportunities for members of the population in the study. With the finding that the number of active users of the TikTok application in April 2022 was 99.1 million. the number of samples will be determined using the Slovin formula. Based on Slovin formula, it can be concluded that the sample size that will be drawn in this study is 400.

Data collection in this study used a questionnaire created digitally using one of Google's features, namely the Google Form using a 5-point Likert scale item measurement scale.

3.5 Data Analysis

The data analysis method to be used is descriptive statistical data analysis. Questionnaire answer data were processed using the SEM-PLS model test with the WarpPLS 7.0 application. The use of questionnaires makes this research require validity and reliability tests which will also use WarpPLS 7.0.

4. RESULT & DISCUSSION

4.1 Respondents

The data collected in this study was distributed questionnaires using an online survey tool in Google Forms, then we distributed it to several social media and messenger applications such as Whatsapp and Twitter.

Based on the results obtained and after being filtered according to predetermined criteria, there are 422 valid respondents remained. The following is a summary of the demographics of the respondents.

Table 2: Respondent Demographics

Demographic	Description	Respondents	Percentage
Gender	Man	134	31,8%
	Woman	288	68,2%
Age	< 18 years	36	8,5%
	19 - 25 Years	216	51,2%
	26 - 30 Years	115	27,3%
	30 - 40 Years	40	9,5%
	> 40 Years	15	3,6%
Domicile	Greater Jakarta	256	60,7%
	Outside Greater Jakarta	166	39,3%
Have shopped through the TikTok Live Shopping feature	Yes	411	97,4%
	No	11	2,6%
Frequency	Very often	107	25,4%

of using the TikTok Live Shopping feature	Often	189	44,8%
	Sometimes	94	22,3%
	Seldom	28	6,6%
	Never	4	0,9%
Duration	< 30 minutes	141	33,4%
	30-60 minutes	191	45,3%
	> 60 minutes	90	21,3%
Product Category	Fashion	134	31,8%
	Electronic	68	16,1%
	Accessories	33	7,8%
	Beauty	103	24,4%
	Food	36	8,5%
	Home Appliances	33	7,8%
	Health	15	3,6%

4.2 Measurement Model

For analysis and measurement tools we used WarpPLS 7.0 in this study. To evaluate the effectiveness of the reflective model, various assessments related to its reliability and validity were conducted. We engaged in tests for both convergent validity and discriminant validity. The assessment for convergent validity involved an examination of loading factor values within the outer model, as well as the average variable extracted (AVE) value.

In the discriminant validity assessment, we analyzed cross-loading values and either the Fornell-Larcker criterion or the square root of AVE. With the outcomes of the validity assessments in hand, the subsequent stage encompassed an evaluation of the model's reliability. This was accomplished by measuring Cronbach's Alpha, which gauges the model's internal consistency and reliability. Composite reliability (CR) values were also employed in this assessment of the model's reliability and internal consistency [26].

4.2.1 Convergent Validity

Rule of thumb used for convergent validity are outer loading > 0.7, and Average Variance Extracted (AVE) > 0.50 but values ranging from 0.50 to 0.60 can still be tolerated with a t-statistic >1.96 or a small p value of 0.05 [27].

From the result of the loading factor process that has been carried out in this study, we know that the DF2 only got 0.205, E1 with 0.578, and PI4 with 0.545. We also deleted the bottom two indicators of ES they are ES2 and ES4 to achieve AVE > 0.5. In this study we will accept loading factor with value > 0.6 because on stage of exploratory research. So we deleted indicator DF2, E1, ES2, ES4, and PI4 and reprocessed the model.

The following are the results of the loading factor test with the AVE value after reprocessed step.

The AVE value after reprocessed step met the criteria of convergent validity, Trust (T) was 0.550, Enjoyment (E) was 0.678, Discount Framing was 0.561, E-Payment system (ES) was 0.523, Purchase Intention (PI) was 0.539 and Actual Purchase (AP) was 0.627. However the value of each loading factors of indicators can be seen on Table 3.

Based on indicator loadings on table 3 also AVE value of each variable, it is known that the result of the loading values after modified each variable has a achieved minimum value for loading factor.

