

The Impact Of Live Streaming On The Tik Tok Platform On Consumers Impulse To Buy Halal Cosmetic

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ABSTRACT

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keyword2;
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keyword3;
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Tiktok Live Streaming is one of the features for users who can make Tiktok Live Streaming a promotional medium with creativity in the form of short videos that can be tailored to business needs, so this study aims to determine how Tiktok Live Streaming affects impulse buying for consumers. This research uses quantitative methods, with the use of parametric inferential statistical data analysis techniques. Next, the data is in the form of a questionnaire that is distributed directly. The population in this study were State University students in Surabaya. The sample used was 150 students. Data sources are obtained from primary data where data is taken directly from respondents, namely through filling out questionnaires.

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INTRODUCTION

In today's developing era, consumer shopping can be easily done while accessing the internet, one of which is using the Tiktok application (Anisa et al, 2022). Tiktok is an application from China created by the Chinese company ByteDance which is engaged in artificial intelligence technology and has a global reputation in distributing information through electronic media or products. Committed to connecting people with information, and promoting and communicating content creation. The TikTok application, which has appeared since 2018, is currently starting to increase in demand, there are several things that make this application more attractive, one of which is the benefits obtained, especially for online businesses (Sari and Aprilia 2014).

Based on data on TikTok users in the world, it is known that Indonesia occupies the second position with the highest number of TikTok users in the world, reaching 109.9 million users (databoks, 2023). The rise of TikTok users in Indonesia creates opportunities and creates business potential for some people. Users can use TikTok as a promotional medium with creativity in the form of short videos that can be tailored to business needs (Helmin and Onan 2022). TikTok's new way of presenting a variety of new features, one of which is TikTok Shop and releasing its marketing feature, TikTok LIVE Streaming as impulse buying for someone to buy something without planning. According to DevelopGoodHabits, impulsive buying is a behaviour to buy something without planning and without fully thinking about its function, purpose, and consequences. This means that someone ends up doing impulsive buying because of an impulse that influences their actions.

TikTok Live Streaming is one of TikTok's newest features, this feature allows buyers and sellers to interact but not meet in person and allows merchants to sell their products directly and aims to reduce doubts and difficulties over the many consumer questions about detailed product information directly to the seller (Niam, Z., et al, 2022) So that with the existence of TikTok LIVE it is also expected to help sellers in improving services and showing the quality of the products offered directly. So that it can generate consumer interest in shopping more. So that with impulse buying marketers will benefit by changing the attractiveness of consumers who initially did not want to buy to buy.

According to TikTok Indonesia's Head of User and Content Operation, Angga Nugraha Putra, one of the contents that teenagers are very interested in is beauty content with various types of videos ranging from make-up tutorials, make-up tips and reviews of beauty or cosmetic products (Zayyan and Saino, 2021). Especially in cosmetic products, on Tik-tok a lot of cosmetic products are sold using via Live streaming, a lot of people sell halal cosmetic products such as Wardah, Emina, Somethic, Make Over, and others by promoting via Live Streaming. With the aim of the study to find out how the

effect of livestreaming on impulse buying, so that livestreaming is widely used by marketers, but its effectiveness in sales needs to be researched empirically. This research is expected to contribute to marketers of halal products to determine the effect of livestreaming on impulse buying. Thus marketers can add these strategies in increasing sales of halal cosmetic products.

1. Live Streaming Tiktok

A platform that is a component of an electronic commerce feature that incorporates real-time social engagement with commerce is known as live streaming. Customers can interact with the vendor by posting remarks on the comment function, which instantly scans the screen (Song and Yu-li Liu, 2021). While vendors show and display their goods, these events may occur concurrently. In order to obtain the information they require regarding the kind or caliber of the goods, customers can also interact with other buyers. This suggests that live streaming is a kind of advertising that informs viewers and entices them to use, purchase, and stick with the product. Consumer comprehension of the product is facilitated by the use of visual appeal, which includes the use of readable typefaces, clear and appealing visuals, and accurate and current product information. Customers are able to make informed decisions about the products they wish to purchase by seeing and reading.

Many people are using live broadcasting to make money, particularly on the TikTok platform, by selling things online. The fact that admission is free attracts a lot of viewers to live streaming, which gives broadcasters additional chances to encourage impulsive purchases. Consumers receive information faster since the interaction occurs in real-time, giving viewers a better experience. In the meantime, the engagement may improve the rapport between viewers and streamers and may encourage impulsive purchases from customers.

