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C. Jawaban Demografi

No.	Gender	Usia	Pekerjaan	Rata-rata Pendapatan (per bulan)	Seberapa sering Anda membeli produk melalui live streaming TikTok dalam 1 bulan?
1	Perempuan	21-30	Karyawan swasta	Rp 3.000.000 - Rp 5.000.000	1-2 kali
2	Laki-laki	21-30	Pelajar/Mahasiswa	Rp 3.000.000 - Rp 5.000.000	3-5 kali
3	Perempuan	41-50	Ibu rumah tangga	Di atas Rp 5.000.000	1-2 kali
4	Perempuan	21-30	Pelajar/Mahasiswa	Rp 3.000.000 - Rp 5.000.000	3-5 kali
5	Laki-laki	21-30	Pelajar/Mahasiswa	Rp 3.000.000 - Rp 5.000.000	3-5 kali

6	Laki-laki	41-50	Wirausaha	Di atas Rp 5.000.000	> 5 kali
7	Perempuan	41-50	Wirausaha	Di atas Rp 5.000.000	1-2 kali
8	Laki-laki	21-30	Wirausaha	Rp 3.000.000 - Rp 5.000.000	1-2 kali
9	Perempuan	41-50	Ibu rumah tangga	Di bawah Rp 1.000.000	1-2 kali
10	Perempuan	21-30	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	3-5 kali
11	Perempuan	17-20	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	> 5 kali
12	Perempuan	21-30	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	1-2 kali
13	Laki-laki	21-30	Wirausaha	Rp 3.000.000 - Rp 5.000.000	1-2 kali
14	Perempuan	21-30	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	1-2 kali
15	Laki-laki	21-30	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	1-2 kali
16	Laki-laki	21-30	Pelajar/Mahasiswa	Rp 3.000.000 - Rp 5.000.000	3-5 kali
17	Laki-laki	21-30	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	3-5 kali
18	Perempuan	21-30	Pelajar/Mahasiswa	Di bawah Rp 1.000.000	> 5 kali
19	Perempuan	21-30	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	1-2 kali
20	Perempuan	21-30	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	1-2 kali
21	Perempuan	21-30	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	3-5 kali
22	Perempuan	21-30	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	3-5 kali
23	Laki-laki	17-20	Pelajar/Mahasiswa	Di bawah Rp 1.000.000	1-2 kali
24	Perempuan	>50	PNS	Di atas Rp 5.000.000	> 5 kali
25	Perempuan	21-30	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	> 5 kali
26	Laki-laki	21-30	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	1-2 kali
27	Perempuan	21-30	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	3-5 kali
28	Laki-laki	31-40	Wirausaha	Di atas Rp 5.000.000	3-5 kali
29	Perempuan	21-30	Pelajar/Mahasiswa	Rp 3.000.000 - Rp 5.000.000	3-5 kali
30	Laki-laki	17-20	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	3-5 kali
31	Perempuan	21-30	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	3-5 kali

32	Laki-laki	31-40	Wirausaha	Di atas Rp 5.000.000	3-5 kali
33	Perempuan	21-30	Pelajar/Mahasiswa	Di bawah Rp 1.000.000	3-5 kali
34	Perempuan	21-30	Karyawan swasta	Di atas Rp 5.000.000	> 5 kali
35	Perempuan	21-30	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	3-5 kali
36	Perempuan	21-30	Pelajar/Mahasiswa	Di bawah Rp 1.000.000	1-2 kali
37	Perempuan	21-30	Freelance	Rp 1.000.000 - Rp 3.000.000	3-5 kali
38	Perempuan	17-20	Pelajar/Mahasiswa	Di bawah Rp 1.000.000	1-2 kali
39	Perempuan	17-20	Pelajar/Mahasiswa	Di bawah Rp 1.000.000	1-2 kali
40	Laki-laki	17-20	Wirausaha	Rp 1.000.000 - Rp 3.000.000	1-2 kali
41	Perempuan	21-30	PNS	Rp 1.000.000 - Rp 3.000.000	3-5 kali
42	Perempuan	17-20	Wirausaha	Rp 1.000.000 - Rp 3.000.000	1-2 kali
43	Perempuan	21-30	Wirausaha	Rp 1.000.000 - Rp 3.000.000	3-5 kali
44	Perempuan	21-30	PNS	Rp 3.000.000 - Rp 5.000.000	3-5 kali
45	Perempuan	21-30	Wirausaha	Rp 1.000.000 - Rp 3.000.000	> 5 kali
46	Laki-laki	21-30	Wirausaha	Rp 3.000.000 - Rp 5.000.000	1-2 kali
47	Laki-laki	21-30	PNS	Rp 3.000.000 - Rp 5.000.000	3-5 kali
48	Laki-laki	21-30	Wirausaha	Rp 1.000.000 - Rp 3.000.000	1-2 kali
49	Laki-laki	17-20	Pelajar/Mahasiswa	Di bawah Rp 1.000.000	1-2 kali
50	Perempuan	21-30	Wirausaha	Rp 1.000.000 - Rp 3.000.000	1-2 kali
51	Perempuan	17-20	Pelajar/Mahasiswa	Di bawah Rp 1.000.000	3-5 kali
52	Laki-laki	21-30	PNS	Rp 3.000.000 - Rp 5.000.000	3-5 kali
53	Perempuan	17-20	Pelajar/Mahasiswa	Di bawah Rp 1.000.000	3-5 kali
54	Perempuan	17-20	Wirausaha	Rp 1.000.000 - Rp 3.000.000	3-5 kali
55	Perempuan	17-20	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	3-5 kali
56	Perempuan	21-30	Freelance	Rp 1.000.000 - Rp 3.000.000	3-5 kali
57	Laki-laki	17-20	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	3-5 kali

