

CHAPTER IV

Research Findings

In this chapter, the results of hypothesis testing regarding the influence of marketing via TikTok live streaming (X), purchase interest (M), on consumer purchasing decisions for Somethinc makeup products (Y) will be discussed. To test the hypothesis, this research uses the SPSS (Statistical Product and Service Solution) application version 26 with Simple Regression and Multiple Regression formulas. The criteria for statistical test results regarding the significance of research results are as follows:

1. The hypothesis is accepted. If the significance value is $<$ alpha value (0.05), this means there is a significant influence.
2. The hypothesis is rejected if the significance value is $>$ alpha value (0.05), this means there is no significant influence.

3.4.1 The Influence between Marketing Communication Live Streaming on TikTok (X) towards Consumer Purchasing Decision (Y)

Ha1: There is a positive influence between Marketing Communication Live Streaming on TikTok (X) on Consumer Purchasing Decisions (Y)

Table 3.8 Coefficients for Equation 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	25.727	6.052		4.251	.000
Marketing Communication Live Streaming on TikTok (X)	1.332	.090	.830	14.727	.000

a. Dependent Variable: Consumer Purchasing Decision (Y)

Based on Table 3.8 above, the following equation can be made:

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

$$\hat{Y} = 25.727 + 1.332 X$$

The first equation shows a constant of 25,727, meaning that without the variable Marketing Communication Live Streaming on TikTok (X), the size of the Purchasing Decision (Y) is 25,727. Apart from that, there is a coefficient value for the Marketing Communication Live Streaming on TikTok which is 1.332, meaning that for every one unit increase in this variable this can increase the Purchasing Decision variable by 1.332.

Furthermore, regarding the influence of the Marketing Communication Live Streaming on TikTok (X) on Purchasing Decision (Y), it is known that the calculated t value obtained (14,727) exceeds the t table value (1.984), meaning that there is an influence of variable X on variable Y. Apart from that, the value obtained significance is 0.000 (Sig < α), meaning that the hypothesis is accepted or in other words there is a positive and significant influence of Marketing Communication Live Streaming on TikTok (X) on Purchasing Decision (Y).

3.4.2 The Influence of Marketing Communication Live Streaming on TikTok (X) on Buying Interest (M)

Ha2: There is a positive influence between Marketing via Live Streaming on TikTok on Consumer Purchase Interest.

Table 3.9 Coefficients for Equation 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	17.241	4.372		3.943	.000
Marketing Communication Live Streaming on TikTok (X)	.947	.065	.826	14.498	.000

a. Dependent Variable: Buying Interest (M)

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

$$M = 17.241 + 0.947 X$$

The second equation shows a constant of 17,241, meaning that without the Marketing Communication Live Streaming on TikTok (X), the amount of Buying Interest (M) is 17,241. Apart from that, there is a coefficient value for the Marketing Communication Live Streaming on TikTok which is 0.947, meaning that for every one unit increase in this variable this can increase the Buying Interest variable by 0.947.

Furthermore, regarding the influence of Marketing Communication Live Streaming on TikTok (X) on Buying Interest (M), it is known that the calculated t value obtained (14.498) exceeds the t table value (1.984), meaning that there is an influence of variable X on variable M. Apart from that, a significant value was obtained. of 0.000 (Sig < α), meaning that the hypothesis is accepted or in other words there is a positive and significant influence of Marketing Communication Live Streaming on TikTok (X) on Buying interest (M).

3.4.3 The influence of Marketing Communication Live Streaming on TikTok (X) on Consumer Purchasing Decision (Y) with Buying Interest (M) as a mediating variable

Ha3: There is a positive influence between Marketing via Live Streaming on TikTok on Consumer Purchase Decisions which is mediated by Consumer Purchase Interest.

