

CAPITAL: Jurnal Ekonomi dan Manajemen

Volume 08 Nomor 1 September 2024

ISSN: 2598-9022 (Print) / ISSN: 2598-9618 (Online)

Doi: 10.25273/capital.v8i1.20886

The article is published with Open Access at: <http://e-journal.unipma.ac.id/index.php/capital/index>

CONSUMER PURCHASE DECISIONS IN TIKTOK LIVE: ANALYZING THE ROLE OF INFLUENCER CREDIBILITY, IMMERSION, AND ENGAGEMENT

Ana Rimbasari^{1*}, Universitas Siber Muhammadiyah, anarimbasari@sibermu.ac.id

Agniya Thahira², Universitas Siber Muhammadiyah,

Abstract: *This study examines the impact of influencer credibility, immersion, and involvement on purchase decisions through TikTok Live. Employing a quantitative method, the research collected data from 250 active TikTok users participating in Live sessions. The findings indicate that influencer credibility, immersion, and involvement significantly influence purchase decisions, with influencer credibility being the most dominant factor. The study recommends strategies to enhance engagement and immersion during Live sessions to strengthen the impact of influencer credibility. These insights provide digital marketers with guidance on optimizing influencer marketing strategies on TikTok.*

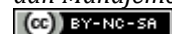
Keywords: *TikTok Live; Influencer Credibility; Immersion; Involvement; Purchase Decision*

Abstrak: Penelitian ini mengkaji pengaruh kredibilitas influencer, imersi, dan keterlibatan terhadap keputusan pembelian melalui TikTok Live. Menggunakan metode kuantitatif, penelitian ini mengumpulkan data dari 250 pengguna TikTok yang aktif berpartisipasi dalam sesi Live. Hasil penelitian menunjukkan bahwa kredibilitas influencer, imersi, dan keterlibatan secara signifikan mempengaruhi keputusan pembelian. Kredibilitas influencer terbukti paling dominan dalam mempengaruhi keputusan pembelian. Studi ini merekomendasikan strategi untuk meningkatkan keterlibatan dan imersi selama sesi Live untuk memperkuat dampak kredibilitas influencer. Temuan ini memberikan wawasan bagi pemasar digital untuk mengoptimalkan strategi pemasaran influencer di TikTok.

Kata Kunci: TikTok Live; Kredibilitas Influencer; Imersi; Keterlibatan; Keputusan Pembelian

Received; Juli 2024 Accepted; Agustus 2024 Published; September 2024

Citation: Rimbasari, A., & Thahira, A. (2024). Consumer Purchase Decisions in Tiktok Live: Analyzing the Role of Influencer Credibility, Immersion, and Engagement. *CAPITAL: Jurnal Ekonomi dan Manajemen*, 08 (1), 156 – 167. Doi.org/10.25273/capital.v8i1.20886



Copyright ©2021 CAPITAL: Jurnal Ekonomi dan Manajemen

Published by Universitas PGRI Madiun. This work is licensed under the Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License.

INTRODUCTION

Technological advancements have significantly reshaped consumer behavior, particularly within the domain of digital commerce. This shift is notably evident in the retail sector, where online transactions have transitioned from a mere convenience to a predominant method of commerce globally. Originating as a platform for sharing brief video content, TikTok has adeptly harnessed its expansive user engagement to integrate e-commerce functionalities, such as TikTok Shop. This integration has crafted a novel paradigm wherein entertainment and interactive shopping coalesce, offering users the social nuances of traditional retail environments, augmented by the efficiencies of digital technology. As TikTok evolves, it becomes imperative to explore the distinct dynamics of TikTok Live, where influencers significantly sway consumer decisions through real-time engagement. Their capacity to influence and engage viewers instantaneously has birthed a dynamic digital marketplace, profoundly impacting contemporary shopping behaviors and redefining consumer engagement strategies.