58	Laki-laki	17-20	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	3-5 kali
59	Perempuan	21-30	Pelajar/Mahasiswa	Rp 3.000.000 - Rp 5.000.000	3-5 kali
60	Laki-laki	17-20	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	1-2 kali
61	Laki-laki	17-20	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	3-5 kali
62	Laki-laki	17-20	Pelajar/Mahasiswa	Di bawah Rp 1.000.000	3-5 kali
63	Perempuan	21-30	Freelance	Rp 3.000.000 - Rp 5.000.000	3-5 kali
64	Laki-laki	21-30	Freelance	Rp 1.000.000 - Rp 3.000.000	3-5 kali
65	Laki-laki	17-20	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	3-5 kali
66	Perempuan	21-30	Wirausaha	Rp 1.000.000 - Rp 3.000.000	3-5 kali
67	Perempuan	21-30	Freelance	Rp 3.000.000 - Rp 5.000.000	> 5 kali
68	Perempuan	17-20	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	3-5 kali
69	Perempuan	21-30	PNS	Di atas Rp 5.000.000	> 5 kali
70	Perempuan	21-30	Wirausaha	Rp 1.000.000 - Rp 3.000.000	3-5 kali
71	Perempuan	21-30	Freelance	Di atas Rp 5.000.000	3-5 kali
72	Laki-laki	17-20	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	1-2 kali
73	Perempuan	17-20	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	1-2 kali
74	Laki-laki	21-30	Wirausaha	Rp 3.000.000 - Rp 5.000.000	> 5 kali
75	Perempuan	21-30	Freelance	Rp 3.000.000 - Rp 5.000.000	3-5 kali
76	Laki-laki	41-50	Freelance	Rp 1.000.000 - Rp 3.000.000	3-5 kali
77	Laki-laki	31-40	Wirausaha	Rp 3.000.000 - Rp 5.000.000	3-5 kali
78	Perempuan	21-30	Wirausaha	Rp 3.000.000 - Rp 5.000.000	3-5 kali
79	Laki-laki	31-40	Freelance	Di atas Rp 5.000.000	3-5 kali
80	Laki-laki	21-30	Freelance	Rp 3.000.000 - Rp 5.000.000	> 5 kali
81	Laki-laki	17-20	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	3-5 kali
82	Laki-laki	21-30	PNS	Di atas Rp 5.000.000	> 5 kali
83	Perempuan	17-20	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	3-5 kali

84	Laki-laki	31-40	PNS	Di atas Rp 5.000.000	3-5 kali
85	Perempuan	17-20	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	> 5 kali
86	Perempuan	21-30	Freelance	Rp 3.000.000 - Rp 5.000.000	> 5 kali
87	Perempuan	17-20	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	3-5 kali
88	Perempuan	31-40	Wirausaha	Di atas Rp 5.000.000	> 5 kali
89	Perempuan	21-30	Freelance	Rp 3.000.000 - Rp 5.000.000	> 5 kali
90	Perempuan	17-20	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	3-5 kali
91	Laki-laki	>50	PNS	Di atas Rp 5.000.000	1-2 kali
92	Laki-laki	41-50	Wirausaha	Di atas Rp 5.000.000	3-5 kali
93	Perempuan	17-20	Pelajar/Mahasiswa	Di bawah Rp 1.000.000	> 5 kali
94	Perempuan	21-30	Wirausaha	Rp 3.000.000 - Rp 5.000.000	1-2 kali
95	Laki-laki	21-30	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	1-2 kali
96	Perempuan	21-30	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	1-2 kali
97	Perempuan	21-30	Pelajar/Mahasiswa	Di bawah Rp 1.000.000	1-2 kali
98	Perempuan	21-30	Pelajar/Mahasiswa	Di bawah Rp 1.000.000	3-5 kali
99	Perempuan	21-30	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	3-5 kali
100	Laki-laki	21-30	Wirausaha	Rp 3.000.000 - Rp 5.000.000	3-5 kali
101	Perempuan	21-30	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	3-5 kali
102	Perempuan	21-30	Pelajar/Mahasiswa	Rp 3.000.000 - Rp 5.000.000	3-5 kali
103	Perempuan	21-30	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	3-5 kali
104	Perempuan	21-30	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	3-5 kali
105	Laki-laki	21-30	Pelajar/Mahasiswa	Di bawah Rp 1.000.000	1-2 kali
106	Perempuan	21-30	Pelajar/Mahasiswa	Di bawah Rp 1.000.000	1-2 kali
107	Perempuan	21-30	Pelajar/Mahasiswa	Rp 3.000.000 - Rp 5.000.000	3-5 kali
108	Perempuan	21-30	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	> 5 kali
109	Perempuan	21-30	Pelajar/Mahasiswa	Di bawah Rp 1.000.000	3-5 kali

