

CHAPTER I

INTRODUCTION

1.1 Background

Nowadays, internet has become a necessity for human living. Through its various benefits, people may practically and flexibly obtain the information they need, connect with people, and purchase things anywhere and anytime. According to Statista (2023), Indonesia is one of the biggest online markets worldwide. In 2022, over 224 million Indonesians have been accessing the internet, with popular online activities namely mobile messaging and social media (Statista, 2023).

As today, the function of the internet has far developed and branched out into an effective platform for business activities where sellers and buyers are able to do the chains of transactions in online platforms which is considered more practical. Since the arrival of the Internet and e-commerce, physical distance is less likely as a barrier to the market (Ying Tan and Xiaoying Li, 2022). The use of online communication media platforms for reaching business profit or so called digital marketing helps in reaching a wider audience and target particular segments. This might lead to more people becoming aware of a business's products or services, which would boost sales (Melody M. Cuevas, 2023). Therefore, quite a few new businesses are starting their selling activities in online media. This can be seen by the emergence of various kinds of new online businesses.

As a new media, social media platforms which were previously a platform to entertain, share information, and socialize, now are developed into a shopping platform where they provide selling and buying features for its users to shop online. As well as TikTok, a social media platform of short video-sharing that has quickly become one of the most popular apps (Alex Miltsove, 2022). In 2016, TikTok entered the market, and became most people's daily entertainment until present (Jianyu ma and Siwei Yu , 2021). This Bytedance app recorded a continuous increase in the number of monthly active users. In 2023, TikTok boasted 1.5 billion active monthly users (Business Of Apps, 2024). In October 2023, there were approximately 106.51 million TikTok users in Indonesia, according to We Are Social research (Databoks, 2023). By these numbers, Indonesia is the country with the second-highest number of TikTok users worldwide.

No.	Nama Data	Nilai
1	Amerika Serikat	143.408.000
2	Indonesia	106.518.000
3	Brasil	94.960.500
4	Meksiko	68.898.500
5	Vietnam	62.616.000
6	Rusia	59.121.000
7	Pakistan	48.122.000
8	Filipina	39.848.500
9	Thailand	38.088.000
10	Turki	35.746.000

Figure 1.1 TikTok Users Data in World

TikTok users in Indonesia are dominated by teenagers with an age range of 18-24 years old (Databoks, 2023). "We call it gen Z and gen Y, gen Y is millennial and gen Z below that, millennials aged 18-24 are the most TikTok users," said TikTok Indonesia's Head of Public Policy Donny Eryastha, in Jakarta.

Everyone who has signed up to a TikTok account are able to utilize the platform to produce contents in the form of audiovisual in various categories namely; sing or dance video; blog video; product testimonials video; and places references video; and even a video of marketing or promoting products or service. Various kinds of TikTok video content are uploaded and consumed by the public on a global scale which is providing everyone on the platform an information, knowledge, and new perspective. Users are able to interact with other TikTok users, by giving likes and comments on the videos that appear on their timeline or so called "for your page".

In 2020, due to the enormous negative impact of COVID-19, people's daily lives were forced to undergo major changes. Short video applications, especially TikTok, have experienced rapid growth which has significantly increased the marketing value of TikTok. The TikTok app was updated by including online shopping features with the purpose to transform into a social commerce in response to users' growing interest (Jianyu Ma and Siwei Yu, 2021). Therefore brands are able to promote their products and services through a variety of advertising forms available on the site, including in-feed commercials, sponsored

hashtag challenges, and branded effects, businesses are now able to engage with the TikTok community in creative ways. Many new brands utilized these features as the media for their business activities including marketing communication to expand the market, engage with potential customers, promote products, and increase sales of brands. According to Tjiptono (2008), marketing communication is an activity that seeks to disseminate information, influence or persuade, increase target market awareness of the company and its products, and is willing to accept, buy, and be loyal to the products offered by the company concerned.

Marketing communication has the goal of being able to build an emotional bond with the brand with the products offered to the wider community. One of TikTok features that is being intensively used by digital marketing teams of brands to boost their sales is TikTok Live Stream.

Live streaming is one of TikTok features that is usually used Live streaming is one of TikTok's features which is usually used as a medium for user expression in real time to the audience, but has changed its function to become a medium for promotion and real-time product sales by brands that use TikTok as social commerce (Susi Evanita, Zul Fahmi, Larisya Syawalki, 2023). Live streaming can increase consumer engagement and provide direct interaction between sellers and buyers. Live streaming has developed into a tool for product marketing that may effectively build consumer trust and convince them to make a purchase decision (Elvi Susanti and Suhroji Adha, 2023). Selling through live streaming could

present a shopping atmosphere in front of potential buyers to conduct the product offering, presenting product knowledge, and other pra-transaction activity to wider customers from any location without physical distance as a barrier. According to Snapcart, 38% of Indonesian consumers have ever participated in live streams of e-commerce products, and most of them find it helpful for their purchasing decisions (Rintis Eko and Togar Alam, 2023).

As of now, TikTok still become one of the platforms that people use for online shopping for the product or services they want or need through its live streaming feature (Oky Ivoniasari and Totok Wahyu Abadi, 2022). TikTok is innovating their application to be a marketplace platform targeting the audience of TikTok (Delicia Regina, 2024). According to Brunn, Jensen and Skovgaard in Apriadi & Saputra, A (2017), a marketplace is a place for entrepreneurs to build an interactive electronic media marketing to carry out the business and generate a transaction. The presence of online shops and its various supporting features helps consumers to shop easily and practically as it saves more time.

One of Indonesia local cosmetic brands that is adopting social media marketing strategy is Somethinc cosmetic brand. Somethinc is a local beauty and skincare brand from Indonesia which was founded in May 2019 by Irene Ursula. Irene Ursula as the founder of Somethinc stated that Somethinc's skin care products managed to steal the attention of the Indonesian people. At the beginning of its presence in 2019, Somethinc launched skincare products that focused on a series of skin care products ranging from treating acne, brightening, and improving skin

texture. Irene Ursula as the founder of Somethinc stated that Somethinc's skin care products managed to steal the attention of the Indonesian people.

As a newcomer, Somethinc managed to achieve total sales of IDR 53.2 billion and ranked first (Kompas, 2022). Their serum products are also the number one best-selling local serum products in several marketplaces. This is proven by the rank that Somethinc skincare product reached which in the first position in the "Top Brand" category for local serum sales in Indonesia. This data reflects the enthusiasm of the public towards purchase intentions for Somethinc serum products.



Figure 1.2 Kompas.co.id: Top 5 Facial Care Brands in Indonesian E-commerce with Sales above IDR 10 Billion

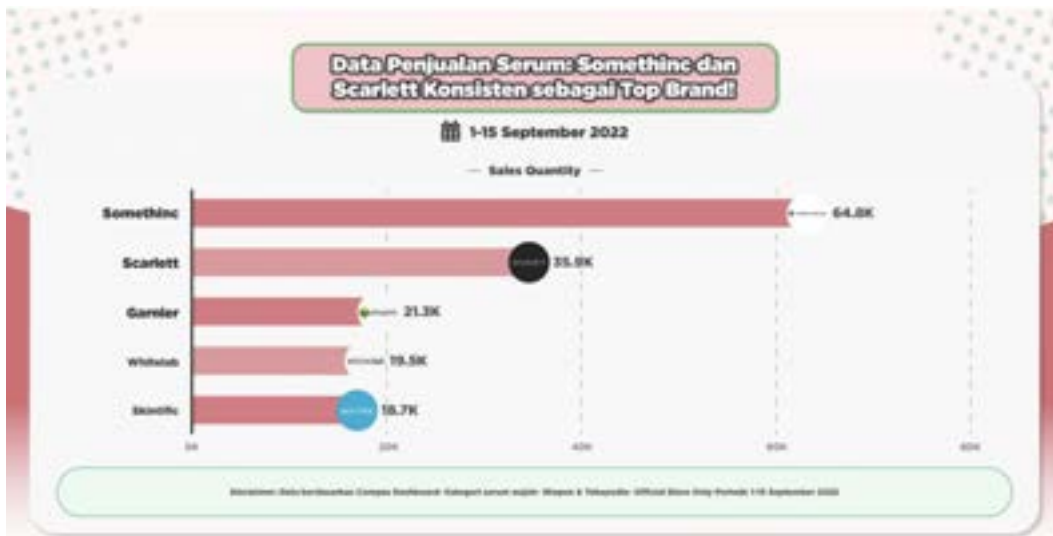


Figure 1.3 Kompas.co.id: Sales data for Serum: Somethinc and Scarlett consistently show them as Top Brands