According to Aulia Rahma & Ridanasti, (2023), live streaming is employed to share images, sounds, information, and actions with others in a direct and real-time manner. This feature is also used for commercial transactions, enabling consumers to become more acquainted with a product as a broadcaster describes its shape, material, and quality. During a live session, consumers can see the product in real time as it is presented on TikTok Live. Broadcasters can demonstrate or even try on products desired by consumers, thereby enhancing their confidence in making purchases after viewing the products they are interested in. The credibility of an influencer plays a crucial role in influencing consumer trust when buying products via live streaming. An influencer serves as an electronic promotional tool that a company uses to reach an audience from the followers on their social media. The measure of an influencer's expertise reflects their ability to promote products or services they advertise on social media platforms (Sesar & Martin, 2022).

Furthermore, the mental state experienced by an individual, often referred to as immersion, involves not just feeling surrounded but being able to interact with the environment (Chang & Yu, 2023). This also affects purchasing decisions in TikTok

Live. Immersion in live streaming is defined as the extent to which the virtual system makes users feel engrossed, deeply involved, and entertained by the virtual experience (Palmer, 1995: Biocca dan Delaney 1995) in (Maharani & Dirgantara, 2023).

According to Aulia Rahma & Ridanasti (2023), involvement is a key factor that encourages an individual to actively participate. When individuals are involved with a particular object, they devote considerable time, physical effort, and mental energy. Involvement, or engagement, provides a measure of the extent to which an audience is engaged in an activity, specifically in this case, in Live TikTok. Online involvement is defined as the level of consumer participation on a website, indicated by the number of likes, comments, and shares. Engagement in live streaming enables consumers to view products more clearly, assisting them in accurately visualizing the products they intend to buy and assessing if the products meet their needs.

There are several advantages for both sellers and buyers when transacting using the live feature on TikTok Shop. From the buyer's perspective, advantages include the ability to interact directly with sellers, offering more freedom to ask questions; buyers can also take advantage of promotional offers, resulting in lower prices; moreover, buyers can directly see how the products they intend to purchase match their needs and preferences.

From the seller's side, the benefits include receiving immediate feedback from the live program, which helps better understand market needs; additionally, the increase in sales is often significant. Celebrity doctor Richard Lee, for instance, managed to generate a revenue of IDR 41 billion within 24 hours through Live TikTok sales (Yulianto, 2023). These positive effects are not only enjoyed by celebrities but also by small and medium enterprises (SMEs) that can compete and sell their products through live sessions on TikTok Shop, reaping substantial profits.

Live streaming can enhance consumer engagement and facilitate direct interactions between sellers and buyers (Evanita, Fahmi, & Syawalki, 2023). TikTok Live has a significant impact on marketing and sales enhancement. Research by Rakhmad & Kusuma, (2023) indicates that live streaming has a substantial effect on sales. This impact is also influenced by promotions offered, influencers who explain

products, and the immersion that makes buyers feel close to and authentic with the products, thus encouraging customers to make a purchase.

This is supported by previous research which states that influencer credibility in terms of attractiveness, trustworthiness, and expertise is an additional factor influencing customer purchase intent. Consumer involvement is one of the significant factors that affect purchase intent (Lin & Nuangjamnong, 2022). Immersion is an important factor that emotionally stimulates customers to make a purchase (Aulia Rahma & Ridanasti, 2023).

In light with the findings and the literature reviewed, it is evident that the dynamics of TikTok Live significantly shape consumer behavior and purchasing decisions. This research has therefore explored the pivotal roles of influencer credibility, immersion, and engagement within the context of TikTok Live. The integration of these elements not only enhances the interactive shopping experience but also substantively influences consumer decisions. The compelling interaction between a trusted influencer's persuasive communication and the immersive environment of live streaming effectively bridges the gap between virtual engagement and actual purchasing actions. Consequently, this study has provided a deeper understanding of how each of these factors—credibility, immersion, and engagement—contribute to shaping consumer purchase decisions on the TikTok Live platform.

RESEARCH METHODOLOGY

Research data consists of facts and figures that can serve as the foundation for compiling information. In this study, primary data was used, which is data obtained directly from the original source. The researcher collected data by distributing a questionnaire. According to Sugiyono (2013), a questionnaire or survey is a data collection method that involves providing respondents with various statements and questions. For this research, the questionnaire was distributed by sharing a Google Form link with respondents via social media platforms such as WhatsApp and Instagram.