110	Perempuan	21-30	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	3-5 kali
111	Perempuan	21-30	PNS	Rp 3.000.000 - Rp 5.000.000	> 5 kali
112	Perempuan	21-30	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	3-5 kali
113	Perempuan	21-30	Wirausaha	Rp 1.000.000 - Rp 3.000.000	3-5 kali
114	Laki-laki	21-30	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	1-2 kali
115	Perempuan	17-20	Pelajar/Mahasiswa	Di bawah Rp 1.000.000	1-2 kali
116	Laki-laki	21-30	Pelajar/Mahasiswa	Rp 3.000.000 - Rp 5.000.000	1-2 kali
117	Perempuan	21-30	Pelajar/Mahasiswa	Di bawah Rp 1.000.000	3-5 kali
118	Perempuan	21-30	Pelajar/Mahasiswa	Di bawah Rp 1.000.000	3-5 kali
119	Perempuan	21-30	Pelajar/Mahasiswa	Rp 3.000.000 - Rp 5.000.000	1-2 kali
120	Perempuan	17-20	Pelajar/Mahasiswa	Di atas Rp 5.000.000	> 5 kali
121	Perempuan	21-30	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	3-5 kali
122	Perempuan	21-30	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	1-2 kali
123	Perempuan	21-30	Pelajar/Mahasiswa	Di bawah Rp 1.000.000	1-2 kali
124	Perempuan	21-30	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	1-2 kali
125	Laki-laki	31-40	Freelance	Rp 1.000.000 - Rp 3.000.000	1-2 kali
126	Laki-laki	41-50	PNS	Rp 3.000.000 - Rp 5.000.000	> 5 kali
127	Laki-laki	21-30	Wirausaha	Rp 3.000.000 - Rp 5.000.000	3-5 kali
128	Perempuan	21-30	Wirausaha	Rp 1.000.000 - Rp 3.000.000	3-5 kali
129	Perempuan	21-30	Wirausaha	Rp 1.000.000 - Rp 3.000.000	3-5 kali
130	Perempuan	17-20	Pelajar/Mahasiswa	Di bawah Rp 1.000.000	> 5 kali
131	Laki-laki	21-30	Wirausaha	Rp 3.000.000 - Rp 5.000.000	3-5 kali
132	Perempuan	17-20	Pelajar/Mahasiswa	Di bawah Rp 1.000.000	> 5 kali
133	Laki-laki	17-20	Pelajar/Mahasiswa	Di bawah Rp 1.000.000	1-2 kali
134	Laki-laki	21-30	PNS	Di atas Rp 5.000.000	1-2 kali
135	Laki-laki	17-20	Pelajar/Mahasiswa	Di bawah Rp 1.000.000	> 5 kali

136	Laki-laki	21-30	Wirausaha	Rp 3.000.000 - Rp 5.000.000	> 5 kali
137	Laki-laki	17-20	Freelance	Rp 3.000.000 - Rp 5.000.000	3-5 kali
138	Laki-laki	21-30	Pelajar/Mahasiswa	Di bawah Rp 1.000.000	> 5 kali
139	Laki-laki	17-20	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	> 5 kali
140	Laki-laki	21-30	PNS	Di atas Rp 5.000.000	1-2 kali
141	Perempuan	21-30	Pelajar/Mahasiswa	Rp 3.000.000 - Rp 5.000.000	1-2 kali
142	Laki-laki	17-20	Freelance	Rp 1.000.000 - Rp 3.000.000	1-2 kali
143	Laki-laki	21-30	Wirausaha	Rp 3.000.000 - Rp 5.000.000	3-5 kali
144	Perempuan	21-30	Freelance	Rp 1.000.000 - Rp 3.000.000	3-5 kali
145	Laki-laki	17-20	Freelance	Rp 3.000.000 - Rp 5.000.000	> 5 kali
146	Laki-laki	21-30	Wirausaha	Di atas Rp 5.000.000	1-2 kali
147	Laki-laki	21-30	PNS	Di atas Rp 5.000.000	> 5 kali
148	Laki-laki	17-20	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	> 5 kali
149	Perempuan	17-20	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	3-5 kali
150	Laki-laki	17-20	Pelajar/Mahasiswa	Di bawah Rp 1.000.000	1-2 kali
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159	Perempuan	21-30	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	1-2 kali
160	Perempuan	21-30	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	1-2 kali
161	Perempuan	17-20	Pelajar/Mahasiswa	Di bawah Rp 1.000.000	3-5 kali

162	Perempuan	21-30	Freelance	Rp 3.000.000 - Rp 5.000.000	3-5 kali
163	Perempuan	17-20	Wirausaha	Rp 1.000.000 - Rp 3.000.000	1-2 kali
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165	Perempuan	21-30	Freelance	Di bawah Rp 1.000.000	> 5 kali
166	Perempuan	21-30	Freelance	Rp 1.000.000 - Rp 3.000.000	> 5 kali
167	Perempuan	21-30	Wirausaha	Di bawah Rp 1.000.000	3-5 kali
168	Perempuan	17-20	PNS	Rp 1.000.000 - Rp 3.000.000	3-5 kali
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170	Perempuan	21-30	Wirausaha	Rp 1.000.000 - Rp 3.000.000	3-5 kali
171	Perempuan	17-20	PNS	Rp 1.000.000 - Rp 3.000.000	3-5 kali
172	Perempuan	21-30	Pelajar/Mahasiswa	Di bawah Rp 1.000.000	3-5 kali
173	Laki-laki	31-40	PNS	Rp 3.000.000 - Rp 5.000.000	3-5 kali
174	Perempuan	21-30	PNS	Rp 3.000.000 - Rp 5.000.000	1-2 kali
175	Perempuan	17-20	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	1-2 kali
176	Laki-laki	>50	PNS	Di atas Rp 5.000.000	1-2 kali
177	Perempuan	21-30	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	3-5 kali
178	Laki-laki	41-50	Freelance	Rp 3.000.000 - Rp 5.000.000	3-5 kali
179	Laki-laki	>50	Freelance	Rp 1.000.000 - Rp 3.000.000	1-2 kali
180	Laki-laki	41-50	Wirausaha	Rp 3.000.000 - Rp 5.000.000	1-2 kali