4.2.2 Discriminant Validity

The result of indicator loading and cross-loading is shown on table 3 below

Table 3: Indicator Loadings and Cross Loading

	T	E	DF	ES	PI	AP
T1	0.687	-	0.040	0.231	-	-
T2	0.718	-	0.119	-	0.081	0.091
T3	0.783	0.023	0.046	-	0.061	0.098
T4	0.773	0.000	-	0.089	0.010	-
E2	-	0.824	-	0.090	0.074	-
E3	0.117	0.824	0.008	-	-	0.141
DF1	0.076	-	0.741	0.153	-	-
DF3	-	0.014	-	-	0.101	0.038
DF4	0.134	0.049	0.705	0.129	0.057	0.099
DF5	0.047	0.056	0.798	-	0.044	-
ES1	0.023	-	-	0.763	0.181	-
ES3	-	0.009	0.156	-	-	0.057
ES5	-	0.013	0.006	0.719	-	0.069
ES6	0.052	-	-	-	0.197	-
ES7	0.029	-	0.167	0.687	0.006	-
ES8	-	0.004	-	-	0.009	-
PI1	-	0.071	0.158	0.015	0.751	-
PI2	0.034	-	-	-	-	0.086
PI3	0.039	0.097	0.035	-	0.742	-
PI4	-	-	0.112	-	-	0.061
PI5	0.121	-	-	0.007	0.713	0.129
PI6	0.065	-	0.115	-	-	-
PI7	0.086	-	0.005	0.046	0.698	-
PI8	-	0.085	-	-	-	0.237
PI9	-	0.026	0.086	0.059	0.763	0.240
PI10	0.196	-	-	-	-	-
AP1	-	-	-	-	0.068	0.813
AP2	0.039	0.007	0.085	0.017	-	-
AP3	-	0.010	0.064	0.047	0.041	0.753
AP4	0.084	-	-	-	-	-
AP5	0.105	0.071	0.088	-	-	0.799
AP6	-	-	-	0.011	0.176	-
AP7	0.014	-	-	-	0.068	0.802
AP8	-	0.073	0.061	0.015	-	-

From table 3, we know that each construct variable meets the criteria of discriminant validity because the loading of an indicator on the measured construct is greater than the loading on other constructs.

The discriminant validity is also test by see the root of AVE where root AVE from every construct must higher than its correlation with other constructs. The result is shown on table 4

Table 4. Discriminant Validity with root AVE

	T	E	DF	ES	PI	AP
T	0.741					
E	0.403	0.824				
DF	0.494	0.380	0.749			
ES	0.524	0.366	0.535	0.723		
PI	0.591	0.532	0.486	0.473	0.734	
AP	0.618	0.450	0.541	0.544	0.699	0.792

4.2.3 Reliability

Reability will be tested by see the value of Composite Reliability and Cronbach's Alpha, minimum value of both variable is 0.7 or below but value > 0.5 can be categorized as *reliable enough*. The result of realibility testing is shown on table 5 below.

Table 5. Realibility Testing Result

	Composite Reliable	Cronbach's alpha
T	0.830	0.726
E	0.808	0.526
DF	0.793	0.607
ES	0.767	0.544
PI	0.854	0.786
AP	0.870	0.801

Based on the result of realibility testing, each variable value can be categorized as reliable enough and can be used in the study.

4.3 Inner Model

In the subsequent phase, it will become part of the classification for measurements within the inner model. This classification serves the purpose of examining the connections among latent variables. Additionally, there exist multiple methodologies for inner model measurements that can be employed to establish the reference standard for the correlation between variables. These

methodologies include Coefficient of Determination Testing, which quantifies the value of R^2 , along with Path Coefficients and T-statistical Testing.

4.3.1 Coefficient of Determination Testing (R^2)

The purpose of conducting the Inner Model test is to establish the correlation among specific variables. In this research, the computation of the Coefficient of Determination R^2 for relationships is accomplished through the utilization of the PLS Algorithm within Warp PLS 7.

The outcomes of the R^2 calculations for dependent variable PI got 0.543 or 54.3% for R^2 and 0.539 or 53.9% for Adj R-squared. Meanwhile for variable AP got 60.7% for R^2 and 60.2% for Adj R-Squared.

After finding the result of R^2 , the next step is to find the relationship between each variable, which will use bootstrap to find out the t-statistics value and p-value.