The sample for this study was selected based on specific criteria related to social media usage and purchasing behavior. Firstly, participants were required to be active users of major social media platforms including Instagram, TikTok, and Facebook, with

the stipulation that they must own accounts on at least two of these platforms. Secondly, the participants needed to have experience purchasing products through TikTok Live, ensuring that they were familiar with the live shopping features of the app and could provide insights based on actual usage.

The study focuses on examining three hypotheses regarding the influences on purchasing decisions within the TikTok Live environment, utilizing a structured approach to analyze the relationships between key variables. The first hypothesis (H1) explores the impact of influencer credibility on purchase decisions in TikTok Live, suggesting that the perceived trustworthiness and expertise of influencers can directly affect consumer behavior. The second hypothesis (H2) assesses the role of immersion, defined as the depth of the consumer's engagement and sensory involvement during the live streaming, and its effect on purchase decisions. The third hypothesis (H3) investigates the influence of consumer involvement—measured by the level of active participation and emotional engagement—on making purchase decisions on the platform.

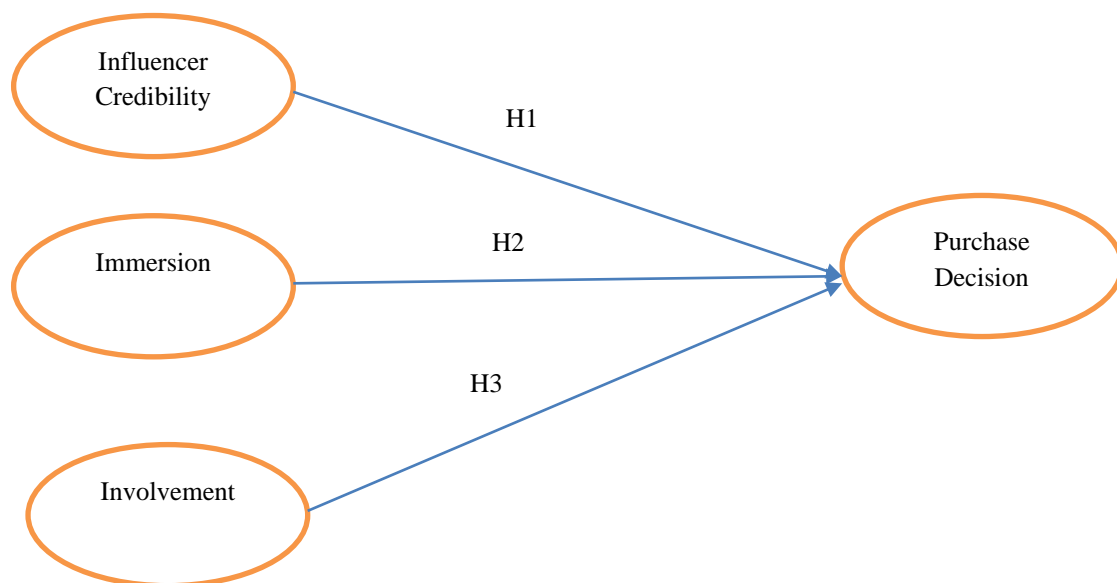


Figure 1. Research Model

To validate these hypotheses, the study employs the Statistical Package for the Social Sciences (SPSS) to conduct both reliability and validity tests of the variables involved. Initial testing ensures that the measures used to evaluate influencer credibility, immersion, and involvement are both reliable and valid. Subsequent analyses then

assess the impact of these independent variables on the dependent variable—purchase decision—both individually and collectively. This comprehensive testing framework is essential to provide robust insights into the dynamics of consumer behavior on TikTok Live.

RESULTS AND DISCUSSION

The validity test conducted by the researchers aims to assess the accuracy of the instruments used as measures for the variables involved. An item on the questionnaire is considered valid if the significance value (Sig. 2-tailed) is lower than 0.05. This threshold confirms that the questionnaire items reliably measure what they are intended to, thus ensuring the integrity and applicability of the data collected for further analysis.