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1. Outer Loadings

SmartPLS 4

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PLS-SEM algorithm Outer loadings - Matrix Copy to Excel/Word Copy to R

	DT	FM	IN	KI	PI
DT1	0.756				
DT2	0.803				
DT3	0.839				
DT4	0.770				
DT5	0.813				
FM1		0.759			
FM2		0.782			
FM3		0.815			
FM4		0.747			
FM5		0.766			
IN1			0.839		
IN2			0.801		
IN3			0.820		
IN4			0.826		
IN5			0.813		
KI1				0.828	
KI2				0.825	
KI3				0.788	
KI4				0.787	
KI5				0.813	
PI1					0.845
PI2					0.831
PI3					0.743
PI4					0.775
PI5					0.821

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2. Cronbach's Alpha, Average Variance Extracted (AVE), Composite Reliability

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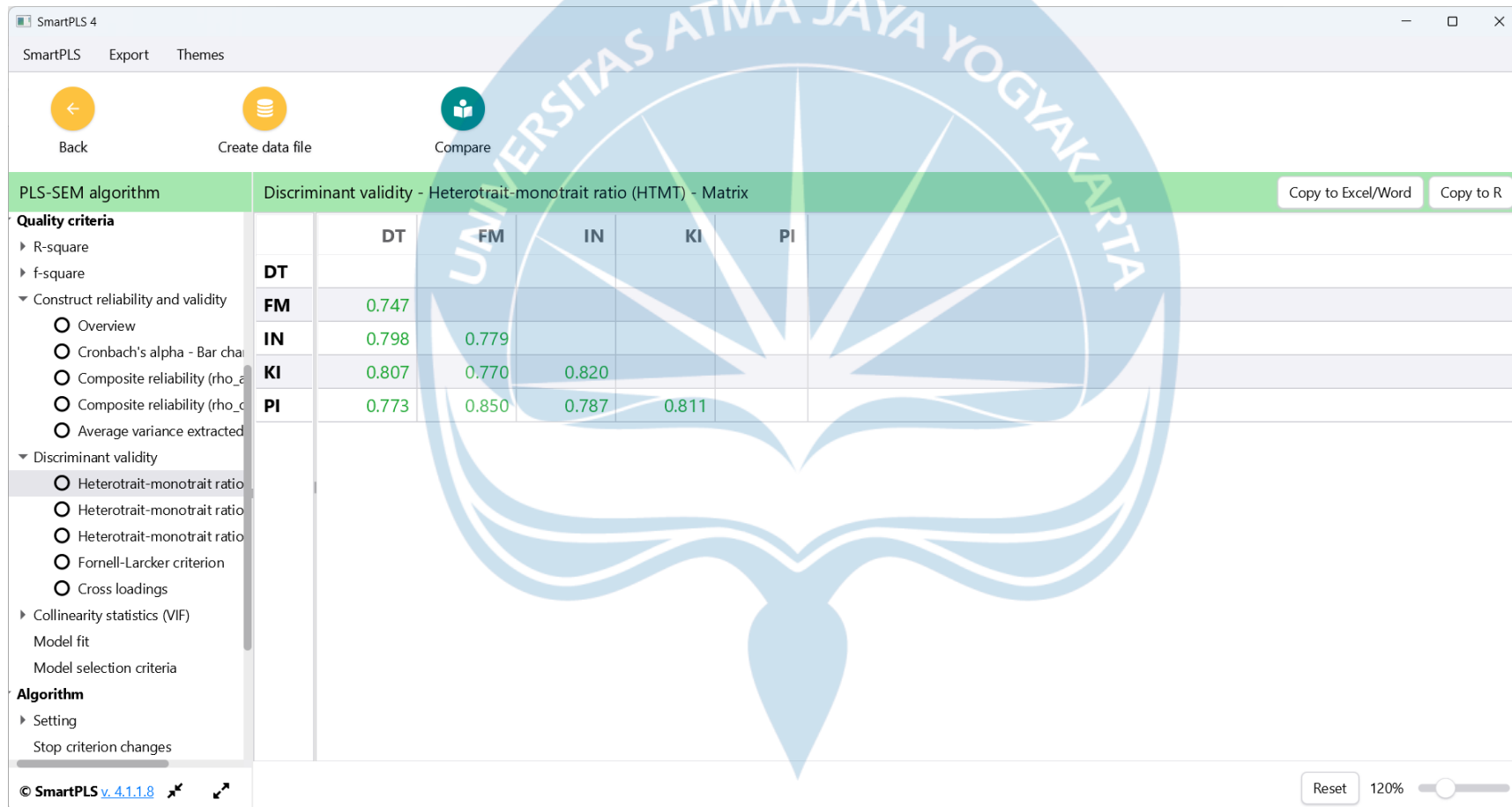
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PLS-SEM algorithm Construct reliability and validity - Overview [Copy to Excel/Word](#) [Copy to R](#)