4.3.2 Path Coefficient & T-Statistic Testing (R^2)

The Path Coefficient was employed to analyze and explore the connection between latent variables. This was achieved by assessing the t-statistics value. The Path Coefficient itself was derived using the bootstrapping technique, implemented through the WarpPLS 7 software. The bootstrapping process encompassed 100 subsamples, with a significance level set at 0.05. Consequently, the resulting outcome was considered significant if the calculated p-value was 0.05. Additionally, the significance of the variable relationship could be gauged by examining the t-statistic value. A t-statistic value of 1.96 indicated a significant association between the variables[23].

The value of Path coefficient and T-Statistic of each will be elaborated on Hypothesis testing section.

4.4 Hypothesis Testing

As was mentioned in the previous chapter, hypothesis testing can be done by seeing the path coefficient and T-Statistic.

H1. Trust has positive impact on Purchase Intention

Based on the result of Inner Model testing, the result of H1 which is the influence that given by Trust to variable Purchase Intention. From the result, it shown Path Coefficient 0.318, P values <0.001, and T-Statistic 5.004 and according to these we can conclude that Trust has positively affected the purchase intention. This finding is in line with

[28]which stated that Trust have a significant effect to purchase Intention.

H2. Discount Framing has positive impact on Purchase Intention

In the same way with H1, H2 that looking at the effect of discount Framing to purchase intention has resulted in significant effect with Path coefficients 0.275 and T-Statistic on 2.705 that means has positively affect and P-values 0.004 that means significantly effect the purchase intention. It also supported by previous study that there is significant influence between discount framing to purchase intention, e-commerce need to make discount framing to attract the consumer to buy a product[29].

H3. Perceived Enjoyment has positive impact on Purchase Intention

Same with two previous hypothesis, the finding showed that perceived enjoyment has positive affect to purchase intention with Path coefficient 0.302 and T-Statistic at 4.968 and significant with P-values <0.001. The result of this test are also in accordance with the result from previous study which stated perceived enjoyment has significant effect on purchase intention[23].

H4. E-Payment System has positive impact on Purchase Intention

In Contrast with others previous hypothesis, H4 which addressed the relationship between e-payment system and purchase intention is rejected. With T-statistic < 1,96 on 0.446, P-Values 0.328, path coefficient 0.035 can lead to e-payment system. The result of H4 were not in accordance with previous research [30] that state e-payment system increase purchase intention in E-Commerce.

H5. Trust has positive impact on Actual Purchase

Based on the results of inner model, the result of relationship trust on actual purchases that stated as H5 has significantly effect with path coefficient 0.235, T-statistic 3.665 and P values <0.001. So, from the result obtained, it can be concluded that trust has as significant influence on actual purchase.

H6. Discount Framing has positive impact on Actual Purchase

After analyzed the relationship between discount framing and actual purchase by regard to P-value with score 0.008 and path coefficient 0.154 also T-statistic 2.417 it can be concluded that H6 was accepted. Means discount framing has significant effect to increase actual purchase in TikTok Shop.

This result is line with previous research that discount framing towards consumers' actual behaviour[29].

H7. Perceived Enjoyment has positive impact on Actual Purchase

H7 which is the hypothesis that found the relationship between perceived enjoyment and actual purchase be the second hypothesis which is rejected because of T-Statistic is below 1,96 with only got score 0.688 also P-values 0.246 that is higher than 0.05. By the result, we can concluded that perceived enjoyment does not have impact to actual purchase.

H8. E-Payment System has positive impact on Actual Purchase

The next one is H8 which is relationship between e-payment system to actual purchase. The result of this statement is accepted with P-values 0.009, path coefficient 147 and T-statistic is 2.661 it is also worth noting that E-payment system is significantly affected actual purchase.

H9. Purchase Intention has positive impact on Actual Purchase

Finally, H9 which proposed that purchase intention has positive effect on actual purchase was accepted. It was has P-values of <0.001, path coefficient 0.371 also T-statistic is 5.100 that prove purchase intention has significant effect to increase actual purchase. The result of H9 was in agreement with the finding of [31].

H10. Trust has positive impact on Actual Purchase mediated by Purchase Intention

H10 has accepted with P-values <0.001 and path coefficient 0.118. With this result we can conclude that trust has positive effect on actual purchase through purchase intention. This indirect effect got the highest path coefficient compared with others.

H11. Discount Framing has positive impact on Actual Purchase mediated by Purchase Intention

H11 which represented the effect of discount framing on actual purchase through purchase intention is also accepted, with p-values 0.012 and path-coefficient 0.102. the result are presented that discount framing has positive effect and significant on actual purchase from variable intervening purchase intention.