Creative and innovative marketing communication strategies are their plus point where Somethinc actively innovates in their marketing campaigns, namely collaborating with well-known social media influencers, adopting the latest social media trends, and creating interesting content on social media. Therefore, Somethinc always seems to be able to market its products to social media audiences in a presentable and relevant way. According to a survey conducted by Katadata.co.id, Somethinc is in the 50 most popular, remembered, and preferred local brands in Indonesia in 2020 with the product's natural ingredients, an excellent selling service, and practicality of the access to it (Silfitri and Daniel, 2023).

At the end of 2021, Somethinc continued to innovate in cosmetic products with the launch of their first 120 makeup products. Based on Indonesians diverse skin conditions and tones which cause many of them find it difficult to find the match

makeup tone for their skin, Somethinc presents more than 120 types of makeup ranging from lip products (lip matte, lip tint, lip balm), eye makeup (eyeliner, eye shadows, brow products), and face base makeup products (concealer, foundation, powder) which adapted to various tones and conditions of Indonesian skin which make Somethinc brand different from other local makeup brands. Irene Urusla sets a big mission for her brand, to make Somethinc the first local brand to go global. "Our mission is very big, we want to be the first local brand that can penetrate the international market and Indonesian unicorns that can go abroad," said Irene in an interview with fimela.com. In addition, Irene wants her brand to be the best choice of cosmetic products for the people of Indonesia.

In contrast to the sales of skincare products which have succeeded in dominating the market and reached the first list of the "Top Brand" of local skincare, Somethinc's makeup products still need to improve its product quality, and determine an effective marketing communication strategies in order to compete with other local and imported makeup brands. Based on the sales trend of the best-selling local makeup brands for the April-June 2022 period, Somethinc is in 5th position with a market share of IDR 4,31% (Compas, 2022).

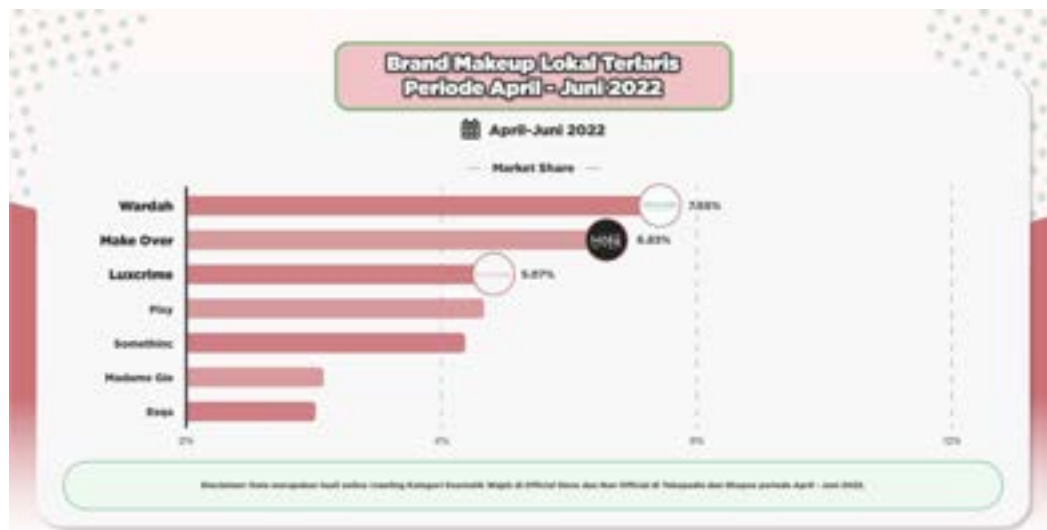


Figure 1.4 Kompas.co.id: Best-Selling Local Makeup Brands for the Period April - June 2022

According to the data above, Somethinc is still far below the other 4 local makeup brands that have been previously popular, namely; Wardah; Make Over, Luxcrime, and Pixy. Other than the tight competition with other local brands, there is still a negative stigma related to trust in the quality of local brands where many people think imported brands have better quality than local brands. Therefore, besides improving the qualities of Somethinc makeup products, they also need to intensify marketing communication strategies to attract consumer buying interest. Consumers who have a desire to select, utilize, and consume a product or service are said to have a consumer buying interest (Adi, 2015). Once the potential consumers have the interest to buy, then they may make a purchase decision. Companies need a strategy to attract consumers to make purchases of the products they offer (Swastha & Irawan, 2013). Before someone makes a decision to buy, there is a feeling of interest in buying in the minds of the consumers

(Kotler, 2009). The interest of making a purchase obtains a motivation which is recorded in the mind and will become an impetus for a consumer to finally feel compelled to fulfill his needs to actualize it by making a purchase.

One of the impacts from the development of interactive technology, marketing communication altered from a mass monologue form into an interactive discussion media (Alena Kussa, Anna, Ludmila, 2021). Social media is the most widely used communication tool in this modern world, and its appearance gives an easier access for people to communicate, collaborate, and share contents - this also applies in marketing communication activities (Aqila and Albari, 2023). It is highly effective for any marketers to interact with consumers (Ibrahim, 2022). All local cosmetics brands nowadays, have appeared on social media namely Instagram and TikTok to maximize the marketing communication so that they can reach wider audiences. As well as Somethinc who has been carrying out marketing communication through a TikTok account in reaching a wider audience in TikTok. Through this social media, Somethinc owned two accounts namely the @somethincofficial account which focuses more on marketing communication of their skin care products, and the @somethincmakeup account which markets the Somethinc makeup products. The two accounts have significant differences in audience reach. Accounts that market skincare products Somethinc (@somethincofficial) per day have reached up to 2.2 million followers. Meanwhile, an account that only markets Somethinc makeup products (@Somethincmakeup) has approximately 242 thousand followers. Even so, the

two accounts carry out similar marketing communications, namely by uploading informative and entertaining video content related to Something products and conducting live streaming shopping.