Table 3.10 Coefficients for Equation 3

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
¹ (Constant)	11.755	5.309		2.214	.029
Marketing Communication Live Streaming on TikTok (X)	.564	.131	.352	4.318	.000
Buying Interest (M)	.810	.114	.579	7.112	.000

a. Dependent Variable: Consumer Purchasing Decision (Y)

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

$$\hat{Y} = 11.755 + 0.564 X + 0.810 M$$

The third equation shows a constant of 11,755, meaning that without the Marketing Communication Live Streaming on TikTok (X) and the Buying interest variable (M), the size of the Purchasing Decision (Y) is 11,755. Apart from that, equation three shows that the coefficient of the Marketing Communication live Streaming on TikTok is 0.564, meaning that for every one unit increase in this variable, this can increase the Purchasing Decision (Y) by 0.564. Apart from that, it is also known the coefficient value for buying interest (M) is 0.810 meaning that

every one unit increase in this variable, this can increase the Purchasing Decision (Y) by 0.810.

Based on the table above, the influence of the Live Streaming Communication Marketing variables on TikTok (X) and Purchase Interest (M) on Purchase Decisions (Y) has a calculated t value of 4.318 and 7.112, exceeding the t table value of 1.984, meaning that there is an influence of variable X on variable Y, and variable M on variable Y. In addition, a significance value of 0.000 ($\text{Sig} < \alpha$) was obtained, meaning that the hypothesis was accepted or in other words there was a positive and significant influence of Marketing Communication Live Streaming on TikTok (X) and Buying Interest on (M) Purchasing Decisions (Y).

Because both variables are influential and significant, it is known that the Buying Interest variable (M) can partially mediate the relationship between the Marketing Communication Live Streaming on TikTok variable (X) and Purchasing Decisions (Y).

3.4.4 Cross Tab Marketing Communication Live Streaming on TikTok and Customer Purchasing Decision

3.4.4.1 Cross Tab Buying Interest and Customer Purchasing Decision

Table 3.11 Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Marketing Communication Live Streaming on TikTok * Customer Purchasing Decision	100	100.0%	0	0.0%	100	100.0%

Buying Interest * Customer Purchasing Decision	100	100.0%	0	0.0%	100	100.0%
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The Case Processing Summary table in the row shows the observation variables, namely the live streaming marketing communication variable with the Customer purchasing decision variable, and the purchasing interest variable with the customer purchasing decision variable. The column section states the number and percentage of observations, both for valid, missing and total data. The amount of valid data is 100 samples or 100%.

Table 3.12 Crosstab (Marketing Communication Live Streaming on TikTok * Customer Purchasing Decision)

		Purchasing Decision			Total
		Rendah	Sedang	Tinggi	
Marketing Communication Live Streaming on TikTok	Rendah	6 (6%)	1 (1%)	0 (0%)	7 (7%)
	Sedang	12 (12%)	22 (22%)	5 (5%)	39 (39%)
	Tinggi	1 (1%)	11 (11%)	42 (42%)	54 (54%)
Total		19 (19%)	34 (34%)	47 (47%)	100 (100%)

The marketing communication live streaming on TikTok * Customer Purchasing Decision table explains in detail the response levels for each variable.

Table 3.13 Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate Tb	Approximate Significance
Interval by Interval	Pearson's R	.711	.053	10.020	.000c
Ordinal by Ordinal	Spearman Correlation	.715	.058	10.131	.000c
N of Valid Cases		100			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

The Symmetric Measure table shows the Pearson's R correlation, where a coefficient of 0.711 is obtained, this shows that there is a strong relationship between the marketing communication variable live streaming on TikTok and the Purchasing Decision variable. Apart from that, it is known about the value of Approx. Sig Interval by Interval is 0.00.

Hypotheses:

H0: There is no difference between the marketing communication variable live streaming on TikTok (X) and the Purchasing Decision variable (Y)

H1: There is a difference between the marketing communication variable live streaming on TikTok (X) and the Purchasing Decision variable (Y)

Based on the decision making guidelines, it is known that:

- If the value is Approx. Sig Pearson's R count $> \alpha$ then H0 is accepted.
- If the value is Approx. Sig Pearson's R count $< \alpha$ then H0 is rejected.

Obtained value Approx. Sig (0.00) $< \alpha$ (0.05) then H0 is rejected, meaning there is a difference between the marketing communication variable live streaming on TikTok and the Purchasing Decision variable.