H12. Perceived Enjoyment has positive impact on Actual Purchase mediated by Purchase Intention

H12 also accepted, it represent the effect of perceived enjoyment to actual purchase through purchase intention with p-values < 0.001 and path coefficient 0.112 that can concluded as perceived enjoyment has positive effect on actual purchase through purchase intention.

H13. E-Payment System has positive impact on Actual Purchase mediated by Purchase Intention

Meanwhile, H13 was rejected because interactivity in E-payment system did not positively affect on actual purchase through purchase intention because p-values is higher than 0.05 on 0.319 but path coefficient still on positive position on 0.013.

4.5 Result Discussion

Based on data processing and testing, this research was conducted to analyze the factors that affecting actual purchase on TikTop Shop through TikTok Live Shopping by identifying the most factor that related to this variable. This research user six variable, these are Trust, Perceived Enjoyment, Discount Framing, E-Payment System, Purchase Intention and Actual purchase it self. From thirteen hypothesis tested, three of them are rejected and the rest was accepted.

One of the factors that has positive effect to actual purchase is Trust. Trust has significant impact on purchase intention and also actual purchase. The more seller can gain the trust of customer, the more number of customer that did transaction on TikTok Shop this is proven by acceptance of H1, H5 and H10.

The next one is Discount Framing, that is represented on H2, H6 and H11 where all of these hypotheses was accepted. From this study we know that online shop can attract the consumer by make discount framing to buy their product.

Different with Trust and Discount Framing, E-payment system only has effect on actual purchases and does not have effect on purchase intention both direct and indirect path. From H4 and H13 we can concluded that E-payment system can not bring up customers' purchase intention, it can be caused by customers' just noticed the payment system when they are want to do the transaction.

Meanwhile perceived enjoyment only has effect on purchase intention (H3), but not has direct effect on actual purchase (H7), customers' purchase intentions can increased during Live Shopping event, by see the live broadcast of the seller they feel

enjoy and increased their purchase intentions, but does not effect the actual behaviour to purchase the things that they have been seen on the live broadcast.

5. CONCLUSION

This research aims to determine the factors that influence purchase intention and actual purchase behavior among TikTok Live Shopping users. Based on the research results, conclusions can be drawn based on hypothesis testing to prove that Purchase Intention is influenced by Trust, Discount Framing, and Perceived Enjoyment with the most dominant influencing variable being Trust. Trust is a factor that has the highest influence on actual purchases, so that sellers can provide real information and display the products being sold in Live Shopping sessions and answer customer questions honestly so that they can increase trust which can encourage purchasing transactions by customers.

Discount Framing is another factor besides trust that can increase actual purchases through TikTok Live Shopping, sellers can provide discounts or bundling certain products to attract interest and actual purchases from potential buyers. Promotions do not have to be provided by the seller, but you can also use discount coupons provided by service providers, in this case TikTok, and adjust Live Shopping times to the availability of these discount coupons. After discount framing, Perceived Enjoyment also has an influence on Actual Purchase so that business owners can do TikTok Live Shopping in an interactive and not boring way and pay attention to the hours of Live Shopping sessions where customers feel comfortable following the broadcast, such as after 7pm, where customers no longer do much activity. Collaborating with influencers can also increase the attractiveness of the products being sold.

Furthermore, the factors that influence actual customer purchase behavior through the Live Shopping feature on the TikTok application are Trust, Discount Framing, E-Payment System and Purchase Intention. Where, the variable that has the most dominant influence on actual purchases is the Purchase Intention variable.

Purchase Intention partially influences the relationship between the Trust and Discount Framing variables because the T-Statistic value of the Indirect Effect is not greater than the Direct Effect of the Trust and Discount Framing Variables on Actual Purchases. Purchase Intention fully mediates the relationship between the Perceived Enjoyment variable and Actual Purchase.

For further research, it is recommended to find out other indicators on actual purchase behaviour

from costumers who watch live broadcast not only on TikTok Shop, but on others e-commerce.