2. Impulse Buying

Ascasaputra, Kiki, and Winda (2020) define impulse buying as a purchasing attitude that emerges abruptly, impulsively, and acts that are carried out instantly, hurriedly, and cannot be held back. It is not deliberate, and purchases are made immediately. Since its initial characterization by Stern in 1962, impulsive buying has been the subject of research since it is the most prevalent type of purchase behavior. Generally speaking, impulsive buying is defined as an unplanned, self-oriented purchase that is



made without much thought and with little thought given to the available options. Impulsive buying behavior is characterized by three factors: (1) unplanned purchases; (2) consumer exposure to internal and external stimuli; and (3) "on the spot" decisions. These three qualities define the behavior of impulsive purchases. Meanwhile, studies indicate that the triggers that customers experience and the short purchasing window are the primary variables that initiate this type of behavior. Impulsive purchase behavior has been brought about by a confluence of internal and external impulses as well as a time constraint.

3. Halal Concept

The definition of "halal" includes topics pertaining to human existence and way of life. Halal essentially concentrates on anything and everything that follows the precepts of sharia. Put differently, the notion of halal gives Muslims guidance when selecting and deciding which goods and services can adhere to Islamic laws and customs (Adinugraha, Sartika, and Ulama'i, 2019).

Consumers who are well informed about halal products could be able to purchase them right away. Farlina et al. (2015) state that more data and knowledge about halal products are necessary to help the development of halal cosmetics. In Islam, a product's development must be explained differently than it is in Western thought. According to Abunaid (2012), the principles of business ethics should control the production and decision-making process in Islam, giving significant weight to moral and transcendental factors.

Understanding halal products can also be understood as a compilation of different types of information about halal products, such as product categories, brands, terminology, features, costs, locations and hours of sale, usage instructions, and perceptions regarding the halalness of the products. Knowledge about halal items also includes knowing who sells them, where they may be purchased, and when (Nurhayati and Hendar 2020).

4. Halal Cosmetics

Muslim consumers are becoming increasingly aware of Islamic "sensitivities" over the world, including cosmetics industry sensitivities (Aoun and Tournois, 2015). The personal care and cosmetics industry is currently recognized as one of the largest and

rapidly expanding markets globally, as highlighted by Rahman et al. (2015). Furthermore, Wilson and Liu (2011) emphasize that Muslims are familiarized with the notion of halal through a framework referred to as the halal paradigm.

The Ministry of Religion's Halal Guarantee Agency (BPJH) has recognized halal cosmetics as items that are used to clean, enhance attractiveness, protect, and repair the exterior of the body. These products do not fall under the category of drugs that do not contain ingredients that are prohibited, and they are recognized as halal based on a formal halal fatwa issued by the Indonesian Ulema Council (MUI) (Putriana, 2022). Cosmetics that pass the halal certification process, receive a halal logo, and are acknowledged by MUI as having a certified halalness are known as halal cosmetics. While producing halal cosmetics adhering to Sharia law, which entails using ingredients free from prohibited animals like pigs and dogs, the manufacturing process ensures the exclusion of components derived from animals that violate Islamic law. Furthermore, the products are devoid of any other forbidden elements.

As per the findings of Al-Banna and Jannah (2022), a sizable portion of Muslims still use cosmetics that are not halal. On the other hand, Muslims strongly advocate the use of halal cosmetics. Examining as much as possible the processes pertaining to the components utilized, the manufacturing process, packaging, storage, and distribution of cosmetics is necessary. Cosmetic goods are therefore visible on non-halal people as well as those who prioritize safety and hygiene.

Table 1.
List of Halal Cosmetics

1.	Wardah Cosmetics
2.	Sariayu
3.	Safi
4.	Make Over
5.	Y.O.U
6.	Somethic
7.	ESQA

-
- | | |
|-------|------------|
| 8. | Oriflame |
| <hr/> | |
| 9. | Emina |
| <hr/> | |
| 10. | Madame Gie |
-

a. The Impact of Marketing Strategy on Consumer's Impulsive Buying Behaviour on Tiktok Live by Rahma & Ridanasti (2023)

The marketing tactics linked to impulsive purchasing on tiktok live are covered in this study. As a result, perceived anchor marketing methods only have a positive and significant effect on impulsive buying behavior; involvement is unaffected, and involvement also does not operate as a mediator between impulsive buying behavior and perceived anchor. Rahma & Ridanasti's research (2023) solely focuses on involvement, however this study examines the impact of tiktok live streaming on impulse purchase. This is how our research differs from theirs.

b. The impact of social presence and facilitation factors on online consumers' impulse buying in live shopping – celebrity endorsement as a moderating factor oleh Lifu Li, Kyeong Kang, Anqi Zhao, Yafei Feng (2023)

This study looks at social presence and characteristics that encourage impulsive purchases. The first study question is addressed by the findings, which show that online shoppers' hedonic and utilitarian attitudes positively influence their impulsive purchasing behavior. This would explain why an increasing number of live broadcasters choose to provide some useful interactive content to pique online viewers' interest and boost their revenue by utilizing the aesthetic features of live streaming apps. The investigation conducted by Lifu Li, Kyeong Kang, Anqi Zhao, and Yafei Feng (2023) exclusively concentrates on the elements of presence and facilitation influencing impulse buying. In contrast, our study specifically explores the effects of TikTok live streaming on impulse purchasing, setting it apart from their research focus.