Table 3.14 Crosstab (Buying Interest * Customer Purchasing Decision)

		Customer Purchasing Decision			Total
		Rendah	Sedang	Tinggi	
Buying Interest	Rendah	8 (8%)	3 (3%)	1 (1%)	12 (12%)

	Sedang	11 (11%)	18 (18%)	2 (2%)	31 (31%)
	Tinggi	0 (0%)	13 (13%)	44 (44%)	57 (57%)
Total		19 (19%)	34 (34%)	47 (47%)	100 (100%)

The buying interest * Customer Purchasing Decision table explains in detail the level of response for each variable.

Table 3.15 Symmetric Measures

		Value	Asymptotic Standard Error ^a	Approximate T ^b	Approximate Significance
Interval by Interval	Pearson's R	.721	.056	10.305	.000c
Ordinal by Ordinal	Spearman Correlation	.744	.054	11.025	.000c
N of Valid Cases		100			

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on normal approximation.

The Symmetric Measure table shows the Pearson's R correlation, where a coefficient of 0.721 is obtained, this shows that there is a strong relationship between the buying interest (M) variable and the Customer purchasing decision (Y) variable. Apart from that, it is known about the Approx value. Sig Interval by Interval is 0.00.

Hipotesis:

H0: There is no difference between the purchasing interest (M) variable and the Customer purchasing decision (Y) variable

H1: There is a difference between the purchasing interest (M) variable and the Customer purchasing decision (Y) variable

Based on the decision making guidelines, it is known that:

- If the value is Approx. Sig Pearson's R count $> \alpha$ then H0 is accepted.
- If the value is Approx. Sig Pearson's R count $< \alpha$ then H0 is rejected.

Obtained value Approx. Sig (0.00) $< \alpha$ (0.05) then H0 is rejected, meaning there is a difference between the purchasing interest (M) variable and the Customer purchasing decision (Y) variable.

3.5 Discussion

3.5.1 Theoretical implications

This research contributes to adding to the literature and empirical evidence that all the variables contained in this research support previous research. This research proves several variables supporting previous research whose results have a positive and significant effect on purchasing decision variables.

The mediator variable, Buying Interest, has been empirically proven to be able to mediate the relationship between live streaming marketing communications on social media (TikTok) and customer purchasing decisions. This is aligned with the Elaboration Likelihood Model (ELM) which provides a framework for predicting how variables are likely to influence persuasion via various mechanisms in various contexts (Petty & Briol, 2012). The marketing Communication of Live Streaming on TikTok including the streamer's credibility, media richness, and interactivity, is able to have a persuasive influence on customer buying interest in

the context of social media marketing through live streaming to its audience. Live streaming shopping increases purchasing intentions (Zhang, et.al, 2019).

As a mediator role, the purchase interest variable influences the customer's purchase decision variable as the results of the research above show that there is a large influence of the purchase interest variable on the purchase decision variable. An increase in purchasing interest resulting in purchasing decisions, (Ridwan et al., 2020). In other words, live streaming communication marketing on TikTok can encourage customer buying interest which then makes customers buy products.

Based on the research results, it appears that the inclusion of mediator variables takes over some of the roles of independent variables in influencing purchasing decision variables. This can be interpreted as saying that the mediating variable (purchasing interest) in this research has a contributing role in influencing customer purchasing decision variables. Buying interest acts as an intermediary between marketing communications and purchasing decisions, which means that messages in marketing communications can influence buying interest, which in turn influences consumer purchasing decisions. Thus, the buying interest variable plays an important role in explaining how marketing communications can influence consumer purchasing decisions, although not perfectly, but through a partial mediation process.

Partial mediation refers to a situation where the mediator variable (intermediary) only partially mediates the relationship between the independent variable (explanatory variable) and the dependent variable (outcome variable). That is, the mediator plays the role of a partial intermediary in the influence between the independent variable and the dependent variable, while there are other factors that also influence the relationship.

3.5.2 The Influence of Marketing Communication Live Streaming on TikTok towards Consumer Purchasing Decisions

The first hypothesis is there is a positive influence of marketing communication live streaming on TikTok towards consumer purchasing decisions. As assumed by the model used in this research, namely the Elaboration Likelihood Model (ELM). The ELM believes that the process of individual adoption of information is a persuasive process. When consumers receive information, they will make a series of judgments about the reliability of the information, which can further influence their decision making in adopting the information (Ho and Bodoff, 2014). Different types of information processing processes are represented as central routes and peripheral routes in ELM theory (Cacioppo et al., 1986). In the central channel, consumers are interested, motivated, and able to process information. They will seriously consider the information argument and evaluate the attributes of the information argument, so as to change attitudes, change purchasing intentions, and make purchasing decisions.