REFERENCES

- [1] Bank Indonesia, "Laporan Perekonomian Indonesia Tahun 2022," Jakarta, 2022.
- [2] A. Bhatti, H. Akram, And A. U. Khan, "E-Commerce Trends During Covid-19 Pandemic The Impact Of Social Media Mobile Advertising On Consumer Perception And Consumer Motivation By Considering Mediating Role As Brand Image And Brand Equity View Project Research View Project," 2020. [Online]. Available: <https://www.researchgate.net/publication/342736799>
- [3] D. D. B. Situmorang, "Using Tiktok App For Therapy And Sharing Happiness In Covid-19 Outbreak," *Addict Disord Their Treat*, Vol. 20, No. 4, Pp. 595–596, Dec. 2021, Doi: 10.1097/Adt.000000000000255.
- [4] Cnn Indonesia, "Kemendag Catat 3.181 Pengaduan Soal E-Commerce Per Juni," <https://www.cnnindonesia.com/ekonomi/20220708194650-92-819254/kemendag-catat-3181-pengaduan-soal-e-commerce-per-juni>, 2022.
- [5] A. Prasad And S. Gudimetla, "A Study Of Digital Shopping Behaviour Of Women With Respect To Beauty And Personal Care Products," 2018. [Online]. Available: [www.Yourdictionary.Com](http://www.yourdictionary.com)
- [6] M. Išoraitė And N. Miniotienė, "Munich Personal Repec Archive Electronic Commerce: Theory And Practice Electronic Commerce: Theory And Practice," 2018.
- [7] Shopify Staff, "What Is Ecommerce? Definition And Guide," <https://www.shopify.com/blog/what-is-ecommerce>, 2022.
- [8] A. G. Khan, "Electronic Commerce: A Study On Benefits And Challenges In An Emerging Economy," *Type: Double Blind Peer Reviewed International Research Journal Publisher: Global Journals Inc*, Vol. 16, 2016.
- [9] Geri Mileva, "Everything You Need To Know About Live Shopping On Tiktok," <https://influencermarketinghub.com/live-shopping-tiktok/>, May 06, 2022.
- [10] A. Prasad And S. Gudimetla, "A Study Of Digital Shopping Behaviour Of Women With Respect To Beauty And Personal Care Products," 2019. [Online]. Available: [www.Yourdictionary.Com](http://www.yourdictionary.com)