Quality criteria		Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (A...
▶ R-square					
▶ f-square					
▼ Construct reliability and validity					
○ Overview					
○ Cronbach's alpha - Bar chart					
○ Composite reliability (rho_a)					
○ Composite reliability (rho_c)					
○ Average variance extracted					
▼ Discriminant validity					
○ Heterotrait-monotrait ratio					
○ Heterotrait-monotrait ratio					
○ Heterotrait-monotrait ratio					
○ Fornell-Larcker criterion					
○ Cross loadings					
▶ Collinearity statistics (VIF)					
Model fit					
Model selection criteria					
Algorithm					
▶ Setting					
Stop criterion changes					
	DT	0.856	0.859	0.897	0.635
	FM	0.833	0.834	0.882	0.599
	IN	0.878	0.882	0.911	0.672
	KI	0.868	0.870	0.904	0.654
	PI	0.862	0.865	0.901	0.646

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3. HTMT



4. Kriteria Fornell-Larcker

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PLS-SEM algorithm Discriminant validity - Fornell-Larcker criterion [Copy to Excel/Word](#) [Copy to R](#)

Quality criteria

- ▶ R-square
- ▶ f-square
- ▼ Construct reliability and validity
 - ☐ Overview
 - ☐ Cronbach's alpha - Bar chart
 - ☐ Composite reliability (rho_c)
 - ☐ Composite reliability (rho_c)
 - ☐ Average variance extracted
- ▼ Discriminant validity
 - ☐ Heterotrait-monotrait ratio
 - ☐ Heterotrait-monotrait ratio
 - ☐ Heterotrait-monotrait ratio
 - ☒ Fornell-Larcker criterion
 - ☐ Cross loadings
- ▶ Collinearity statistics (VIF)
 - Model fit
 - Model selection criteria

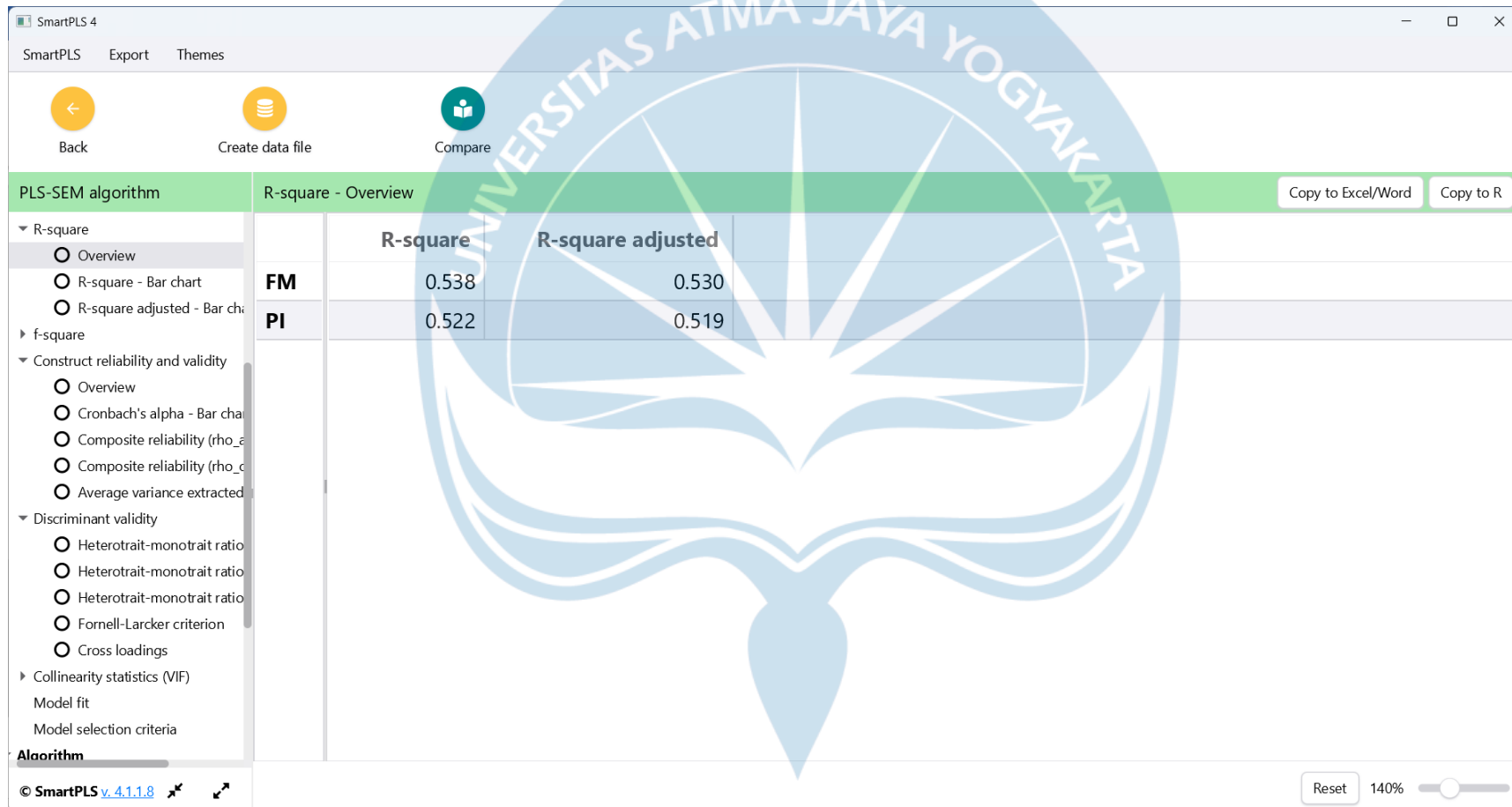
Algorithm

- ▶ Setting
- Stop criterion changes

	DT	FM	IN	KI	PI
DT	0.797				
FM	0.635	0.774			
IN	0.695	0.673	0.820		
KI	0.697	0.659	0.716	0.808	
PI	0.664	0.722	0.685	0.701	0.804