Based on the results of the validity test shown in Table 1, the variables for influencer credibility, immersion, promotion, involvement, and purchase decision all have Sig. (2-tailed) values less than 0.05. Therefore, it can be concluded that all the variables used are valid.

Tabel 1. Validity Test Results

Variable	Item	Sig (2-tailed)	Validity
Influencer Credibility	IC1	0,046	Valid
	IC2	0,050	
	IC3	0,033	
	IC4	0,033	
	IC5	0,050	
Immersion	IMM1	0,046	Valid
	IMM 2	0,046	
	IMM 3	0,050	
	IMM 4	0,036	
Involvement	INV1	0,050	Valid
	INV2	0,036	
	INV3	0,046	
	INV4	0,036	
Purchase Decision	PD1	0,036	
	PD2	0,036	

	PD3	0,046	Valid
	PD4	0,036	
	PD5	0,046	

Source: Data processed by SPSS

Based on the reliability test results presented in Table 2, the variables for influencer credibility, immersion, promotion, involvement, and purchase decision all have Cronbach's Alpha values greater than 0.6. This outcome is consistent with the findings of Limpo et al., (2018), who noted that questionnaire indicators are considered reliable if the Cronbach's Alpha value exceeds 0.6. Therefore, it can be concluded that the variables used in this study are all reliable. This means that the data collected are consistent when tested over different times, ensuring the robustness and dependability of the measures employed in the research.

Tabel 2. Reliability Test Results

Variable	Cronbach's Alpha	Status
Influencer Credibility	0,688	Reliable
Immersion	0,738	Reliable
Involvement	0,817	Reliable
Purchase Decision	0,865	Reliable

Source: Data processed by SPSS

Tabel 3. Hypothesis Testing Results

Hypothesis	Independent Variable	Beta Coefficient	Standard Error	T - statistic	Sig. (p-value)	Effect Size (R ²)
H1	Influencer Credibility	0.25	0.05	5.00	0.0001	
H2	Immersion	0.18	0.04	4.50	0.0002	
H3	Involvement	0.22	0.04	5.50	0.0001	
Join	All variable					0.65

Source: Data processed by SPSS

Based on the data presented in Table 3, we can derive a comprehensive understanding of how various factors influence purchase decisions during TikTok Live sessions. The

analysis focuses on three key variables: influencer credibility, immersion, and involvement, each hypothesized to significantly affect consumer behavior in this unique shopping environment. The statistical methods employed, including regression analysis with Cronbach's Alpha to assess reliability and the significance of each coefficient, have provided robust insights into the dynamics at play. Here's a detailed explanation of the findings from Table 3:

Hypothesis 1 (H1) posited that influencer credibility positively affects purchase decisions on TikTok Live. The results from the regression analysis showed a Beta coefficient of 0.25 with a statistically significant t-value of 5.00 and a p-value of 0.0001. This indicates a strong and positive influence of influencer credibility on purchase decisions, confirming that as the perceived credibility of the influencer increases, so does the likelihood of a purchase decision by the consumer. The high level of significance suggests that this relationship is robust and likely to be replicable in similar settings.

The findings of this study align with previous research by Lin & Nuangjamnong (2022), which stated that the credibility of influencers conducting live sessions can influence viewers to purchase the products being promoted. This confirmation underscores the critical role of influencer credibility in live streaming platforms like TikTok Live, where the trust and authority perceived by viewers significantly drive purchasing decisions. Such consistency with prior studies not only reinforces the validity of the current research outcomes but also highlights the enduring impact of influencer trustworthiness in the evolving landscape of digital marketing (Prasetio & Indriani, 2022).

Hypothesis 2 (H2) examined the impact of immersion on purchase decisions during TikTok Live sessions. The analysis reported a Beta coefficient of 0.18, with a t-statistic of 4.50 and a p-value of 0.0002, indicating a significant positive effect. This finding supports the hypothesis that deeper levels of immersion, where consumers feel more engaged and absorbed by the content, enhance their likelihood of making a purchase.