In this research, ELM is applied in the process of conveying information or messages related to products via live stream marketing communications on TikTok social media to users and potential buyers on the TikTok @SomethincMakeup account so that it can encourage potential buyers' motivation to make purchasing decisions. In addition, (Sun et al., 2019) shows that the seller's ability to interact with customers, show products to customers, to directly respond to customer questions, and personally help guide customers in shopping has a positive effect on shopping involvement and purchase intentions.

Based on the hypothesis test carried out in this research, live streaming communication marketing activities on TikTok have a significant influence on respondents' purchase. Not only is the live stream host, the background and comments given by other users while the live stream is in progress are also sources for viewers to obtain product information and process it. In addition, the delivery method used by the live stream host account @somethincMakeup on TikTok has the potential to motivate viewers to process information via a central route so that consumers are interested, motivated, and able to process the information. They will seriously consider the information argument and evaluate the attributes of the information argument, so as to change attitudes, change purchasing intentions, and make purchasing decisions.

This makes the Elaboration Likelihood Model applicable in this research. So, conveying messages or information in live streaming marketing communication

activities on the TikTok application has an impact on how viewers process information so that they experience changes in attitude and make purchasing decisions.

3.5.3 The Influence of Marketing Communication Live Streaming on TikTok towards Buying Interest

The second hypothesis in this research is that there is an influence of live broadcast marketing communication on TikTok on consumer purchasing interest. The Elaboration Likelihood Model is also applied to this variable. Petty and Cacioppo (1984) define the central route in the ELM model as 'attitude change resulting from a person's careful consideration of information that reflects what the person feels are the true merits of a particular attitudinal position'. Individuals who are highly motivated to consume messages and who have a high ability to understand the message topic are expected to process messages via the central route. According to O'Keefe (2013), there are two important factors that influence the emergence of elaboration on the central route, the first is whether the message tends to support the recipient's position. The recipient will feel benefited if the message they receive supports their position and vice versa. Then the second important factor that influences the emergence of elaboration is the strength of the argument, namely the quality of the message. The presentation of quality messages will support elaboration and therefore the influence of persuasion can be said to be successful (Park, Lee & Han, 2007). Therefore, in this research, it is assumed that the quality of the @somethincmakeup product message/information

and the way it is presented in the live streaming of the TikTok application are important aspects that can encourage audiences to process the message/information they receive via the central route or it could be said that they can seriously consider information arguments and evaluate the attributes of information arguments, so that they can change attitudes, change purchasing intentions (Cacioppo et al., 198). It is known that a seller's ability to interact with customers, show products to customers, to directly respond to customer questions, and personally help guide customers in shopping has a positive effect on shopping involvement and purchase intention (Sun et al., 2019).

Based on the hypothesis test carried out in this research, live streaming communication marketing activities on TikTok have a significant influence on respondents' purchasing interest in Somethinc Makeup products. The ability to deliver the live stream host's message, the background of the live stream, comments given by other users while the live stream is in progress, the accuracy and speed of the host in responding to viewers' questions/comments become one unit to support the audience in processing the product message. In addition, the way the product information/message is delivered by the live stream host account @somethincMakeup on TikTok determines whether the way it is delivered can create motivation for the audience to process the information via a central route so that consumers are interested, motivated, and able to process the information. The results of the research show that the ELM model can be applied in this research.

3.5.3 The Influence of Marketing Communication Live Streaming on TikTok with Buying Interest towards Consumer Purchasing Decisions.

The third hypothesis in this research is that there is an influence of live broadcast marketing communication on the TikTok account @Somethincmakeup on purchase interest on purchasing decisions. Elaboration Likelihood Model juga diterapkan pada variabel ini. Buying interest appears as a form of response from the object that shows its desire to make a purchase. According to studies, consumer buying interest can be impacted by online marketing communication (Balakrishnan et al., 2014 in Fatimah, 2020). According to Wee et al. (2014) in Fatimah (2020), consumers will have the urge to make real purchases when they have interest in buying. Therefore, consumers will continue to make purchases when there is encouragement of buying interest. The live streaming features on TikTok application 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). With the many benefits felt by customers, it will lead to consumer behavior to make purchase intentions (Fawahan & Marianingsih, 2022).