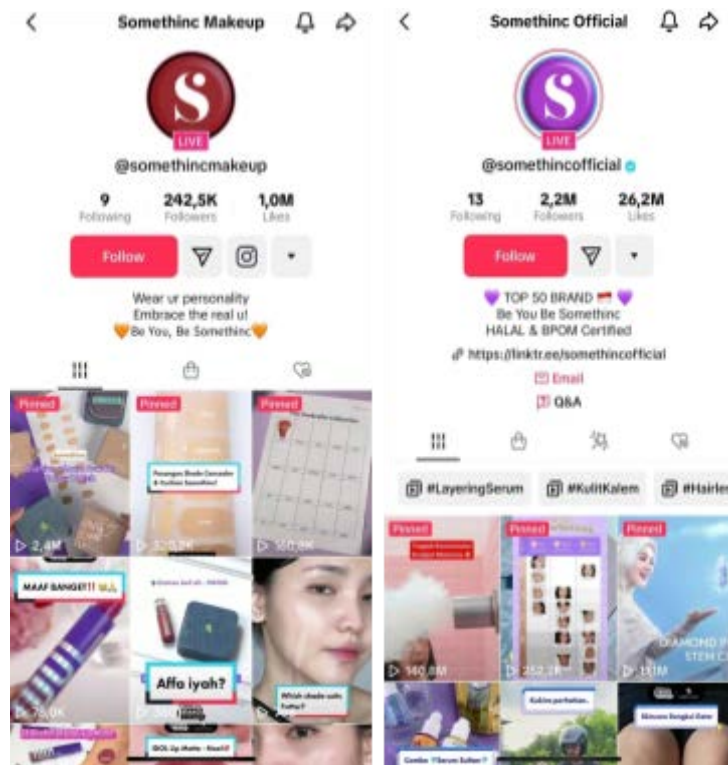


Figure 1.5 TikTok Account @Somethincmakeup and @Somethincofficial

Something makeup conducts live streaming shopping for 24 hours which is filled with intense and interactive marketing communication activities between Something live streamer team with potential buyers. There happens the explaining in detail about Something makeup products knowledge, products usage, as well as questions and answers that occur between the live streamer and potential buyers. Live streaming makes it easy for sellers and buyers to interact in real time and

communicate via the chat feature so as to increase sales (Marketeters, 2021).

1.2 Problem

In this era, various local cosmetic brands have landed with their product public's demands for beauty. The tight competition between these cosmetic brand encourages Somethinc, newcomer local cosmetic brand, to think of a creative marketing strategy in order to present their makeup product offer to influence buying interest and encourage potential consumers to make purchasing decisions, and succeeded in becoming the first local cosmetic brand to penetrate the global market and become the best choice of Indonesian people. Adapting to the current era, the role of social media is needed, especially in promotional activities and product marketing offered by the company to consumers so that local brands can compete in this era of development. Therefore, Somethinc carried out a marketing communication strategy through live streaming for 24 hours which was carried out on Tik Tok social media.

The problems found in this research are:

1. Does marketing communication live streaming on Tik Tok @somethincmakeup have an influence on consumers purchasing decisions?
2. Does marketing communication live streaming on Tik Tok @somethincmakeup have an influence on consumer buying interest?
3. Does marketing communication live streaming on Tik Tok @somethincmakeup have an influence on consumers' purchasing decisions that is mediated by consumer buying interest?

1.3 Research Purpose

This research has the objectives to:

1. Knowing marketing communication live streaming on Tik Tok @somethincmakeup influence on consumer purchasing decisions.
2. Knowing marketing communication live streaming on Tik Tok @somethincmakeup influence on consumer buying interest.
3. Knowing marketing communication live streaming on Tik Tok @somethincmakeup influences consumer purchasing decisions that is mediated by consumer buying interest.

1.4 Research Significance

Basically the research conducted is expected to provide a benefit. The benefits obtained from this research are:

1.4.1 Academic Significance

In terms of academics, it is expected that this research will provide knowledge in the area of communication science, particularly when it comes to the topic of marketing in the context of social media. This study is anticipated to be cited in subsequent research, particularly that which examines the impact of social media on consumer buying decisions.

1.4.2 Practical Significance

In terms of practicality, it is anticipated that research based on the findings of this study would be able to offer suggestions for Somethinc Official and similar

companies for content creation strategies on social media that are able to attract consumer buying interest and influence consumer purchasing decisions.

1.4.3 Social Significance

In terms of socially, the finding of this study have social implications that are beneficial to the larger community, particularly to those who like using cosmetic products, so that they can determine their preferences regarding Somethinc cosmetic products and find out the advantages and disadvantages of the product before buying it.

1.5 Theoretical Framework

1.5.1 Research Paradigm

The paradigm of positivism was applied in this research. Communication is a linear or causal process that represents the attempts of the message sender to alter the recipient's passive state of knowledge (Ardianto, 2009). The goal is to influence changes in knowledge, attitudes and behavior of passive recipients of messages. This communication occurs naturally in conveying a message so that it gets a response from others. The communication model used is a one-way communication model that is very easy to understand.

This positivism paradigm has several categories, namely social positivism, evolutionary positivism and logical positivism. This social positivism was put forward by Auguste Comte who stated that this social phenomenon that occurs can only be studied through positive sciences.

Furthermore, this evolutionary positivism paradigm is a view of the progress of a phenomenon that occurs on the basis of the development of science and this theory views that human progress is determined by the interactions that occur between humans and their nature.

The third category is logical positivism. This logical positivism began to develop in 1920. In this study, it is stated that the rational structure of society needs to be based on knowledge. This is because knowledge can be obtained if one scientific language is understood simultaneously and this language is referred to as the scientific language in the field of science.

1.5.2 The State of Art

There are several studies that are used as a source of reference or reference.

1.5.2.1 Research by Galih Ginanjar Saputra, Fadhilah (2022) entitled "The Effect of Instagram Live Streaming Shopping on Online Consumer Trust and Its Impact on Purchasing Decisions".

Social media is currently getting more attention from brands that use it as a platform to market their products to potential customers. With social media, brands are able to build relationships, good interactions with online audiences. Almost all social media are currently developing their respective social media features. As an example of the live streaming feature on Instagram, where this feature can be used by businesses to promote their products directly. Through these features, businesses can attract a wide variety of customers at a relatively

low cost compared to traditional media, this cost savings is the main attraction that social media can bring to business owners, especially newcomers with minimal resources (Redjeki & Affandi, 2021). In addition, social media makes it possible for people and organizations to create, distribute, and consume information and entertainment quickly and easily (Wollan et al., 2011). These reasons are considered to be factors that make business people tend to use social media. In making online transactions, consumers often feel less confident in doing so which ultimately limits them in using online shopping features (Gefen et al., 2003). The presence of the Live Streaming feature on Instagram social media is a solution for business people in an effort to build consumer trust when shopping online. Through live features on social media, it makes it easier for brand owners to show their products, provide more specific information of the products (product knowledge), answer questions from potential buyers or interact with potential buyers in real time. This study aims to analyze the effect of LSS on online consumer trust, to analyze the effect of trust on purchasing decisions, and to analyze the effect of LSS on purchasing decisions both directly and indirectly through trust in Instagram social media. This research was conducted on 105 respondents who had attended and made purchasing decisions through Live Streaming Shopping on Instagram social media. This type of research was conducted using explanatory research, with quantitative methods

1.5.2.2 Research by Indri Ferdiani Suarna (2022) entitled “Purchase Decisions on Live Streaming Shopping of TikTok Social Media Users in Bandung

Along with the development of technology in Indonesia, customers are

increasingly fond of shopping online to fulfill their needs. Changes in consumer behavior today make business actors more competitive. According to this, it can't be denied that the interest in online shopping may encourage business opportunities for Indonesian brand owners to start selling on online platforms. Therefore, this led to various online business platforms that have landed, including social media. Social media changed the way people or brands build relationships in today's society, for instance, the relationship of certain brands with its customers. Since the appearance of the new TikTok feature, TikTok shop has attracted the attention of users and potentially argued as a huge business opportunity for business owners. The threat from a seller's perspective is how to create a solid and long lasting brand image with a good reputation in the market and foster an image that can be emotionally connected to customers. This research is designed to identify the results of the impact of promotion, brand image and e-trust on purchase decisions on Live Streaming Shopping, TikTok social media users in Bandung. The research model used is a quantitative method with a total sample of 100 TikTok social media users. Data collection techniques using questionnaires and literature with the application of SPSS 25.