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5. R-Square



The screenshot displays the SmartPLS 4 software interface, specifically the 'R-square - Overview' section. The left sidebar contains a navigation menu with categories like 'PLS-SEM algorithm', 'R-square', 'f-square', 'Construct reliability and validity', 'Discriminant validity', 'Collinearity statistics (VIF)', 'Model fit', and 'Model selection criteria'. The 'R-square' category is expanded, showing options for 'Overview', 'R-square - Bar chart', and 'R-square adjusted - Bar chart'. The 'Overview' option is selected. The main area shows a table with R-square and R-square adjusted values for two constructs: FM and PI. The table has two columns: 'R-square' and 'R-square adjusted'. The 'FM' row shows values 0.538 and 0.530, while the 'PI' row shows 0.522 and 0.519. At the top right of the main area, there are buttons for 'Copy to Excel/Word' and 'Copy to R'. The bottom status bar indicates '© SmartPLS v. 4.1.1.8' and a zoom level of 140%.

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SmartPLS Export Themes

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PLS-SEM algorithm R-square - Overview Copy to Excel/Word Copy to R

	R-square	R-square adjusted
FM	0.538	0.530
PI	0.522	0.519

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6. Path Coefficients

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Bootstrapping Path coefficients - Mean, STDEV, T values, p values [Copy to Excel/Word](#) [Copy to R](#)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
DT -> FM	0.218	0.220	0.089	2.463	0.014
FM -> PI	0.722	0.722	0.067	10.770	0.000
IN -> FM	0.325	0.320	0.097	3.354	0.001
KI -> FM	0.275	0.276	0.100	2.745	0.006

Graphical
 Graphical output
 Final results
 Path coefficients
☒ Mean, STDEV, T values, p
☐ Confidence intervals
☐ Confidence intervals bias
 Intercepts
 Total indirect effects
 Specific indirect effects
 Total effects
 Outer loadings
 Outer weights
☐ Mean, STDEV, T values, p
☐ Confidence intervals
☐ Confidence intervals bias
 Conditional direct effects
 Conditional indirect effects
 Quality criteria
 R-square
 R-square adjusted

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Lampiran 4 Jurnal Acuan

FOMO and the Impulsive Purchasing Behavior of Young People
(S-Stimulus) (O-Organism) (R-Response) Nguyen and Nguyen



Fig. 1. Research model.

TABLE I. Descriptives

Descriptives	Frequency	Percent	Cumulative percent
Gender			
Male	70	29.7	29.7
Female	164	69.5	99.2
Others	2	0.8	100.0
Year of students			
First-year	40	16.9	16.9
Second-year	88	37.3	54.2
Third-year	67	28.4	82.6
Fourth-year	41	17.4	100.0
How often do you buy products on TikTok livestreams per month?			
1-2 time	159	67.4	67.4
2-5 time	48	20.3	87.7
>5 time	24	10.2	97.9
Hardly	5	2.1	100.0

n = 236

younger demographic, an online survey method is the most effective approach to reaching a large and diverse sample. This survey will be distributed across multiple channels, including university forums, social media platforms, and email invitations, ensuring a broad representation of students from different academic backgrounds. Ethical considerations, including informed consent and data confidentiality, will be strictly followed, ensuring participant privacy. By gathering data over an extended period, this study aims to capture evolving trends in consumer behaviour and provide valuable insights into the purchasing habits of young consumers on the online platform. The information on responses is in Table I.

4. RESULTS

4.1. Reliability Test

The analysis results from Smart-PLS software indicate that all factors are reliable, with Cronbach's Alpha coefficient greater than 0.6 and composite reliability (CR) greater than 0.7 (Hair et al., 2014). Furthermore, the factors converge with factor loadings above 0.5 and Average Variance Extracted (AVE) greater than 50% (Hair et al., 2014). The details are in Table II.

4.2. Discriminant Test

In addition to the reliability and convergent validity of the factors, the discriminant validity of the factors was also tested. In this study, discriminant validity was tested using the method of Fornell and Larcker (2018). Accordingly, the square root of AVE has to be greater than the corresponding correlation coefficient between the variables. The analysis results showed that the factors achieved discriminant validity (Table III).

4.3. Hypothesis Test by PLS-SEM

The analysis results based on PLS-SEM show that hypotheses H1, H2, H3 and H4 are all accepted at the 1% significance level. The FOMO effect positively impacts impulse buying behavior via livestream (Beta coefficient is positive and statistically significant at 1%). At the same time, IQ, IT and SA positively impact FO (all beta coefficients are positive and statistically significant at 1%). Details are in Table IV.

FOMO has a positive impact on impulse purchases during livestreams by creating a sense of urgency and exclusivity. Viewers, driven by the fear that they might miss out on limited-time offers or special deals, are more likely to make quick decisions to purchase products. This emotional trigger intensifies during Livestream events, where hosts highlight limited stock or exclusive promotions in real-time. As a result, FOMO encourages viewers to act

information about the product and change their perceptions and attitudes accordingly. Furthermore, if viewers feel attracted to the livestreamer, they tend to watch longer and more frequently. This contributes to increased viewer acceptance of the information, thanks to the connection between the brand and the attractive livestreamer. Therefore, the research hypothesis is proposed as follows:

- H1: The attractiveness of livestreamers has a positive impact on FOMO.

