International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Influence Of Social Presence On Impulsive Buying Of Wardah Cosmetics Products On Tiktok Live

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Abstrak

The rapid growth of live streaming commerce on TikTok has created a more interactive shopping experience that may encourage impulsive buying behavior. This study aims to examine the influence of Social Presence of Live Streamer, Social Presence of Other Viewers, and Social Presence of Product on Impulsive Buying among consumers of Wardah cosmetic products on TikTok Live. This study employed a quantitative approach using a survey method involving 120 respondents who had watched Wardah TikTok Live sessions and purchased Wardah products through TikTok Shop. The sampling technique used was purposive sampling, and the data were analyzed using multiple linear regression with IBM SPSS Statistics 29. The results indicate that Social Presence of Live Streamer, Social Presence of Other Viewers, and Social Presence of Product have positive and significant effects on Impulsive Buying, both partially and simultaneously. Among the three independent variables, Social Presence of Product has the strongest influence on impulsive buying behavior. These findings suggest that the stronger consumers perceive the social presence created by the live streamer, other viewers, and the product during TikTok Live sessions, the greater their tendency to make spontaneous purchases. This study is expected to provide insights for companies in optimizing live streaming marketing strategies by enhancing host interaction, encouraging consumer engagement, and presenting products more attractively to stimulate impulsive buying behavior.

Keywords: Social Presence of Live Streamer, Social Presence of Other Viewers, Social Presence of Product, Impulsive Buying, TikTok Live.

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INTRODUCTION

The development of digital technology has shifted consumer behavior from conventional shopping to online shopping. The increase in the number of internet users in Indonesia from 196.70 million in 2020 to 202.35 million in 2021 (APJII, 2021) has propelled the internet not only as a medium for information but also as a platform for economic activity. The growth of social media as a marketing channel has also fueled the expansion of e-commerce in Indonesia (Laana & Sukri, 2022; Bahtiar, 2020). According to APJII (2025), Shopee is the most-visited e-commerce platform (53.22%), followed by TikTok Shop (27.37%), Tokopedia (9.57%), and Lazada (9.09%). Competition among platforms has given rise to innovations such as live-streaming shopping, which enables direct interaction between sellers and consumers as well as real-time promotional messaging. This study focuses on TikTok Shop because it has a high level of user engagement and significant potential in the Indonesian e-commerce industry, which was further strengthened through its collaboration with Tokopedia in 2023. This collaboration had a positive impact on the sales performance of both platforms, as shown in Figure 1.



Figure 1. TikTok Shop sales figures following the collaboration with Tokopedia
Source: Compas.co.id

From February 2024 to January 2025, TikTok Shop accounted for 14% of e-commerce sales, while Tokopedia reached 40.2%, indicating that the integration of social media and e-commerce can boost consumer shopping activity (Fitriyani et al., 2024). The beauty industry is one of the fastest-growing sectors on TikTok, with 33 billion hashtag views (Tankovska, 2021). According to the Top Brand Award (2025), Wardah ranked second among the top cosmetics brands with a Top Brand Index of 15% and was among the five beauty & care brands with the highest market share on TikTok Shop

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(Compas.co.id, 2024). Supported by data from Jakpat (2025) showing that 75% of Gen Z choose TikTok Shop as their favorite live shopping platform, Wardah was selected as the subject of this study. The TikTok Live feature enables direct interaction between the host and consumers, creating "social presence"—a perception of social presence that can drive impulsive buying (Zhang et al., 2022). In this study, social presence was examined through three dimensions: the social presence of the live streamer, the social presence of other viewers, and the social presence of the product.