These are proven by the results of this research outcome which shows that there is influence of marketing communication live streaming on TikTok application with buying interest towards consumer purchasing decision of Somethinc Makeup products. The hypothesis is accepted where marketing communication live streaming on TikTok has an influence on consumer buying interest and consumer

purchasing decision. Also, marketing communication live streaming on TikTok with consumer buying has an influence on consumer purchasing decisions.

In terms of academics, this research's result provides knowledge of how social media marketing communication can influence consumer purchasing decisions. This research also can be helpful as reference for future researchers with a similar topic which is social media marketing communication. Specifically, this research provides a statement of marketing communication live streaming on Tik Tok has a positive influence on buying interest and purchasing decisions with valid statistical calculation results which can be added as a supporting argument in further research. Other than that, this research also provides knowledge of how a mediator variable mediates independent variables towards dependent variable. In this study, marketing communication live streaming on TikTok as independent variable indirectly influences the consumer purchasing decision as a dependent variable through buying interest as a mediator variable. The research's result indicates that the mediator variable (buying interest) partially mediates the influence of marketing communication live streaming on TikTok towards consumer purchasing decisions. This knowledge may help future researchers with research topics that are using mediator variables.

3.5.3 Practical Implications

From a practical perspective, this research shows the results of how live streaming marketing communications on TikTok carried by the Somethinc Makeup brand have an impact on potential consumers' buying interest and purchasing decisions.

The research results show that many aspects of live streaming marketing communications on TikTok have their own value which reflects how much these aspects can influence potential consumers of Somethinc Makeup in considering being interested and changing attitudes and ultimately making a purchase. Each aspect of the marketing communication live streaming in TikTok includes; streamer's interaction skill with the audiences; streamers' attractiveness; the responsiveness of streamer to the audience's questions and comments; and many others. During live-streaming-shopping sessions, consumers are continuously stimulated by evaluation cues, such as interactions with broadcasters and co-viewers (Ma et al., 2022) which make these aspects are considered crucial to attract consumer's buying interest to purchase decisions. Therefore, this research is very helpful since it shows results in the form of statistical calculation values for each aspect of live streaming marketing communications on TikTok carried out by Somethinc Makeup which illustrates how big and small the influence of these aspects is on consumer buying interest and purchasing decisions. This leads to a solution for Somethinc Makeup brand to improve the quality of their live streaming marketing communication in aspects that have low value. For instance, the statement of "the responsiveness of live stream host responds to viewers' comments and questions." gained low value. Therefore, Somethinc Makeup needs to improve the alertness of its live streaming host to be responsive to questions and comments from their live stream viewers. The role of live streaming host is crucial as they are the intermediaries between merchants and consumers. Streamers are utilized as the third-party identity to enhance consumers' shopping

need awareness and persuade their online shopping decisions (Wang, Ye and Lu, Zhicong and Cao, Peng and Chu, Jingyi and Wang, Haonan and Wattenhofer, Roger, 2021).

In conclusion, this research provides solution for Somethinc Makeup brand to improve every single aspects particularly their marketing communication live streaming host in social media in order to attract consumer buying interest and purchasing decisions.

3.5.4 Social Implications

In terms of social, this research aims to present how marketing communications carried out by the Somethinc Makeup brand via TikTok to social media audiences can increase interest in buying Somethinc Makeup products. Supported by prior studies, it is found that the immediacy, interactivity and immersiveness in live streaming shopping activity makes it more attractive to consumers than traditional online shopping modes (Liang et al., 2011; Haimson and Tang, 2017; Cai et al., 2018). This research presents information related to Somethinc Makeup which can be used by the public as a consideration when wanting to buy Somethinc Makeup products. Through this research, potential buyers of Somethinc makeup product could analyze all the information given by this research related to Somethinc makeup brand. In addition, research can encourage efforts to increase consumer literacy, namely consumers' ability to understand, evaluate and respond to marketing messages more critically. Better consumer literacy, consumers can make more informed and appropriate purchasing decisions.