

## **CHAPTER IV**

### **CONCLUSION**

#### **4.1 Conclusion**

Based on the results of hypothesis testing using PLS-SEM analysis, this study yields seven conclusions as follows:

1. Customer Review does not have a significant effect on Perceived Enjoyment. Customer reviews on TikTok Shop are not strong enough to independently create consumers' sense of enjoyment.
2. Visual Product Presentation has a positive and significant effect on Perceived Enjoyment. Attractive and high-quality visual product displays through short videos, live streaming, and product demonstrations are proven to significantly increase consumers' enjoyment, with a path coefficient of 0.915.
3. Perceived Enjoyment has a positive and significant effect on Impulsive Buying. The higher the level of enjoyment experienced by consumers while shopping on TikTok Shop, the greater their tendency to engage in impulsive buying.
4. Customer Review has a significant but negative effect on Impulsive Buying. Customer reviews tend to reduce impulsive buying tendencies because they act as a rational filter that increases consumers' cognitive consideration before purchasing.
5. Visual Product Presentation has a positive and significant effect on Impulsive Buying. Aesthetic and immersive visual content on TikTok Shop is proven to trigger consumers' spontaneous buying impulses directly.

6. Perceived Enjoyment does not mediate the effect of Customer Review on Impulsive Buying. Since customer reviews fail to significantly generate perceived enjoyment, the mediation path from customer review to impulsive buying through perceived enjoyment is not supported.
7. Perceived Enjoyment partially mediates the effect of Visual Product Presentation on Impulsive Buying. Visual product presentation influences impulsive buying both directly and indirectly through increased perceived enjoyment, confirming the Stimulus–Organism–Response (S-O-R) framework in the context of video-based social commerce.

## **4.2 Suggestion**

Based on the conclusions above, this study provides some suggestion for various parties, as follows:

### **4.2.1 For Business Owners on TikTok Shop**

1. Considering the strong effect of visual product presentation on perceived enjoyment and impulsive buying, business owners are advised to invest seriously in the quality of product visual content, including professional short video production, interactive live streaming, as well as the use of aesthetic and attractive lighting and visual composition.
2. Business owners need to pay attention to the quality and valence of customer reviews in their stores. Since customer reviews tend to function as a rational filter, negative reviews may hinder impulsive purchasing; therefore, maintaining consistent product quality that matches product descriptions is key to ensuring positive review sentiment.

3. Marketing strategies that integrate high-quality visual content with elements of entertainment and interactivity (such as challenges, quizzes, or limited-time discounts during live streaming) are recommended to maximize consumers' perceived enjoyment as a driver of impulsive buying.

#### **4.2.2 For Future Researchers**

1. This study is limited to fashion consumers in Bekasi Regency; therefore, the generalizability of the findings should be interpreted with caution. Future research is recommended to expand the geographical scope and product categories in order to obtain more comprehensive findings.
2. Considering the negative effect of customer review on impulsive buying is an interesting and relatively uncommon finding in the literature, future research is encouraged to further examine the moderating role of review valence (positive vs. negative) and review quality on consumer behavior in TikTok Shop.
3. Future studies may consider incorporating other relevant variables in the context of social commerce, such as influencer credibility, platform interactivity, or social presence, to enrich the research model and improve its predictive power regarding consumers' impulsive buying behavior.