1.5.2.3 Research by Hellen Juliana (2023) entitled "The Effect of Live Broadcasts and Perceived Benefits on Purchase Intentions Through Consumer Trust in the Tiktok Shop Application"

Currently the TikTok application is one of the digital marketing media that is widely used by business people as an online shopping platform. In 2020, Tiktok had around 99.1 million users from Indonesia with a ratio of 68% female users

and 32% male users (Bulan & Rohmadani, 2022). Tiktok is an application for making short 15-second videos with music, filters, and several other creative features. Tiktok issued a feature, namely Tiktokshop, to provide opportunities for business people to market their products by utilizing their creativity to attract customer buying interest. One of the strategies by Tiktok Shop to attract consumers to make purchases is the live streaming feature. With the live streaming feature, sellers can record and broadcast their videos in real time and allow interaction between live streamers and viewers (Indriyani & Herlina, 2021). The Live feature makes it easy to communicate between sellers and potential buyers, especially regarding the products they sell regarding product quality, size, and materials in detail so that consumers can get quality products (Handayani et al., 2022). Consumers will feel that there are various benefits obtained (Mazruk & Aslami, 2022). The benefits obtained are the process of searching for information in the Tiktok Shop application which is very easy without having to leave the application, security in shopping and free shipping to discounted prices (Sari et al., 2022). With the many benefits felt by customers, it will lead to consumer behavior to make purchase intentions (Fawahan & Marianingsih, 2022). The purpose of this study is to determine the direct impact of live broadcasting, the perceived benefits on consumer trust, to know the direct effect of live broadcasting, the perceived benefits, consumer trust on purchase intentions and to find out the indirect effect of live broadcasting, the perceived benefits on purchase intentions through consumer trust. in the Tiktok Shop application. Data collection was carried out using information collection methods through a survey with a

questionnaire. Distribution of questionnaires using the Google form via social media. The population in this study are users who have used and shopped at the Tiktok Shop application in the Jabodetabek area. Questionnaires were collected by 145 respondents, the data was then processed using the SmartPLS

1.5.2.4 Research by Anisa, Ririn Risnawati, Nurul Chamidah (2022) entitled "The Influence of Word of Mouth Regarding Tik Tok Shop Live Streaming on Consumer Purchase Decisions"

The TikTok application has appeared since 2018 and is currently starting to increase in demand, one of the benefits that users get is doing business online (Sari et al., 2022). TikTok is a social media that displays content in the form of short videos which are also accompanied by audio. In the current era, consumers can shop easily while accessing the internet, one of which is using the TikTok application. Shopping activities with TikTok are suggested with very simple features. The TikTok shop feature offers a variety of products with a variety of MSME brands. In order to boost sales, brands must emphasize their focus on promotion strategies. Live streaming is considered one form of promotional strategy that has a broad scope and has a large impact. Live streaming is an interactive form of internet-based multimedia entertainment whose popularity is rapidly growing worldwide since 2011 (Hilvert-Bruce et al., 2018). Live streaming is defined as a platform of a trading feature which is able to integrate social interaction in a real time into electronic commerce. The presence of live streaming will build consumer confidence when shopping online. This activity can take place simultaneously, when the seller displays and presents his product. In

addition, consumers can communicate with other consumers to get the information they need about the type or quality of the product. The use of online media for shopping has become a new habit for the community which is quite popular because of its convenience, so that currently people consider shopping activities through online media to be one of the media to obtain daily necessities (Harahap & Amanah, 2018). According to Hawkins and Motherbaugh (Suryani, 2013) consumers have the interest towards a product through the learning of the product that can be obtained from experiences or observation of the use of the product by other consumers. This study aims to determine the effect of Word of Mouth regarding the live streaming of the TikTok shop on consumer purchasing decisions. The data analysis technique used in this study is parametric inferential statistics. Hypothesis testing uses a significance test with the determination of the null hypothesis (H_0) and the alternative hypothesis (H_a). This research is quantitative in nature with the data collection method carried out through distributing online questionnaires in the form of a Google form link via social media.

1.5.4 Elaboration Likelihood Model

1.5.4.1 Definition

The Elaboration Likelihood Model (ELM) a persuasion theory that aims to predict how and when a person will be persuaded or not by the message received regarding an offer was created in the middle of the 1970s by John Cacioppo a co-founder of the field of social neuroscience and Richard Petty, a renowned psychology professor at Chicago University (Littlejohn & Foss, 2012). Petty and

Cacioppo (1986) define elaboration as to what extent a person could think carefully about the relevance of the arguments in a certain communication topic. Elaboration means the amount of effort needed for a listener to comprehend, analyze, and remember a message before accepting or rejecting it. The ELM specifically discovered that, depending on the amount of work necessary, people reply to messages using one of two channels (although occasionally both). On the contrary, elaboration refers to how much information must be improved and developed before a choice can be made. Elaboration is considered to be high when a person exhibits high levels of motivation or cognitive ability. But the level of elaboration will be low if a person has low levels of skill and motivation. The Elaboration Likelihood Model describes how varying levels of engagement affect cognitive processing, persuasion, and attitude change.

Since its introduction, the ELM has been used in a variety of disciplines in the aim of enhancing public relations and influencing public attitudes and behavior. The ELM can be used in science communication since it takes into account the sender, recipient, and message characteristics to enhance communication.

The ELM aids in defining mechanism by which a variable is likely to have an impact, but it leaves room for additional theory of explain the direction of the effect based on additional factors (for instance, whether a variable acts as a positive or negative cue when thinking is low could depend on the meaning of that variable for the individual). As a result, the ELM can incorporate interactions that

take place at numerous places along the elaboration continuum in addition to the isolated effects of a single variable across the continuum. Certainly, one advantage of this theoretical framework is that it makes it simple to categorize a persuasion impact according to the degree of detail at which it is most likely to have occurred and the function it served. As a result, it is possible to make fresh predictions about the impacts that the same variable(s) might have using various elaborations or methods.

1.5.4.2 Persuasive Message

The Elaboration Likelihood Model provides a framework for predicting how variables are likely to affect persuasion via various mechanisms in various contexts (ELM; Petty & Cacioppo, 1986; see also Petty & Wegener, 1998a; Petty & Briol, 2012). In a nutshell, the ELM contends that the degree to which people elaborate on a message ultimately depends on their motivation and capacity to do so. The level of detail included in a persuasive communication impacts the likelihood that a particular persuasion variable will have the desired effect and the method by which it will do so. Peripheral cues are features linked with a message that indicate that the advocated posture is desirable but are independent of the central merits (defining attributes) of the attitude object. Peripheral cues can be used when elaboration is low. For instance, possessing numerous arguments in a message (Petty & Cacioppo, 1984) or a reliable source (Petty et al., 1981; Priester & Petty, 1995) might increase persuasion when elaboration is low, even if the arguments in the message are not particularly strong.

In one situation we evaluate a message in depth, carefully and with critical thinking, but in other situations we judge the message without care and just like without considering the arguments in the contents of the messages (Griffin, 2006). Therefore, ELM found that there are two paths that a person takes when experiencing a change in attitude, these two paths include; central routes; peripheral routes. Individuals who take the central route tend to think critically about the arguments underlying the message received, related to the issue and the recipient of the message will further examine the relevance of the argument before acting about an advertisement or a product. While those who choose the peripheral path make less cognitive effort and base their opinions only on the strength of their arguments and the endorser's physical appeal. According to (Park, Lee & Han, 2007), the level of client participation may have an effect and may reflect on how the same information is processed, according to the Elaboration Likelihood Model (ELM). Involvement is the view of a product's self-interest according to the needs, wants, and values of the customers themselves (Park, Lee & Han, 2007). A person's association with a product has a significant influence on the way they process information (Lee, 2009). In addition, a person's drive and capacity to understand messages affects their ability to decipher messages.