Customers are more satisfied with their shopping experiences when they receive high-quality information (Gao & Bai, 2014). Credibility of the information and the perceived value of the product lower perceived risk and increase transactional trust (Nicolau et al., 2013). This directly connects to the spectator's newly altered attitude and cognitive state. In live streaming commerce, information quality—such as completeness, correctness, timeliness, and reliability—is helpful (Hilligoss & Rich, 2008). With task-relevant cues like review comments, photos, videos, music, thorough product presentations, and real-time interactions, TikTok live streams offer top-notch content. As a result, the quality of the information affects how viewers modify or revise their perception of the product's worth. Viewers can also observe how the product functions in a variety of periods. Therefore, the better the quality of information perceived in TikTok livestreams, the stronger the trust in the product and the decision to buy under the fear of missing out will be created because when they trust the product and understand better from there, they will buy because of the fear of missing out on a good deal. The following hypothesis is proposed:

- H2: Information quality has a positive impact on FOMO.

Consumers who engage with the livestreamer will experience a high sensation of prosocial connection, much like when they engage with a close friend. When viewers trust the livestreamer, they are more likely to experience emotional excitement and satisfaction. Therefore, livestreams use the livestreamer as a real social agent to "increase social engagement" and elicit social interaction between viewers. As a result, the audience's level of arousal and enthusiasm is altered. According to earlier research, a gregarious and cheerful salesman has a beneficial impact on customers' emotional states, including their attention and excitement when approaching (Baker et al., 1992; Shen & Khalifa, 2012). According to an additional study, audiences are likelier to feel an emotional connection and empathy to media personalities that offer rich social interaction experiences (Frederick et al., 2012). Therefore, viewers' social interactions with streamers are likelier to be emotionally engaging and enthusiastic. Therefore, the following hypothesis is proposed:

- H3: Interactivity has a positive impact on FOMO.

An unanticipated purchase made right away after viewing a product or a stimulus that represents that product is known as impulse buying, according to Piron (1991). Prior studies have examined the connection between impulse

purchases and FOMO (Zhang et al., 2022). Motivation reduction theory may clarify the connection between impulse purchase and FOMO. Motivation reduction theory is based on homeostasis, which holds that the body actively works to preserve a specific balance or equilibrium (Hull, 1943).

Every drive stem from biological or psychological requirements. In order to relieve stress and regain equilibrium, humans try to meet these demands. According to reduction theory, there is a strong correlation between conduct and motivation, and people are more inclined to take prompt action to lessen stress. As a result, many who suffer from FOMO try to lessen the stress brought on by their negative emotions and compulsive worry. They could respond promptly to increase their social interaction and opportunity to partake in fulfilling activities like others. As a result, impulse buying may be common among those who experience high levels of FOMO. The preceding debate leads to the following hypothesis:

- H4: FOMO has a positive impact on impulse buying behavior.

The S-O-R model assumes that the environment contains stimuli that cause changes to a person's internal state, including cognitive and emotional states (Eroglu et al., 2003). I build on the S-O-R framework to develop an explanatory model and a corresponding set of hypotheses. The connections between the specified dimensions are shown in Fig. 1. Three stimuli—livestreamers' attractiveness (SA), information quality (IQ), and interactivity (IT)—are based on the S-O-R framework and the interactions between contextual and environmental stimuli, organisms, and reactions in live-streaming commerce, lead buyers to approach behaviors, including fear of missing out (FOMO) and ultimately impulse buying (IMP). I further assert that purchase decisions and fear of missing out mediate the relationship between the three stimuli and the three responses. The research model is presented in Fig. 1.

3. METHODOLOGY

3.1. Research Design

Based on the theoretical basis of the topic and the methodology, the study built a questionnaire to collect data. The questionnaire was tested before the official investigation on the primary and supplementary subjects. The responses were sent by mail between the remote interviewees and the researcher. The survey was divided into two parts: (1) Information about the survey subjects and (2) questions about factors related to FOMO and impulsive buying behaviour. A 5-point Likert scale was used with 1-Strongly disagree and 5-Strongly agree. The survey is presented in Appendix 1.

3.2. Data Collection

The data collection process for this study focuses on young consumers, primarily university students, through an online survey conducted from October 2024 to December 2024. Given the increasing influence of digital platforms on purchasing behavior, particularly among the

TABLE II: RELIABILITY TEST

	Outer loading	Cronbach's Alpha	Composite reliability (CR)	Average variance extracted (AVE)
FO1	0.91	0.83	0.886	0.661
FO2	0.832			
FO3	0.797			
FO4	0.699			
IMP1	0.825	0.712	0.799	0.579
IMP2	0.649			
IMP3	0.963			
IQ1	0.866			
IQ2	0.699	0.653	0.809	0.587
IQ3	0.723			
IT1	0.792			
IT2	0.907			
SA1	0.678	0.773	0.848	0.585
SA2	0.819			
SA3	0.701			
SA4	0.847			

TABLE III: DISCRIMINANT VALIDITY TEST

	FO	IMP	IQ	IT	SA
FO	0.813				
IMP	0.206	0.761			
IQ	0.673	0.49	0.766		
IT	0.783	0.074	0.583	0.852	
SA	0.734	0.15	0.578	0.695	0.785

TABLE IV: PLS-SEM RESULT

	Beta	SE	T	P values
FO → IMP	0.206	0.061	3.358	0.001
IQ → FO	0.253	0.045	4.391	0.000
IT → FO	0.439	0.066	5.138	0.000
SA → FO	0.283	0.097	2.905	0.004

immediately, leading to spontaneous buying behavior that might not have occurred in a traditional shopping setting, boosting sales and enhancing consumer engagement.