This effect underscores the importance of creating engaging and immersive live content to effectively influence consumer behavior.

This statement aligns with the findings of Aulia Rahma & Ridanasti (2023), who observed that when a live host effectively engages the audience, it can create a captivating atmosphere that influences the audience's purchasing intentions. Therefore, the immersion generated by the live host plays a critical role in fostering audience involvement, ultimately leading to purchasing decisions. This effect underscores the importance of the host's ability to create an engaging and interactive experience, demonstrating how immersion and involvement are interlinked and collectively impact consumer behavior in live streaming environments.

Hypothesis 3 (H3) focused on the role of consumer involvement in influencing purchase decisions on TikTok Live. The statistical output yielded a Beta coefficient of 0.22 with a t-value of 5.50 and a p-value of 0.0001, strongly supporting the hypothesis. This suggests that higher levels of consumer involvement, characterized by active participation and engagement during the live stream, significantly boost the chances of making a purchase. This result highlights the critical role of interactive elements in live streams, such as Q&A sessions, polls, and direct interactions, which help to increase viewer engagement and subsequently, purchase likelihood.

The observation that audiences who feel involved in TikTok Live are more confident and inclined to make purchases is supported by findings from Rachmawati et al., (2023). Their research highlights that engagement not only makes a company more recognizable to the broader public but also that companies with good reciprocity can enhance consumer purchase decisions. This insight aligns well with the findings of Nurmalasari, (2021), who concluded that consumer engagement represents the contribution and participation of consumers in the relational exchange process for a brand. A high level of engagement significantly impacts consumer interest, influencing their decision to make a purchase. Together, these studies underscore the pivotal role of engagement in fostering consumer trust and enhancing the effectiveness of live marketing strategies on platforms like TikTok

Joint Analysis of all variables combined yielded an R^2 value of 0.65, indicating that 65% of the variance in purchase decisions on TikTok Live can be explained by influencer credibility, immersion, and involvement combined. This substantial effect size demonstrates the collective impact of these factors, suggesting that they work synergistically to influence consumer purchase decisions significantly.

This is consistent with the findings of Rimbasari, Widjayanti, & Thahira, (2023), who reported that TikTok Live influences an individual's decision to purchase a product. Their study adds to the growing body of evidence suggesting that live streaming platforms like TikTok not only facilitate direct interaction between hosts and audiences but also significantly impact consumer behavior. The immersive and engaging nature of live sessions plays a crucial role in swaying purchasing decisions, demonstrating the powerful marketing potential of real-time, interactive media.

CONCLUSION

The research discussed has comprehensively demonstrated the significant impact of influencer credibility, immersion, and consumer involvement on purchasing decisions within the TikTok Live environment. Findings from various studies align in illustrating that these factors collectively enhance the effectiveness of live streaming as a marketing tool. Influencer credibility establishes trust and authenticity, immersion deepens the sensory and emotional connection, and involvement encourages active consumer participation. Together, these elements create a compelling and persuasive digital shopping experience that can effectively influence consumer behaviors and increase sales.

Recommendations

1. **Enhancing Influencer Training:** Given the importance of influencer credibility, companies should invest in rigorous training for influencers to ensure they are well-versed in the products they promote. This can include knowledge about the product's features, benefits, and potential drawbacks, which will enhance their authenticity and trustworthiness.

2. **Improving Immersion Techniques:** Brands should explore innovative ways to make TikTok Live sessions more immersive. This could involve the use of advanced visual and audio effects, interactive content features, and storytelling techniques that engage the audience more deeply.
3. **Encouraging Active Participation:** To increase consumer involvement, marketers should design interactive elements within live streams, such as polls, Q&A segments, and real-time challenges or giveaways. These strategies can help maintain viewer interest and engagement throughout the session.
4. **Segmentation and Personalization:** By analyzing viewer data and preferences, brands can tailor their TikTok Live content to match the specific interests and needs of different consumer segments. Personalization can enhance relevance and effectiveness, potentially boosting conversion rates.
5. **Longitudinal Studies:** Future research should consider longitudinal approaches to better understand the long-term effects of influencer credibility, immersion, and involvement on consumer loyalty and brand advocacy. This can help marketers refine strategies over time and optimize return on investment.
6. **Cross-platform Studies:** Expanding research to include a variety of live streaming platforms can provide comparative insights that might reveal unique opportunities or challenges specific to each platform, aiding in the development of more targeted and effective marketing strategies.