The model suggests that three parameters determine the option to take depending on the likelihood that your elaboration is likely to be high. Which are:

1. Motivation: refers to the amount of motivation the receiver has in

processing the messages. A high level of motivation also indicates a strong level of desire to process the material. Consider the scenario where the government introduces new tax breaks for newlywed couples. As opposed to someone who is not personally affected, you will be more driven to think about this topic if you believe that this tax adjustment could have an impact on your financial situation.

2. Ability: Even if we wish to elaborate, it could be challenging if we lack the ability to do so. This may occur, for instance, when you're in a noisy setting or when you lack sufficient knowledge of a topic to engage in in-depth thought.

3. Opportunity: Having the opportunity implies that you have the time to hear what is being conveyed, consider it, and then decide.

In a social media perspective, the concepts of ELM Framework should be the part of an hour of careful sifting, sorting, and replying used in the ELM Framework used to understand and evaluate the understanding of Elaboration Likelihood Model. The conceptual framework that emerges represents an important contribution to one of those professions in the Social Media world especially in TikTok. Moving the code over to do a front of the governance.

1.5.4.3 Assumption

Petty and Cacioppo stated that research on Elaboration Likelihood Models has given rise to the majority of hypotheses about how attitudes might change. The important concepts in this theory consist of Central Route (e.g. Argument Quality

and it will gain a more changed attitude). And also, Peripheral Route can gain more concepts (e.g. Peripheral Cues). This concept has been conducted and concerns about having issues and phenomena in that field.

Thus, the current study has three objectives: We start by reviewing recent or earlier research that was relevant in a related topic. The characteristics of the source and the recipients of a persuasive message in the social media environment, as well as how those characteristics can affect persuasive results, have also been studied within the ELM framework.

Further, we connect those impacts to the many functions these variables can perform at various levels of elaboration in likelihood models. These functions were impacted and offered to increase the planned and considered motivation of the audience. Message by recipient and message by source interactions, particularly in the context of social media, are the focus of our second review of research showing how aspects of the source, message, and recipient can interact with variables from other categories. We will discuss how these contacts led to persuasion and how that fits into the various roles concept.

The influence of marketing communication through live streaming on TikTok on consumer purchasing decisions can be explained using the Elaboration Likelihood Model (ELM). As mentioned above, the Elaboration Likelihood Model (ELM) is a persuasion theory aimed at predicting when and how someone will be persuaded

or not by messages received about an offer. Elaboration refers to how much information needs to be processed and developed before a decision can be made. Elaboration is considered high when someone demonstrates a high level of motivation or cognitive ability. However, the level of elaboration will be low if someone has low skills and motivation.

The Elaboration Likelihood Model explains how various levels of involvement affect cognitive processing, persuasion, and attitude change. This model is used to explain how marketing communication through live streaming can impact or influence consumer purchasing decisions by focusing on how companies ensure adequate skills for communication marketers as hosts during live streaming on the company's TikTok account (@Somethincmakeup). This enables them to effectively persuade and motivate potential customers through the message and its presentation, encouraging them to process the received messages well. As a result, prospective buyers are motivated to make purchases.

1.5.4.4 Important Case

- **Central Route**

Elaboration is processed through the central route when it is higher. Due to their high level of motivation, the audience in this instance carefully examines the message's contents. Systematic, cautious, critical, and precise thinking are characteristics of information processing of a person in the central route, as well as being full of thoughts pertaining to the arguments in the message (Griffin,

2006, p, 7). Individuals through the central route tend to use critical thinking and further research related objects before taking an attitude towards the advertised product. Individuals who act through the central route know what they need from a product they intend to buy. Therefore, before making a choice, they will first weigh all factors, including the pros and cons. Because the core route requires conscious thought and critical thinking, those who take it must be highly motivated, have the necessary skills and opportunities, and be resistant to distraction. Perception through the central route is considered long lasting.

According to O'Keefe's theories, the development of persuasion was significantly hampered by the lack of support for effect. The claim in the ELM that there are two paths to acquire additional rewards, especially in others routes, was most likely what caused it. In addition, there are two ways to influence attitudes: core and peripheral. The greater the relevance and the more interests and bargaining in other fields. According to the framework, ELM offers a generic framework for organizing, classifying, and comprehending the fundamental process communication fields. As a promotional media to influence each other. The main purposes of this study is to analyze the metrics of TikTok as a media that was considered in purchasing decisions for culinary products and also TikTok as a medium messages to detected the algorithmized in Social Media Marketing that has an impact on TikTok user's interests in online purchasing at Somethinc's Social Media especially on TikTok. The issue with this study was that it relied solely on anecdotal evidence. As well as in persuasive situations (such as the

source, audience, and message content in TikTok), persuasion has strong origins in human psychology. Individuals in the Social Media World can be involved and can be used to critical thinking and further research on the Central Route.

- **Peripheral Route**

Processing along the peripheral pathway involves only modest amounts of elaboration. The audience is not paying close attention to how well the message is working. As a result, additional factors like distractions might affect him or her. Individuals who are aware of what they're seeking but are not well-versed in the details are among these consumers. You don't actively evaluate the facts when you choose the peripheral route; instead, you frequently base your decision on:

1. Positive or negative cues you've picked up.
2. Rule of thumb.
3. What you've seen others do.

This route most likely happens as a result of some cues in persuasion, like the attractiveness of the source or the source's credibility, which then prompts change regardless of the value of the information released. A person's desire to avoid exerting cognitive effort when creating attitudes distinguishes information processing that occurs in the peripheral route, thus the possibility of elaboration is small (Stoltenberg, Leach, & Bratt, 1989). This approach prioritizes the message's source and looks at its supporting aspects because motivation and individual ability to examine messages or problems are low. You lack the time to thoughtfully consider each decision you make. By leveraging peripheral processing to automatically make lesser decisions, you may spend more time

considering the other crucial choices you need to make.

Park, Lee & Han (2007) mentions that people who choose the peripheral path frequently take shortcuts and pay attention to irrelevant information. An individual is more susceptible to peripheral cues, such as the qualities of information sources or discussions, when they are in a low participation condition. In the online consumer review concept, Park, Lee & Han (2007), explained that the amount of reviews (reviews) for a product demonstrates its popularity as a result of online word-of-mouth that is related to the volume of sales. In this case, people will have a tendency to believe that a product is popular and worth to be owned if there are numerous reviews from previous customers regarding the product. Furthermore, the number of reviews is likely to require consumers to rationalize their minds in making purchase decisions. In this context, the quantity of reviews will rise alongside the interest in purchasing.

According to this theory, peripheral route processing involves low levels of elaboration. The audience's lack of detailed examination of the message's effectiveness allows for an extension. Numerous social psychologists and sociologists have recognized the significance of attitude and how it can alter behavior in various contexts. With high confidence, people have been able to assess changes that have occurred in both positive and bad ways on social media platforms.

Contrarily several factors and procedures "really seem to indicate that there are only two fundamentally different "routes" to changing a person's attitudes." The ELM is an attempt to outline a framework that "takes one step toward a general theory of attitude change and approaches utilizing different processes to detected they really seem to indicate," according to its authors. The ELM is a member of a family of models known as the response hierarchy models. Its central and peripheral routes serve as its foundation. In recent and current years, the purpose of the multi-step model shows that the consumer undergoes when they move from a state of relative unawareness. One of the first (and perhaps the best known) in the social media marketing field. Although a number of cognitive theories of attitude change have been focused on the social media marketing field. Once elaboration is unrestricted (or moderate), if one produces believable and favorable influence, it can be expected to have an effect on their thinking and increase persuasion. A source's credibility may also cause people or influencers to perceive it as uncertain. For instance, peripheral theory messages can be defined into thoughts of the process. "Paying careful attention to the relevant information" is a path for this kind of persuasion. The center route to persuasion of the main messages in the Peripheral Route is almost exactly opposite the peripheral route.