The attractiveness of livestreamers plays a crucial role in enhancing FOMO (Fear of Missing Out) and influencing impulse purchases. Livestreamers, especially those who are engaging and visually appealing, create a sense of relatability and aspiration for their audience. Viewers often feel a stronger emotional connection to attractive and charismatic hosts, making them more likely to trust their recommendations and feel like they are part of an exclusive experience. This connection can amplify FOMO, as viewers do not want to miss out on what feels like a personal, curated opportunity, especially if they perceive the livestreamer as a trendsetter or influencer. When an attractive livestreamer promotes limited-time offers, exclusive items, or even personal engagement, it triggers a fear of losing out on the product and the social validation associated with being part of the livestream community. As a result, viewers are more impulsive in their buying decisions, responding to both the influencer's charm and the fear of missing out.

The quality of information presented during a livestream has a direct positive impact on FOMO as it enhances the viewer's sense of urgency and importance regarding the products or services being offered. When

livestreamers provide in-depth, accurate, and valuable information about a product—such as its features, benefits, and limited availability—viewers feel more informed and confident in their purchasing decisions. This high-quality content, with real-time updates and exclusive deals, makes viewers feel they are gaining access to unique knowledge that others may not have. As the sense of exclusivity grows, so does the pressure to act fast, leading to impulsive purchases driven by the fear that others might get ahead or take advantage of the opportunity first. Well-researched and high-value information during livestreams creates a stronger sense of urgency, effectively feeding into FOMO and motivating viewers to purchase before it is too late.

The interactivity of a streamer plays a significant role in enhancing FOMO, as it fosters a sense of connection and engagement that makes viewers feel more involved. When livestreamers actively respond to comments, interact with their audience, and create a dynamic conversation, viewers feel like they are part of a real-time, personalized experience. This level of engagement creates a social atmosphere where viewers are watching and participating. The more interactive the streamer is, the stronger the sense of community, and viewers fear missing out on this unique, shared experience. Additionally, when livestreamers involve their audience in decisions, such as selecting products or giving

feedback on limited-time offers, it deepens the sense of exclusivity. This interactivity encourages viewers to act quickly, as they do not want to be left out of the conversation or miss out on exclusive offers being promoted live, thus driving impulse purchases.

5. CONCLUSION

The study's objective is to investigate the impact of FOMO on impulse purchases on livestreams, thereby providing recommendations for sellers to take advantage of FOMO to increase sales on this platform. The analysis results show that there are three main factors affecting the fear of missing out (FOMO), including (1) The attractiveness of the livestreamer, (2) Information quality, (3) Interaction and missing out (FOMO) directly affect impulse purchases. Based on these results, the author has proposed several solutions to help students with this syndrome reduce impulse purchases and suggest to sellers or businesses how to apply FOMO to sell effectively on livestreams.

6. IMPLICATION

This paper helps to expand the concept and role of FOMO in influencing impulse buying behavior. In the field of marketing and consumer behavior, the study will contribute to the understanding of the impact of fear of missing out on purchasing decisions, especially in the context of online commerce. This study explores how modern technology (TikTok, livestreams) can influence consumer shopping behavior, especially among young people. The paper will provide a theoretical model of the interaction between technological factors and consumer psychology, contributing to enriching knowledge in this field. The paper contributes to impulse buying behavior research by clearly identifying the factors that cause and stimulate this behavior. Analyzing student behavior in e-commerce and livestream environments helps scholars gain deeper insights into the factors that stimulate impulse buying from FOMO.

The results can help businesses and online sellers better understand how to use FOMO in their marketing campaigns. By better understanding consumer psychology, businesses can design more effective livestream strategies, target audiences, and create engaging shopping experiences. Research on FOMO on TikTok can help sellers create creative livestream content that stimulates consumers to participate actively, increasing sales and customer engagement with the brand. The research results can provide useful data for regulatory agencies to monitor livestream shopping activities, protect consumer rights, and prevent FOMO-abusing behaviors that harm consumers.

CONFLICT OF INTEREST

The authors declare that they do not have any conflict of interest.

APPENDIX QUESTIONNAIRE

1. The Attractiveness of the Livestreamer

- SA1: You find the livestreamer talented in speaking and conveying messages.
- SA2: You find the livestreamer has an interesting way of speaking during live broadcasts.
- SA3: You find the livestreamer always has an attractive appearance.
- SA4: You find the livestreamer to be a fun and humorous person.

2. Information Quality

- IQ1: You believe that the content provided by the livestreamer should be reliable (such as products, brands, and user experiences).
- IQ2: During livestreams, you believe that the content provided by the livestreamer must be truthful.
- IQ3: The livestreamer provides immediate information to meet my needs during the live broadcast.

3. Interaction

- IT1: You feel that the livestreamer cares about your feedback during the live broadcast.
- IT2: You feel that this livestreamer is like a friend.

4. Fear of Missing Out (FOMO)

- FO1: When watching a livestream, you feel uncomfortable if you miss a product.
- FO2: When watching a livestream, you often spend a lot of time watching what is happening.
- FO3: You fear that others may have more valuable experiences than you.
- FO4: You feel anxious when you don't know whether others are buying the product while watching the livestream.

5. Impulsive purchasing

- IMP1: You often purchase products spontaneously.
- IMP2: You tend to buy products without careful consideration.
- IMP3: You feel that the livestreamer urges you to buy immediately, and you also make purchasing decisions quickly.

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