c. The Effect of Word Of Mouth Regarding Live Streaming Tiktok Shop on Consumer Purchasing Decisions by Anisa, Ririn Risnawati, Nurul Chamidah (2022)

The impact of consumer recommendations on Tiktok live streaming is covered in this study. If Tiktok shop live streaming increases the appearance and presentation of word-of-mouth influence, the result will be an increase in purchasing decisions. Thus, TikTok shop live streaming can help students make better shopping decisions by influencing word-of-mouth. Our research and Anisa's research, Ririn Risnawati, Nurul Chamidah (2022), solely concentrate on the influence of word-of-mouth with livestreaming on customer decisions. In contrast, our study examines the impact of TikTok live streaming on impulse buying.

Relationship between Variables

The Effect of Tik-tok Live Streaming on Impulse Buying

Live streaming stands out as a vital element in sales marketing, particularly with the involvement of social media hosts, broadcasters, and streamers. Their direct and indirect influence on impulse buying is substantial. The interaction and product presentation by broadcasters can evoke emotions, particularly affective responses, in the audience. This emotional engagement, as suggested by Gao et al. (2018) and Zhang et al. (2020), may result in unexpected behaviors from the viewers. The emotive component of live streaming emerges from the fact that viewers can engage directly with the broadcaster and other viewers by leaving comments during the live stream, in addition to receiving comprehensive information about the product being aired.

Demand, convenience, engagement, enjoyment, and perceived satisfaction are some of the supporting variables that impact consumers' inclination to make impulsive purchases through live streaming media (Lin et al., 2022). Furthermore, it was discovered by (Fu and Hsu, 2023) that the social connection between livestreamers and watchers plays a significant part in encouraging customers to make impulsive purchases.

A broadcast of live streaming, according to Ming et al. (2021), will encourage viewers to make impulsive purchases of marketed goods. This is consistent with research findings by Yan et al. (2022) which indicate that live streaming activities, particularly

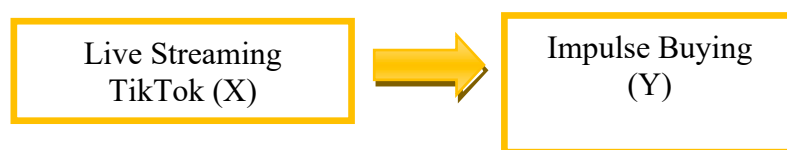


those promoted by influencers, have an indirect effect on consumers' inclination to make impulsive purchases. It thus capitalizes on chances for businesses to boost customer confidence. One factor that influences customers' impulsive buying is live streaming. In light of the foregoing explanation, the following is the first hypothesis that is put forth:

H1 : Live streaming commerce affects impulsive buying

Figure 1.

Drawing of The Theoretical Framework

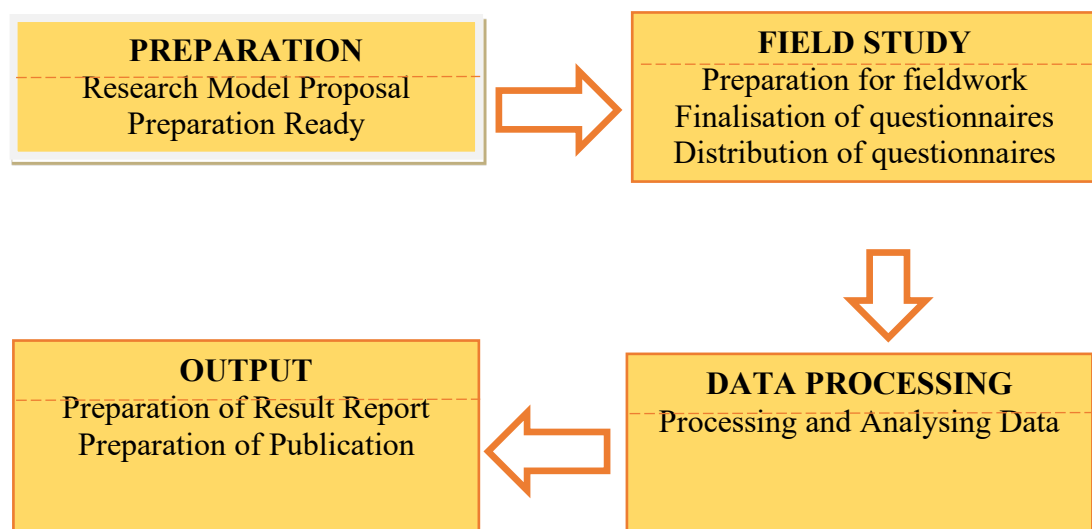


RESEARCH METHOD

Sanjaya (2010: 147) defines a method as a means of carrying out a prepared plan in actual activities in order to maximize the achievement of the set objectives. The research mechanism that is shown in the chart is as follows:

Figure 2.