The influence of Perceptual Structure on Brand performance on Social Media up the issues and also become an Entrepreneurial Marketing and Business in Communication Field. In the end, this suggests that effect is only associated with others and related fields especially in Marketing fields and the core of business in

the digitalization era.

1.5.5 Live Streams on TikTok

Live stream is a feature on social media where users can broadcast videos containing live activities and can also be seen and witnessed by other users. Viewers can react in the form of comments and likes on live broadcasts that are being held, so that interactions can be created in real time. According to Stewart (2018: 6-8), Live Streaming has several characteristics that can help its users:

1. *Fast*

This feature is fast and easy to use. It is able to record properly, and broadcast to other users on a global scale in good quality without the need to edit.

2. *Mobile*

This feature is flexible where it is possible for users to broadcast live from anywhere, anytime, since the main application is mobile to mobile. Viewers don't require expert tools, as long as they have downloaded the application with live stream feature.

3. *Accessible*

This feature is one of the features that is easily accessible. Besides that, it can build a more authentic feel for users, and is able to involve people to interact.

4. *Inexpensive*

This feature is free, only requires a paid internet quota. Business people who want to do mass advertising can take advantage of it without incurring additional costs. Plus, features can also reach a larger and wider audience.

5. *Personal and relatable*

Live Streaming is included as a face-to-face dialogue from one to many, which indirectly gives an intimate personal touch. In the beginning, it takes an emotional connection so that it can build a relationship between the brand and the audience.

6. *Conventional*

Live Streaming creates 2-way communication by providing a comment writing feature where viewers and live streamers can interact in real time. The most comments will be in the form of questions, which will build the conversation by involving the presenter to answer them.

7. *Live*

As the name suggests, Live streaming is live, unscripted, unpredictable and fun. Viewers can see firsthand the promotion process of a business, and can view live products online.

The definition of live streaming on TikTok according to David Erikson in Listra Jesika Pongratte, Jingli Liu, Monica Dita Pravita Widya Putri, Adouko Paulin (2023), is defined as a direct transmission feature where users can send transmissions directly from the application. Live streaming can add a higher and more effective level of interaction on the TikTok platform as it encourages users to interact in real time and intensely with their audience directly.

The presence of the Live Streaming feature on social media is an alternative means for business people in an effort to develop their image to attract consumers to make purchases when selling through live streams on social media. There is a

live feature on social media, helping business people to offer products in real time, educate potential customers about products, provide detailed information about products (product knowledge), answer questions from prospective buyers or communicate effectively and flexibly with prospective buyers. This is what makes Live Streaming Shopping different because it is considered more effective when compared to online shopping which is only through product catalog showcases or via chat. LSS makes it easier for consumers to see goods through multiple perspectives and can immediately ask questions about products, many consumers have begun to appreciate the ability to purchase through live streaming (Lu et al., 2018).

Something as one of local cosmetic brands that is currently developing their sellings and competing with other cosmetic brands, carried out live stream through TikTok application as one of their marketing communication strategies for their makeup products with purposes to gain buyers intentions in a scale of Tik Tok users.

1.5.6 Marketing Communication

Marketing communication is the interaction between producers and potential customers or customers through various types of available media. It is in the form of communication that is aimed at strengthening marketing strategies in order to reach wider segmentation.

According to Tjiptono (2008), marketing communication is an activity that seeks to disseminate information, influence or persuade, increase target market

awareness of the company and its products, and is willing to accept, buy, and be loyal to the products offered by the company concerned.

Marketing communication has the goal of being able to build an emotional bond with the brand with the products offered to the wider community. The marketing communication process begins with internal communication of the product with all its attributes to all those involved in the production process including employees. Then, for external marketing are activities carried out through media facilities outside the company such as advertising, personal selling, sales promotion and publicity.

The right marketing communication strategy can prevent and anticipate the company from losses caused by promotional activities that are not effective and efficient. In marketing studies, effective and efficient promotional activities can be included as part of the marketing communication mix concept.

Every company must have good and interesting communication so that the products offered can be accepted in the market. Because marketing communications is the beginning of the introduction of products that will be sold to consumers. Marketing communications can take place through various media, including print media such as newspapers, online media such as Instagram, Tik Tok, and so on.

1.5.7 Consumer Purchasing Decision

Kotler and Keller (2009) define a purchasing decision as the moment at which a customer has a choice, is prepared to buy something, and exchanges money for the commitment to pay for the ownership or use of a good or service. In determining purchasing decisions there are indicators that can be used according to Kotler and Armstrong (2012), namely:

1. Stability of a product

At the time of making a purchase, consumers will select one from a range of product options. Making a decision is based on the quality, and other factors that encourage consumer trust and assurance to purchase a necessary product. Consumers will be satisfied with the good quality of a product. .

2. Habits in buying products

Habit is the repetition of something that is done continuously in purchasing the same product. It will be uncommon and unlikely for consumers to switch to other products that they haven't experienced, once they have made a purchasing decision and feel suitable and at ease with the product selected, they will make it a habit.

3. Speed in deciding and buying a product

Heuristics are often used by consumers while making decisions. The use of heuristics is a rapid decision-making technique that relies on a broad principle and a limited amount of data.

4. Alternative selection in buying a product

Consumers usually have several alternative choices before they buy a product,

among the many alternatives that exist, consumers commonly choose one of them to be purchased.

5. There is behavior after making a purchase, namely by feeling satisfied, comfortable and chance to repurchase a product.

Consumers will make a real purchase if there is a buying interest in them (ee et al: 2014). Similarly, according to Wee et al. (2014) in Fatimah (2020), consumers will have the urge to make real purchases when they have interest in buying. Then, at the beginning the consumer makes a purchase decision the consumer previously explored detailed information about the product including comments or testimonials from other consumers about the quality of the product instead of just looking at the ad.

1.5.8 Consumer Buying Interest

Consumer buying interest is a human urge that develops into an interest in making purchases as a result of behavior and movement towards consumption-oriented products or services. This buying interest appears as a form of response from the object that shows its desire to make a purchase. Buying interest encourages a person to make a plan before purchasing a product he wants and the number of products he will buy. Purchase interest is one of the factors considered by consumers in making a decision to buy an item (Mulia, & Utamaningsih, 2021). wishes and you are at the stage where you just have to buy it. However, this can collapse if the product meets your wishes but you don't buy it due to other factors (Ustadriatul Mukarromah, Mirtan Sasmita, Lilis Rosmiati, 2022).

According to Balakrishnan et al., 2014 in Fatimah, 2020, consumer buying interest can be impacted by online marketing communication. To demonstrate that there is a substantial correlation between social media advertising and consumer buying interest, Jurnia and Rosyad (2015) in Fatimah (2020) researched the impact of social media advertising and buying interest.

Jurnia and Rosyad (2015) in Fatimah (2020) studying the impact of advertising on social media and buying interest prove that there is a significant relationship between advertising on social media and consumer buying interest. Following that, Luong et al. (2017) made a claim that buying interest has a favorable and significant impact on purchasing decisions. In other words, customer purchase decisions are influenced by buying interest.