Table 1. Empirical Gap

No.	Dimensions	Theoretical Conditions	Empirical Findings (Live Commentary)	Empirical Gap
1	*Social Presence of Live Streamer*	Hosts should be responsive and foster active two-way interaction with the audience (Zhang et al., 2022)	"The host isn't paying attention; my comment wasn't read"	Unresponsive interaction → low host social presence.
2	*Social Presence of Other Viewers*	Viewer comments should build trust and encourage purchases through positive interactions (Zhang et al., 2022).	"The lip gloss is sticky and really heavy." "The 23W cushion starts to look dull over time."	Comments are dominated by negative experiences → this leads to negative social influence.
3	*Social Presence of Product*	Products should be available and ready for immediate purchase to create an authentic experience (Zhang et al., 2022)	"When will the 21W cushion refill be restocked?" "When will the bundle be available again?" "Is the orange face mist sold out?"	Product not available → purchase intent cannot be fulfilled.

***Sumber*: *Live Streaming* Tiktok WardahBeauty 2026**

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Based on the empirical gap, the three dimensions of social presence in live streaming do not yet fully align with theoretical conditions, thereby potentially influencing consumers' impulsive buying. Studies by Aditiya et al. (2023) and Oktavia (2023) indicate that social presence has a positive effect on impulsive buying. However, Li et al. (2022) found that only the social presence of the host and the live stream itself had a positive effect, while the social presence of the audience had no significant effect. These differing results indicate that there remains a research gap regarding the influence of social presence on impulsive buying. Therefore, this study aims to re-examine the influence of social presence on impulsive buying of Wardah cosmetic products via TikTok Live.

LITERATURE REVIEW

Self-Identity Theory explains how individuals form and understand their identity through the interaction between internal experiences and the social environment. According to Horowitz (2012), identity is not singular in nature but consists of various self-experiences (multiple selves) that are formed within different social and cultural contexts.

In the context of live-streaming commerce, social presence creates an interactive experience that resembles face-to-face communication, thereby enhancing consumers' trust, comfort, and engagement during the shopping process (Fara & Hartono, 2024). According to Zhang et al. (2022), social presence in live streaming consists of three dimensions: the social presence of the live streamer, the social presence of other viewers, and the social presence of the product, which together shape the consumer's social experience while shopping.

Impulsive buying is a purchasing behavior that occurs spontaneously, without planning, in response to stimuli that consumers encounter while shopping (Waliszewski et al., 2024). In live-streaming commerce, direct interaction, promotions, and the ease of transactions can increase the likelihood of impulsive buying (Surya & Ronald, 2025).

METHODOLOGY

This study employed a quantitative approach using a survey method involving 120 respondents who had watched Wardah's TikTok Live streams and purchased Wardah products through TikTok Shop, utilizing Google Forms as the medium for completing the questionnaire. The sampling technique used was purposive sampling, while data analysis was conducted using multiple linear regression analysis with the assistance of IBM SPSS Statistics 29.

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DISCUSSION

Validity Test

Table 2. Recapitulation of Validity Test Results

Indicators	*KMO*	*Anti-Image*	*Factor Loading*	Description
***Social Presence of Live Streamer* (X1)**				
X1.1	0,723	0,735	0,866	Valid
X1.2		0,748	0,860	Valid
X1.3		0,691	0,891	Valid
***Social Presence of Other Viewers* (X2)**				
X2.1	0,724	0,787	0,854	Valid
X2.2		0,696	0,897	Valid
X2.3		0,705	0,891	Valid
Social Presence of Product (X3)				
X3.1	0,724	0,688	0,898	Valid
X3.2		0,757	0,862	Valid
X3.3		0,735	0,872	Valid
***Impulsive Buying* (Y)**				
Y1.1	0,734	0,753	0,873	Valid
Y1.2		0,726	0,885	Valid
Y1.3		0,724	0,886	Valid

Source: Processed data (2026)

Based on Table 2, the validity test results show that all research variables have KMO, anti-image correlation, and factor loading values above 0.50; therefore, all indicators are deemed valid according to Ghozali's (2021) criteria.

