

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

In this chapter, the conclusions drawn from the explanations in the previous chapters as well as recommendations that can be useful for interested parties are presented.

4.1 Conclusions

In this chapter, the conclusions drawn from the explanations in the previous chapters as well as recommendations that can be useful for interested parties are presented.

1. There is a positive influence between marketing communication live streaming on TikTok towards consumer purchasing decisions of Somethinc Makeup products. This is proven by simple regression with obtained calculated t (14,498) exceeds the t table (1,984) with value obtained significance is 0.000. This result is aligned with the theory of Elaboration Likelihood Model (ELM) which describes how varying levels of engagement affect cognitive processing, persuasion, and attitude change.
2. There is a positive influence between buying interest on TikTok towards consumer buying interest. This is proven by simple regression with obtained calculated t (14,498) exceeds the t table (1,984) with value obtained significance is 0.000. This is aligned with the Elaboration Likelihood Model which explains that the characteristics of the source in the social media environment might affect persuasive results on recipients.

3. There is a positive influence between marketing communication live streaming on TikTok and consumer buying interest of Somethinc Makeup products. This is proven by multiple regression, the obtained calculated t (4,318, buying interest), and (7,112, purchase decision) exceed the t table (1,984) with value obtained significance 0.000. The buying interest variable mediates partially the marketing communication live streaming on TikTok variable towards consumer purchasing decisions of Somethinc Makeup products variable. Partial mediation occurs when not only is there a significant relationship between the mediator and the dependent variable, but there is also a direct relationship between the independent variable and the dependent variable (Erlina, 2016). The result is aligned with ELM that 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.

4.1 Recommendations

4.1.1 Theoretical Recommendations

Based on the results of this research, it is shown that ELM believes the process of individual adoption of information is a persuasive process. When consumers receive information, they will make a series of judgments regarding the reliability of the information, which can then influence their decision making in adopting the information (Ho and Bodoff, 2014). According to ELM, there are two information processing routes, namely the central route and the peripheral route, where the

central route tends to show someone is impressed, motivated, and able to process information well. In this research, ELM is applied in the process of conveying product-related information or messages 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. Therefore, it is proven that ELM is aligned with this research model.

The theoretical recommendation that can be provided by this research is that communication marketers from the Somethinc Makeup brand need to improve the quality of messages that will be conveyed to social media audiences when marketing Somethinc makeup products on live streaming on TikTok. Adequate message quality can encourage potential buyers' motivation and interest in processing the messages conveyed by streamers during live streaming. 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. Therefore, this research provides recommendations to Somethinc Makeup communication marketers to improve the quality of persuasive messages, so that messages delivered via the central route are processed and purchase interest arises which ultimately influences the creation of purchasing decisions for Somethinc makeup products.

4.1.2 Social Recommendations

The research result is useful for other similar companies' sources of information to carry out marketing communication activity in social media particularly, TikTok. Therefore, this research recommends similar companies to carry out marketing communication activity to promote the products through live streaming shopping in TikTok application to increase the chance in engaging consumer's buying interest and purchase behavior. In addition, this research also recommends to communication marketers of other similar companies to improve marketing messages to be more persuasive to encourage potential's buyers ' motivation and interest to finally make a purchase.

4.1.3 Practical Recommendation

1. The research results indicate that the majority of respondents who rated "Strongly Agree" with a percentage of 48% was the indicator measuring "TikTok users on the @Somethincmakeup account respond quickly to my questions/comments," which means that most respondents disagreed with the statement, resulting in a low final score for this indicator. Therefore, the recommendation that can be given is that the live streaming hosts from the @SomethincMakeup account should be more responsive in addressing comments and questions raised by the audience during live streaming.
2. The research results show that the second lowest majority of respondents who selected "Strongly Agree" with a percentage of 50% was the indicator measuring "TikTok users on the @Somethincmakeup account do live streaming on time." This indicates that the majority of respondents disagreed with the statement that users of the TikTok account @somethincmakeup

conduct live streaming on time. Therefore, the recommendation that this research can provide to Somethinc Makeup marketing communication practitioners is to carry out marketing activities through live streaming for the TikTok @SomethincMakeup account in a timely manner, regularly, and at times when the audience is active on social media.

3. The research results show that the second lowest majority of respondents who selected "Strongly Agree" with a percentage of 50% was the indicator measuring "The decoration of the @Somethincmakeup streamer's background helps me obtain information about the products," which means that many respondents still provided unfavorable responses to this variable. Therefore, the recommendation that can be given from this research to Somethinc Makeup marketing communication practitioners is to ensure a clear product layout, improve the lighting, clearly showcase the products to be discussed, create an attractive background, or create background variations. This is indicated to potentially enhance buying interest, which can impact the purchase of Somethinc Makeup products.

4.3 Research limitations

These are some of the study's limitations, among others:

1. Only up to 100 persons responded to the questionnaire. This number does not strongly reflect the actual situation.
2. Only Tik Tok, one of several different social media platforms used by the Somethinc brand to sell its products, is the object of this study.
3. Due to each respondent occasionally having unique thoughts,

presumptions, and understandings, as well as other factors like the honesty factor when filling out the respondents' opinions in the questionnaire, the information provided by respondents through questionnaires did not always reflect the actual opinions of respondents.