1.6 Hypotheses

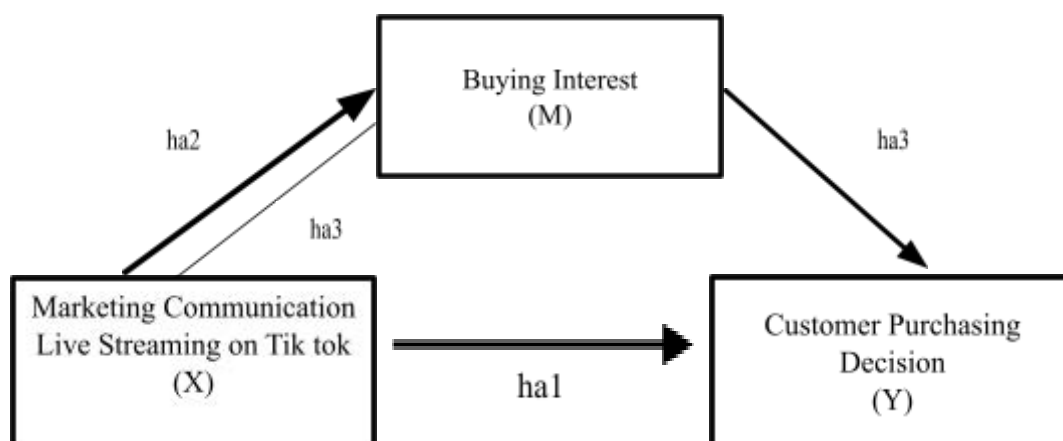


Figure 1.6 Research Model

From the model and equations, several hypotheses can be formulated:

The Influence of Marketing Communication Live Streaming on Tik Tok on Consumer Purchasing Decision

Ha1: There is positive influence between Marketing communication Live Streaming on TikTok on Purchasing Consumer Decision

The Influence of Marketing Communication Live Streaming on Tik Tok on Consumer Buying Interest

Ha2: There is positive influence between Marketing communication Live Streaming on TikTok on Consumer Buying Interest

The Influence of Marketing Communication Live Streaming on Tik Tok on Purchase Decisions with Consumer Buying Interest

Ha3: There is positive influence between Marketing communication Live Streaming on TikTok on Purchasing Consumer Decision that Mediated by Consumer Buying Interest

1.7 Concept Definitions

The variables in the study were divided between independent and dependent variables. Here's the explanation:

1.7.1 Live streams on TikTok

According to David Erikson in his book “TikTok Live Streaming: The Future of Interactive Content” in Erikson, 2021, live streams are a feature that can transmit messages directly so that users can interact directly from the application. Live streaming can add a more intense level of interaction on the TikTok platform as it allows users to communicate with their audience in real time. The presence of the

Live Streaming feature on Tik Tok's social media is used effectively by business people to attract consumers' buying interest in products offered online.

1.7.2 Consumers Purchasing Decision

Purchasing decision is a consumer's final decision in buying an item or service with certain considerations. Purchase decisions made by consumers describe how far the efforts of marketers in marketing their products to consumers.

1.7.3 Buying Interest

Consumer buying interest refers to a consumer behavior that is motivated by a desire to make a purchase or select a product and is based on prior experiences with choosing, using, and consuming—or even simply desiring—a given good or service. Buying interest appears as a form of response from the object that shows its desire to make a purchase.

1.8 Operational Definitions

1.8.1 Live Stream on TikTok

The activity of live stream on Tiktok is operationalized through following dimension (Song, C., & Liu, Y. 2021): (1) Streamer's credibility; (2) Media richness; (3) Interactivity

The live stream dimensions on TikTok consist of indicators including; Streamer's credibility, refers to streamer's attractiveness, streamer's skill, streamer's trust; Media richness, refers to the live streaming feature that keeps viewers focus, the

existence of feedback or conversation between the the streamer and the viewers;
Interactivity, refers to live streaming timekeeping, streamer's communication, and
streamer's social environment.

1.8.2 Consumer Purchasing Decision

According to Tjiptono (2012) consumer purchasing decisions is operationalized through following these dimensions and indicators namely; Product Choice with indicators product excellence and product variance; Brand Choice with indicators products popularity and brand image; Distribution Selection distributor location and convenience buying online; Purchase Time with regular purchase and purchase based on promotional; Purchase Amount with indicator numbers of product to be purchased and diverse payment method; and payment method with indicators ease of cash payment and ease of digital wallet payment.

1.8.3 Buying Interest

The following are dimensions and the indicators of Buying Interest; Transactional Interest, refers to interest to buy the products and buy product in the near future; Referential interest, refers to willing to recommend the product to others and worthiness to be future reference; Preferential interest refers to product of Somethinc Makeup is more attractive and product of Somethinc is customer's top choice; Exploration interest refers to product selection, product testimonials, and customer has explored the products before purchasing.

1.8.4 Operational Table

The following is the table of operationalization of variables that will be used in this research.

Tabel 1.1 Operational Variable

Variables	Dimensions	Indicators	Question
Marketing Communication Live Streaming on TikTok (X)	1.Streamer's credibility	Streamer's attractiveness	1. The TikTok account streamer @Somethincmakeup is captivating when promoting products.
			2. The TikTok account streamer @Somethincmakeup has an enjoyable demeanor.
		Streamer's skill	3. The TikTok account streamer @Somethincmakeup possesses good knowledge about products.
			4. The TikTok account streamer @Somethincmakeup is proficient in the products.
		Streamer's trust	5. The information provided by the streamer on the TikTok account @Somethincmakeup regarding the products is accurate.
			6. The TikTok account streamer @Somethincmakeup is honest in conveying product information.
	2.Media Richness	live streaming feature to keep viewers focus	7. The features on the live streaming @Somethincmakeup are easy to use.
			8. The live streaming features @Somethincmakeup help me obtain product-related information.
		Feedback or conversation between streamers and audience	12. The streamer on the TikTok account @Somethincmakeup is capable of answering my questions effectively.
	13. The streamer on the TikTok account @Somethincmakeup responds to my questions/comments promptly.		
3.Interactivity	Live streaming timekeeping	9. The streamer on the TikTok account @Somethincmakeup conducts live streaming punctually.	
		10. The TikTok account live streaming takes place during prime hours.	

Variables	Dimensions	Indicators	Question
		Streamer's communication	11. The TikTok account streamer @Somethincmakeup explains products using easily understandable words.
		Streamer's social environment	14. Real-time comments from other consumers enhance my knowledge about the product. 15. The background decoration of the streamer @Somethincmakeup helps me obtain information about the product.
Buying Interest (M)	1. Transactional interest	Interest to buy the products	16. I have a desire to purchase Somethinc Makeup products. 17. I plan to buy more than one variation of Somethinc Makeup products.
		Buy the product in the near future	18. I plan to purchase Somethinc Makeup products in the near future. 19. I plan to buy Somethinc Makeup products after watching the live streaming on the TikTok account @Somethincmakeup.
			2. Referential interest
		It is worthy to be referenced next	
	3. Preferential interest	Product of Somethinc Makeup is more attractive to customer	
		Product of Somethinc Makeup is customer's top choice	27. I will choose Somethinc Makeup products over other local makeup brands.
	4. Exploration interest	Find out about the prices of	28. I will observe the average prices of Somethinc Makeup products.

Variables	Dimensions	Indicators	Question	
		Something Makeup product selection	29. I believe there are different price variants for Something Makeup products.	
		Ask for Information on Something Makeup product from people who have used the product	30. I want to know testimonials about the performance of Something Makeup products from people who have used them.	
			31. I want to know the satisfaction of people who have used Something Makeup products.	
		Have studied the detail of the Something Makeup product before purchasing	32. I want to know in detail about Something Makeup products.	
	33. I will consider various aspects of the Something Makeup products I want to purchase.			
	Customer Purchasing Decision (Y)	1. Product Choice	Product excellent	34. I purchased Something Makeup products because their product quality is excellent.
				35. The Something Makeup products I received matched what was promoted on TikTok live stream.
			Product variants	36. I know that Something Makeup products have various product variants and functions offered.
				37. I am satisfied with the availability of various Something Makeup makeup product variants that can be chosen according to my needs.
		2. Brand Choice	Product popularity	38. I bought Something Makeup products because many people use them.
39. I know that Something Makeup products are often the latest topic of discussion.				
Brand image			40. I know Something Makeup has been used by many people.	
			41. I enjoy using Something Makeup products because many people also use them.	
3. Distribution selection		Distributor location	42. I know that Something Makeup products are easily available in many places.	
			43. Something Makeup products are available in various locations that make it convenient for me to make purchases.	
	Convenience of buying online	44. I can easily purchase Something Makeup products on online platforms.		
		45. I easily found various variants of		