Reliability test

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Standar	Description
Social Presence of Live Streamer	0,842	0,7	Reliable
Social Presence of Other Viewers	0,855	0,7	Reliable
Social Preseence of Product	0,851	0,7	Reliable
Impulsive Buying	0,854	0,7	Reliable

Source: Processed data (2026)

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Based on Table 3, the reliability test results show that all variables have Cronbach's Alpha values above 0.70, ranging from 0.842 to 0.855, and are therefore classified as highly reliable (Sugiyono, 2023). These results indicate that the research instrument has excellent internal consistency, meaning that all indicators are suitable for further analysis.

Classical Assumption Tests

Normality Test

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			**120**
Normal Parameters[a,b]	**Mean**		**.0000000**
	Std. Deviation		**1.44544041**
Most Extreme Differences	**Absolute**		**.047**
	Positive		**.047**
	Negative		**-.041**
Test Statistic			**.047**
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.742
	99% Confidence Interval	Lower Bound	.730
		Upper Bound	.753

Source: Processed data (2026)

Based on Table 4, the results of the normality test using the One-Sample Kolmogorov-Smirnov Test show an Asymp. Sig. value of 0.200 and a Monte Carlo Sig. value of 0.742, both of which are greater than 0.05. According to Ghozali's (2021) criteria, these results indicate that the residual data are normally distributed.

The results of the multicollinearity test show that all independent variables have Tolerance values > 0.10 and VIF values < 10, indicating that multicollinearity is not present (Ghozali, 2021). Meanwhile, the results of the heteroscedasticity test using a scatterplot show that the residual points are randomly scattered above and below the value of 0 without forming any specific pattern; thus, it can be concluded that the regression model does not exhibit heteroscedasticity.

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Multiple Linear Regression Test

Table 5. Multiple Linear Regression Equations

Model		*Unstandardized Coefficients*		*Standardized Coefficients*	t	Sig.
		B	*Std. Error*	*Beta*		
1	(Constant)	-2.173	1.481		-1.467	.145
	X1	.399	.072	.381	5.526	<.001
	X2	.340	.066	.355	5.133	<.001
	X3	.436	.069	.439	6.350	<.001
a. *Dependent Variable*: Y						

Source: Processed data (2026)

Based on the results of the multiple regression analysis in Table 4.9, regression equation I is as follows:

$$\mathbf{Y = -2.173 + 0{,}381X_1 + 0{,}355X_2 + 0{,}439X_3}$$

Based on the results of the regression analysis, all independent variables have a positive effect on impulsive buying. Social Presence of Live Streamer (X1) has a coefficient of 0.399, Social Presence of Other Viewers (X2) has a coefficient of 0.340, and Social Presence of Product (X3) has a coefficient of 0.436. This indicates that an increase in social presence will increase Impulsive Buying, with Social Presence of Product being the variable with the greatest influence.

Hypothesis Test Results

Table 6. Hypothesis Test Results

H	Relationships Among Variables	Sig.	Standard	Results
H1	*Social Presence of Live Streamer → Impulsive Buying*	<.001	<0,05	Accepted
H2	*Social Presence of Other Viewers → Impulsive Buying*	<.001	<0,05	Accepted
H3	*Social Preseence of Product → Impulsive Buying*	<.001	<0,05	Accepted

Source: Processed data (2026)

A Study on the Influence of a Live Streamer's Social Presence on Impulsive Buying

The results of the study indicate that the social presence of live streamers has a positive and significant effect on impulsive buying among consumers of Wardah cosmetic products on TikTok Live (Sig. < 0.001), thus supporting H1. This suggests that the better

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a host is at establishing interactive and responsive communication and fostering a sense of closeness with consumers, the higher the likelihood that consumers will make impulsive purchases. Theoretically, the social presence of live streamers can create a more realistic shopping experience, increase emotional engagement, and reduce consumer hesitation in making purchasing decisions (Andika et al., 2023; Andika et al., 2025; Surya & Ronald, 2025). The results of this study are also consistent with the research by Andika et al. (2023), Andika et al. (2025), and Liu (2023), which demonstrated that the social presence of live streamers has a positive and significant effect on impulsive buying.