Research Flow Chart



Quantitative approaches are used in this research approach. The purpose of this study is to investigate how livestreaming on Tik-tok affects impulsive purchases. Purposive

sampling was the method utilized for sampling, and only respondents who met the requirements were allowed to take part in the research. The study's eligibility requirements for participants include being Muslim students between the ages of 18 and 24, possessing a tik-tok application, having experienced live-streaming on Tik-Tok, and having purchased cosmetic items on the platform. Simple Linear Regression is the data analysis method employed in this study. The number of respondents and the outcomes of a variable survey about how consumers feel about Tik-tok Live Streaming influences impulse buy decisions through a Google Form questionnaire served as the data source. An ordinal scale and a ratio scale are used for the data classification process.

Table 4. Respondent Demographic Data

Variable	Item	Amount	Percentage
Age	18	24	24%
	19	28	28%
	20	30	30%
	21	33	33%
	22	18	18%
	23	12	12%
	24	5	5%
Total		150	150%
University Of Origin	UNESA	30	20%
	UINSA	30	20%
	UNAIR	30	20%
	ITS	30	20%
	UPN	30	20%
Total		150	100%
Semester	1	25	25%
	3	46	46%
	5	58	58%
	7	21	21%
Total		150	150%
Average Allocation of Cosmetic Spending Per Month	Less than Rp.50.000	23	23%
	Rp 50.001 - Rp 100.000	25	25%



Rp 100.001 - Rp 200.000	30	30%
Rp 200.001 - Rp 300.000	33	33%
Rp 300.001 - Rp 400.000	20	20%
Rp 400.001 - Rp 500.000	10	10%
Rp 500.000 - Rp 600.000	5	5%
lebih dari 600.000	4	4%
Total	150	150%

RESULT AND DISCUSSION

Based on the results, there are 150 respondents who fit the criteria, in female students' perceptions of the influence of TikTok live streaming which affects a person's impulse buying in buying halal cosmetics are as follows:

Table 5. Validity and Reliability Test Result

Variable	Item	Corrected item to Total Correlation	Cronbach's Alpha
Live Streaming	LS1	0.701	0.926
	LS2	0.699	
	LS3	0.688	
	LS4	0.700	
	LS5	0.557	
	LS6	0.696	
	LS7	0.777	
	LS8	0.758	
	LS9	0.779	
	LS10	0.794	
	LS11	0.692	
	LS12	0.661	

	LS13	0.691	
	LS14	0.594	
	LS15	0.769	
Impulse Buying	IB1	0.792	0.899
	IB2	0.839	
	IB3	0.871	
	IB4	0.861	
	IB5	0.855	

Based on the results in table 4, it shows that the indicators in each variable are > 0.5 , so that each indicator in this study is declared valid. Then in each variable this study has Cronbach's alpha > 0.5 so that each variable in this study is declared Reliable

1) Hypothesis Test

Coefficients^a

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	2.946	2.122	1.388	.167
	STLS	.245	.036	.490	.6859

a. Dependent Variable: STIB

The regression equation, derived from the results of the preceding basic linear regression, is represented as follows: Impulsive purchase = $e + 0.245 X$. A positive regression coefficient signifies a unidirectional change in the independent variable's impact on the dependent variable. In this analysis, the independent variable, specifically the live-streaming variable (X), exhibits a positive coefficient of 6.859. This finding suggests that with each increase in the live-streaming variable (X), assuming all other factors remain constant, there is a corresponding rise in impulse buying. The regression coefficient of 0.245 signifies the magnitude of this effect.

Based on this preliminary data, it can be inferred that the live-streaming variable on impulsive buying has a significance threshold of 0.000, meaning that if the value is less than 0.05, it is deemed significant. Therefore, the hypothesis is accepted since it can be determined that live-streaming significantly reduces impulse buying.

CONCLUSION

Finding the variables influencing Muslim customers' impulsive purchases of halal cosmetics is the aim of this study. The hypothesis is accepted since it is possible to conclude from the research's findings that live-streaming significantly and favorably



influences impulsive purchases. This is demonstrated by how engaging and compelling the audience is during live streaming, which will subsequently influence viewers' intents to make purchases. Because the seller shows the product in real time, the live-streaming functionality serves the purpose of facilitating the process for customers to obtain more in-depth information about the product. When products are being live streamed, customers will undoubtedly feel more at ease and confident making purchases than when they are only viewing pictures or videos from catalogs. Customers are more confident when they buy straight from TikTok because of this.

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