Variables	Dimensions	Indicators	Question	
	4.Purchase time	Regular purchase	Somehinc Makeup products on online platforms.	
			46. I regularly purchase Somehinc Makeup products for my daily needs.	
			47. I buy Somehinc Makeup products every 1-3 months.	
			48. I purchase Somehinc Makeup products every 3-6 months.	
		49. I buy Somehinc Makeup products more than once every 6 months.		
		Purchase based on promotion	50. I can easily buy Somehinc Makeup products based on their promotions.	
			51. Somehinc Makeup offers many attractive promotions to me.	
		3.Purchase amount	Number of products to be purchased	52. I can easily buy Somehinc Makeup products regularly.
				53. Various payment methods provided by Somehinc Makeup make it convenient for me to make purchases.
		4.Payment method	Diverse payment method	54. Somehinc Makeup offers a variety of payment methods.
	55. Various payment methods provided by Somehinc Makeup make it convenient for me to make purchases.			
	Ease of cash payment		56. The payment process for Somehinc Makeup products can be done easily.	
			57. I can easily make payments with cash in Somehinc Makeup product transactions.	
	Ease of digital wallet payment		58. I know that Somehinc Makeup product transactions can be done using digital wallets.	
59. I can easily conduct Somehinc Makeup product transactions because of the option to pay with digital wallets.				

1.9 Research Method

1.9.1 Research Type

This study is using a quantitative approach. The type of this research is by giving

descriptive statistical findings. Reform research is conducted using quantitative research. Since there hasn't been any prior research, it was vital to perform this study in order to produce fresh research findings. The IBM SPSS Statistics 26 application will be used to process and carry out the results utilizing statistical data processing techniques (Sugiyono, 2018). Data can be displayed in a measurable manner through questionnaires. In this study, it can be used to analyze the subject matter very deeply. The goal is to try to solve a problem and an existing phenomenon.

The approach used is a descriptive approach. Serves as a descriptive and structured data presentation. In accordance with this method, the results will be related to the actual reality. This research aims to investigate how marketing communication live streaming influences consumer interest in purchasing Somethinc cosmetic items.

Survey research is the type utilized in this research. Survey research is a research conducted to find out the answers of research respondents using a questionnaire question sheet. The results of the answers will be collected and combined to answer the research problem formulation. This survey research is also a method of collecting data to find out the responses of respondents whose characteristics have been determined according to the research target.

1.9.2 Research Population

1.9.2.1 Population

The research population is someone who will provide information related to research needs. The subject is the object of the study, and the information is gathered to address the question posed by the research problem. The determination of the population of this research must be in accordance with the research criteria to be accurate. Some of the criterias determined in this research are:

1. Aged 18 to 24 years old. Based on considerations of Somethinc's market segmentation, demographically it is teenage women aged 15 years to adult women (Nadya Alyssia, 2021). Apart from that, the majority of TikTok users in Indonesia are teenagers aged 18-24 years (Databoks, 2023).
2. Living in a major city in Indonesia.
3. A user of the TikTok app and following the @somethincmakeup account.
4. Interested in cosmetics.
5. Has purchased cosmetic products from the Somethinc brand.
6. Has used cosmetic products from the Somethinc brand.

1.9.2.2 Sample

A sample is a portion of the total population with its characteristics. In this research, the sample consists of individuals who are interested in cosmetics, potential buyers of Somethinc cosmetic products, and TikTok users who follow the official TikTok account @Somethincmakeup.

1.9.3 Sampling Technique

By using non-probability sampling techniques, it means that it does not represent the chances for the entire population selected in this study. The sampling method is non-random. The sampling method uses convenience sampling techniques by distributing questionnaires using online forms.

To better represent the population, samples can be obtained using the Slovin formula. Some sources state that in the social sciences, the commonly used level of significance ranges between 90% to 95%. The sample size can be calculated using the Slovin formula with a standard error of 10%, formulated as follows:

$$n = \frac{N}{1+Ne^2}$$

With:

n : sample size

N : population size

E : standard error (10%)

If calculated using the Slovin formula, the minimum sample size used is 100 respondents, with the calculation process as follows:

$$n = \frac{N}{1+Ne^2}$$

$$n = \frac{287.100}{1+(287.100)(0,1)(0,1)}$$

$$n = \frac{287.100}{25.001}$$

$$n = 99,996$$

$$n \approx 100$$

Based on the formula above, the results obtained were that the minimum number of samples was 100 samples used in the research.

1.9.4 Data Type and Source

1.9.4.1 Data Type

Basically, data is classified into two types, including; quantitative (numeric), and qualitative (descriptive). According to Tavakol, M., & Dennick, R. (2011), Numerical data refers to data that can be measured with numbers, such as quantities, percentages, and statistical values. This type of data is usually collected through surveys, experiments, or records stored in databases. Qualitative data, on the other hand, refers to data that cannot be measured in numbers but is still important for understanding a phenomenon. This type of data is usually collected through observations, interviews, and focus groups.

1.9.4.2 Data Source

Sources of data are reference materials and literature in reviewing the problems to be studied. In this study the data sources are divided into two, namely:

1. **Primary Data Source**

Primary sources are the first and most important sources in research. Its function is to solve and answer the problem formulation. The source of this data is obtained from the results of the questionnaire and direct observation activities. Questionnaires will be given to respondents whose characteristics are determined then observations are made through social media Tiktok.

2. Secondary data sources

Secondary data sources are sources that function to support the first source, namely primary. The goal is to be able to provide the main source of strength in solving research problems. The purpose of strengthening in question is to complete the missing primary data. The results from primary sources through questionnaires cannot be corroborated by taking secondary sources such as through articles, journals and previous research.

1.9.5 Measurement Scale

Questionnaires are the research instrument used to obtain the needed data. A questionnaire is a series of questions distributed to individuals in order to compile data on a specific topic. When properly created and used, questionnaires can be a vital tool for drawing conclusions about specific people, groups, or entire populations. They are an efficient approach to elicit a wide range of data from a sizable population of respondents. The type of questionnaire used is the likert scale from 1-5.

1.9.6 Data Collection Techniques

The researcher conducted a literature review as one of the data collection techniques. In this case, the author sought various literature from various sources, including books, scientific journals, as well as theories cited as reference materials and literature reviews. The second data collection method used was through the use of a questionnaire, which is a survey that the author compiled based on the adoption of previous studies related to the variables to be explored in this

research. This questionnaire will be answered by relevant respondents drawn from the population through sampling

1.9.7 Data Analysis Techniques

1.9.7.1 Descriptive

Descriptive statistics is a statistical method used to summarize, describe, and analyze data in a more easily understandable form. The primary goal of descriptive statistics is to provide a clear overview of the available data, allowing for initial understanding without delving into deeper inference or generalization

1.9.7.2 Mediation Regression with Causal Step Method

The regression analysis of the mediation variable using the causal steps method developed by **Baron and Kenny (1986)**. To understand the mediation testing using this method, we can use a regression model diagram as shown in Figure X, and then we can write the following three regression equations:

$$\text{Equation 1: } \hat{Y} = \alpha_1 + cX$$

$$\text{Equation 2: } M = \alpha_2 + aX$$

$$\text{Equation 3: } \hat{Y} = \alpha_3 + cX + bM$$

In this test, variable M is considered a mediating or intervening variable between variable X and variable Y if it meets the following criteria:

In Equation 1, X significantly influences Y ($c \neq 0$).

In Equation 2, X significantly influences M ($a \neq 0$).