A Discussion of the Influence of the Social Presence of Other Viewers on Impulsive Buying

The results of the study indicate that the social presence of other viewers has a positive and significant effect on impulsive buying among consumers of Wardah cosmetic products on TikTok Live (Sig. < 0.001), thus supporting H2. This suggests that the higher the interaction and presence of other viewers during a live stream, the greater the tendency for consumers to make impulsive purchases. Theoretically, the social presence of other viewers increases trust, creates a more social shopping experience, and triggers the Fear of Missing Out (FOMO) effect, which encourages spontaneous purchases (Andika et al., 2023; Fara & Hartono, 2024; Surya & Ronald, 2025). These results are consistent with the studies by Oktavia (2023), Aditiya et al. (2023), and Gumay et al. (2024), but differ from those of Li et al. (2022), who found that the effect was not significant.

A Discussion of the Influence of a Product's Social Presence on Impulsive Buying

The results of the study indicate that the Social Presence of Product has a positive and significant effect on Impulsive Buying among consumers of Wardah cosmetic products on TikTok Live (Sig. < 0.001), thus H3 is accepted. This suggests that the more tangible and clearly a product is displayed during a live stream, the higher the tendency for consumers to make impulsive purchases. Theoretically, the social presence of a product allows consumers to understand the product's characteristics and benefits more tangibly, thereby increasing trust and reducing uncertainty in online shopping (Salsabila & Dewi, 2024; Andika et al., 2023). These results are consistent with the studies by Andika et al. (2023), Andika et al. (2025), and Liu (2023), which state that the social presence of a product has a positive effect on impulsive buying.

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Results of the Simultaneous Test (F-Value)

Table 7. Simultaneous Test (F-Value)

Model		*Sum of Squares*	df	*Mean Square*	F	Sig.
1	*Regression*	204.040	3	68.013	31.733	<.001[b]
	Residual	248.626	116	2.143		
	Total	452.667	119			

a. *Dependent Variable*: Y
b. *Predictors: (Constant)*, X3,X2,X1

Source: Processed data (2026)

Based on Table 7, the calculated F-value is 31.733 with a significance level of < 0.001 (< 0.05); therefore, Social Presence of Live Streamer (X1), Social Presence of Other Viewers (X2), and Social Presence of Product (X3) simultaneously have a significant effect on Impulsive Buying (Y). Thus, the regression model is deemed valid, and the simultaneous hypothesis is accepted.

Results of the Coefficient of Determination (R^2) Test

Table 8. Coefficient of Determination

Model	R	*R Square*	*Adjusted R Square*	*Std. Error of the Estimate*
1	.671	.451	.437	1.46401

a. *Predictors: (Constant),* X3, X2, X1

Source: Processed data (2026)

Based on Table 8, the R-squared value is 0.451, indicating that the Social Presence of the Live Streamer (X1), the Social Presence of Other Viewers (X2), and the Social Presence of the Product (X3) account for 45.1% of the variation in Impulsive Buying (Y), while the remaining 54.9% is influenced by other factors outside the research model.

CONCLUSION

Based on the research findings, it can be concluded that the three dimensions of social presence namely, the Social Presence of the Live Streamer, the Social Presence of Other Viewers, and the Social Presence of the Product—have a positive and significant effect on impulsive buying of Wardah cosmetic products on TikTok Live, both individually and collectively. These findings indicate that the better the host's interaction, viewer

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engagement, and product presentation during a live stream, the higher the likelihood that consumers will make impulsive purchases. Therefore, Wardah needs to continue optimizing the quality of its live streams by enhancing host interaction, viewer participation, and engaging product presentations to improve the effectiveness of its digital marketing strategy and drive consumer purchasing decisions.

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