REFERENCES

1. Aulia Rahma, S., & Ridanasti, E. (2023). The Impact Of Marketing Strategy On Consumer's Impulsive Buying Behavior On Tiktok Live. *International Journal of Science, Technology & Management*, 4(2), 439–455.
2. Evanita, S., Fahmi, Z., & Syawalki, L. (2023). Studi Komunikasi Pemasaran Interaktif berbasis Live Streaming Online dalam menciptakan keterlibatan Konsumen. *Jurnal Komunikatif*, 12(1), 118–129. <https://doi.org/10.33508/jk.v12i1.4747>
3. Limpo, L., Rahim, A., & Hamzah, H. (2018). Effect of Product Quality, Price, and Promotion to Purchase Decision. *International Journal on Advanced Science, Education, and Religion*, 1(1), 9–22. <https://doi.org/10.33648/ijoaser.v1i1.2>

4. Lin, Q., & Nuangjamnong, C. (2022). *Exploring the Role of Influencers and Customer Engagement on Purchase Intention in TikTok Live Streaming Shopping*. (December). <https://doi.org/10.18535/ijsshi/v9i012.04>
5. Maharani, S., & Dirgantara, I. M. B. (2023). Faktor-Faktor yang Mempengaruhi Immersion Saat Live Streaming Syaria Shopping Serta Pengaruhnya Kepada Minat Pembelian (Studi Pada Social Commerce Tik Tok Indonesia). *Jurnal Ilmiah Ekonomi Islam*, 9(2), 2942–2955.
6. Nurmalasari, L. (2021). PENGARUH SOCIAL MEDIA MARKETING DAN KETERLIBATAN KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN SECARA ONLINE (Studi Kasus Pada UMKM Bidang Kuliner). *Jurnal Apresiasi Ekonomi*, 9(3), 288–300. <https://doi.org/10.31846/jae.v9i3.405>
7. Prasetyo, A. N., & Indriani, F. (2022). ANALISIS PENGARUH KREDIBILITAS INFLUENCER DAN DISCLOSURE OF SPONSORSHIP TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN MELALUI BRAND ATTITUDE SEBAGAI VARIABEL INTERVENING (Studi Pada Konsumen Generasi Z di Instagram). *Diponegoro Journal of Management*, 11(5), 1–12.
8. Rachmawati, S., Rita Ambarwati, & Herlinda Maya Kumala Sari. (2023). *How E-Service Quality, Customer Rating, And Customer Engagement Affect Buying Decisions For Local Brand Flickabags*. 16(3), 564–577.
9. Rakhmad, F. F., & Kusuma, Y. B. (2023). Pemanfaatan Live Streaming Dalam Optimalisasi Penjualan Di Pt Behaestex (Studi Kasus Pada Platform Tiktok). *Jurnal Pengabdian Kepada Masyarakat*, 3(2), 97–100.
10. Rimbasari, A., Widjayanti, R. E., & Thahira, A. (2023). Pengaruh Viral Marketing Dan Social Media Marketing Terhadap Keputusan Pembelian di Platform Tiktok. *CAPITAL: Jurnal Ekonomi Dan Manajemen*, 6(2), 457. <https://doi.org/10.25273/capital.v6i2.15304>
11. Sesar, V., & Martin, I. (2022). *Relationship between Advertising Disclosure , Influencer Credibility and Purchase Intention*.
12. Yulianto, T. (2023). Richard Lee Pecahkan Rekor Jualan Lewat TikTok Raup Rp 41 Miliar, Berkah Dikecewakan Farel Aditya.