- [11] N. Zhang, P. Yu, Y. Li, And W. Gao, "Research On The Evolution Of Consumers' Purchase Intention Based On Online Reviews And Opinion Dynamics," *Sustainability*, Vol. 14, No. 24, P. 16510, Dec. 2022, Doi: 10.3390/Su142416510.
- [12] P. Kotler And Kevin Lane Keller, *Marketing Management 3rd Edn*, 3rd Edition. Pearson, 2016.
- [13] F. Meskaran, B. Shanmugamm, And Z. Ismail, "Factors Affecting On Security Perception In Online Purchase Intention," *Adv Sci Lett*, Vol. 20, No. 10, Pp. 2004–2008, Oct. 2014, Doi: 10.1166/Asl.2014.5627.
- [14] S. Younus, F. Rasheed, And A. Zia, "Identifying The Factors Affecting Customer Purchase Intention," *Type: Double Blind Peer Reviewed International Research Journal Publisher: Global Journals Inc*, Vol. 15, 2015.
- [15] F. Ali, "Hotel Website Quality, Perceived Flow, Customer Satisfaction And Purchase Intention," *Journal Of Hospitality And Tourism Technology*, Vol. 7, No. 2, Pp. 213–228, May 2016, Doi: 10.1108/Jhtt-02-2016-0010.
- [16] Y. Liu, S. Segev, And M. E. Villar, "Comparing Two Mechanisms For Green Consumption: Cognitive-Affect Behavior Vs Theory Of Reasoned Action," *Journal Of Consumer Marketing*, Vol. 34, No. 5, Pp. 442–454, 2017, Doi: 10.1108/Jcm-01-2016-1688.
- [17] S. Lujja, M. Omar Mohammad, And R. Hassan, "Modelling Public Behavioral Intention To Adopt Islamic Banking In Uganda: The Theory Of Reasoned Action," *International Journal Of Islamic And Middle Eastern Finance And Management*, Vol. 9, No. 4, Pp. 583–600, 2016, Doi: 10.1108/Imefim-08-2015-0092.
- [18] P. Charoensukmongkol And P. Sasatanun, "Social Media Use For Crm And Business Performance Satisfaction: The Moderating Roles Of Social Skills And Social Media Sales Intensity," *Asia Pacific Management Review*, Vol. 22, No. 1, Pp. 25–34, 2017, Doi: <https://doi.org/10.1016/J.Apmrv.2016.10.005>.
- [19] Y. Sun, X. Shao, X. Li, Y. Guo, And K. Nie, "How Live Streaming Influences Purchase Intentions In Social Commerce: An It Affordance Perspective," *Electron Commer Res Appl*, Vol. 37, P. 100886, Sep. 2019, Doi: 10.1016/J.Elrap.2019.100886.
- [20] Q. Lin And C. Nuangjamnong, "Exploring The Role Of Influencers And Customer Engagement On Purchase Intention In Tiktok Live Streaming Shopping," *International Journal Of Social Sciences And Humanities Invention*, Vol. 9, No. 12, Pp. 7469–7498, Dec. 2022, Doi: 10.18535/Ijsshi/V9i012.04.
- [21] L. Saffanah, P. W. Handayani, And F. P. Sunarso, "Actual Purchases On Instagram Live Shopping: The Influence Of Live Shopping Engagement And Information Technology Affordance," *Asia Pacific Management Review*, 2022, Doi: <https://doi.org/10.1016/J.Apmrv.2022.09.002>.
- [22] F. Agmeka, R. N. Wathoni, And A. S. Santoso, "The Influence Of Discount Framing Towards Brand Reputation And Brand Image On Purchase Intention And Actual Behaviour In E-Commerce," In *Procedia Computer Science*, Elsevier B.V., 2019, Pp. 851–858. Doi: 10.1016/J.Procs.2019.11.192.
- [23] M. Bhudiawan And V. Utami Tjhin, "How Does Live Shopping Play A Role By Increasing Online Purchase Intention?," *J Theor Appl Inf Technol*, Vol. 15, No. 13, 2022, [Online]. Available: www.jatit.org
- [24] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, R7d*. Bandung: Ikapi, 2016.
- [25] DataIndonesia.Id, "Pengguna Tiktok Indonesia Terbesar Kedua Di Dunia," <https://dataindonesia.id/digital/detail/pengguna-tiktok-indonesia-terbesar-kedua-di-dunia>, 2022.
- [26] J. F. Hair, M. Sarstedt, L. Hopkins, And V. G. Kuppelwieser, "Partial Least Squares Structural Equation Modeling (Pls-Sem): An Emerging Tool In Business Research," *European Business Review*, Vol. 26, No. 2. Emerald Group Publishing Ltd., Pp. 106–121, 2014. Doi: 10.1108/Ebr-10-2013-0128.
- [27] M. Sholihin And D. Ratmono, *Analisis Sem-Pls Dengan Warppls 7.0 Untuk Hubungan Nonlinier Dalam Penelitian Sosial Dan Bisnis*, 2nd Ed. Yogyakarta: Penerbit Andi, 2020.
- [28] Q. Lin And C. Nuangjamnong, "Exploring The Role Of Influencers And Customer Engagement On Purchase Intention In Tiktok Live Streaming Shopping," *International Journal Of Social Sciences And Humanities Invention*, Vol. 9, No. 12, Pp. 7469–7498, Dec. 2022, Doi: 10.18535/Ijsshi/V9i012.04.
- [29] F. Agmeka, R. N. Wathoni, And A. S. Santoso, "The Influence Of Discount Framing Towards Brand Reputation And Brand Image On Purchase Intention And Actual Behaviour In E-Commerce," In *Procedia Computer Science*,

- Elsevier B.V., 2019, Pp. 851–858. Doi: 10.1016/J.Procs.2019.11.192.
- [30] E. Halim, R. Januardin, And M. Hebrard, “The Impacts Of E-Payment System And Impulsive Buying To Purchase Intention In E-Commerce,” In *2020 International Conference On Information Management And Technology (Icimtech)*, Ieee, Aug. 2020, Pp. 847–852. Doi: 10.1109/Icimtech50083.2020.9211154.
- [31] L. Saffanah, P. W. Handayani, And F. P. Sunarso, “Actual Purchases On Instagram Live Shopping: The Influence Of Live Shopping Engagement And Information Technology Affordance,” *Asia Pacific Management Review*, Vol. 28, No. 2, Pp. 204–214, Jun. 2023, Doi: 10.1016/J.Apmrv.2022.09.002.