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Using Tiktok as a Live Marketing Strategy to Attract Female Consumers' Interest in Purchasing Cosmetic Products in Indonesia

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Abstract—
This research examines TikTok's role as a direct marketing strategy to engage female consumers in purchasing cosmetic products in Indonesia. It employs a quantitative approach, surveying 250 active female TikTok users who interacted with cosmetic content. The study investigates various factors, including TikTok user recommendations, shopping experiences, content interactivity, shopping guidance, product visibility, influencer impact, customer engagement, and repurchase intention. Respondents rate these factors on a Likert Scale. The analysis, carried out utilizing Partial Least Squares Structural Equation Modeling (PLS-SEM), intends to uncover how these variables affect individuals' intentions to make repurchases

This study aims to offer an understanding of how TikTok serves as an effective marketing platform for cosmetics targeted at female consumers in Indonesia.. The PLS-SEM approach is chosen for its ability to handle complex relationships in the data, including non-linear ones. By examining the relationships and conducting statistical analysis, this study aims to contribute to our understanding of how TikTok influences consumer behavior in the cosmetic industry.

Keywords : Live streaming, live marketing, IT affordance, Influencer, SOR Framewrok,Engangemennt, Purchase Intention

I. INTRODUCTION

TikTok has attained remarkable popularity as a social media platform, affording individuals the liberty to express themselves creatively. Through its succinct video format, TikTok provides a space for users to creatively engage in various domains, encompassing dance, music, comedy, and more. This phenomenon not only enriches user experiences in terms of entertainment but has also emerged as a fertile ground for businesses, both small and large. Many individuals and enterprises strategically leverage their presence on TikTok to market products or services, thereby creating significant business opportunities. Consequently, TikTok transcends its role as a mere entertainment platform, evolving into a nexus for global creativity and compelling business prospects [1][2].

Live streaming has gained tremendous popularity as an engaging and interactive form of online entertainment since the early 2010s [3]. Live. streaming a performance involves the instantaneous delivery of video content over the internet, enabling viewers to actively interact with it in real time [4] Businesses across various sectors, such as fashion, cosmetics, travel, food, and beverages, have progressively collaborated with well-known influencers when launching their marketing campaigns at social media [5]. As live streaming gains popularity, numerous brand manufacturers are embracing this trend. Nevertheless, several product presentations and sales techniques exist, each with its own advantages and disadvantages due to live e-commerce streaming's uniqueness [6].

Observing the current situation presents an opportunity for product manufacturers, especially in the cosmetics industry, to expand their product sales reach through this platform. Several points should be considered to optimize marketing strategies,

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one of which is how direct interactions occur between sellers and buyers during the streaming process, as manufacturers can directly gauge buyers' interests through the streaming process. This also includes how buyers provide feedback during streaming when the host presents products, which can influence other customers. Considering the application used, the offerings from the platform undoubtedly provide convenience for buyers in making purchase transactions. Therefore, the combination of how manufacturers present products to customers, supported by the convenience offered by the platform, can influence customers' purchasing interest.

The previous research conducted by Lu Zhang et al [7] states that factors such as visibility, meta voicing, trade affordance, shopping guidance, and interactivity influence consumer purchase intention. The results of this investigation receive support from a study conducted by Yuan in 2023, revealing that visibility affordance, meta voicing affordance, and shopping guidance affordance can influence customers' purchase intentions through engagement in live streaming. In a separate research study by Jin Kyun Lee in 2021 [8] , it is shown that influencers can provide an increase in the value of advertising content, simultaneously enhancing consumer purchase intention as a response to exposure to advertisements. This statement is supported by research conducted by Joanna (2022) [9] that influencers bring credibility value due to their social appeal.

In the study, a variable related to IT affordability has been introduced, which has shown a significant impact on the live streaming process in marketing strategies. However, there hasn't been any examination of how this factor influences customer decisions and purchase intentions, which are the ultimate goals of marketing activities. Additionally, considering the current phenomenon where many social media users choose an influencer as a reference for product purchases, it is important to assess how influencers affect customer engagement and purchase intention. Based on this line of thinking, by combining the two previously unexplored elements into a marketing strategy, it is hoped that there will be a maximization of marketing outcomes and sales value. This research aims to investigate how both variables, which through observation appear to influence purchase decisions, can be combined to maximize the promotional process for more optimal results.

Built on prior research emphasizing the impact of variables like IT Affordance and influencers in streaming-based marketing, this study addresses three key questions: Does IT Affordance positively impact customer engagement? Does Influencer presence positively influence customer engagement? Does customer engagement correlate with Purchase Intention? The research aims to probe these questions within TikTok's direct marketing context, assessing its effectiveness in capturing the attention of Indonesian female consumers for cosmetic purchases. The ultimate goal is to glean insights for optimizing strategies and enhancing cosmetic product appeal on the platform.

II. LITERATURE REVIEW

A. ONLINE SHOPPING TRENDS

The rapid growth of the Internet has given rise to new trends in online shopping, impacting both e-commerce and s-commerce [10]. S-commerce, social networking's fusion, and e-commerce, has garnered significant attention across various academic disciplines [11]. Certainly, live stream commerce was notably identified as a subtype of social commerce by Sun Y et al [12] with its significant impact on brand sales dynamics also being demonstrated by [13] .Live streaming enables customers to thoroughly assess products from different angles and engage in real-time inquiries, enhancing purchase experiences [14]

An emerging trend in shopping revolves around short video communities [15], with TikTok standing out as a prominent platform in this category [16]. The rapid increase in TikTok users, particularly among females [15] , signifies its multifaceted role, including not only entertainment but also commerce [17] . For cosmetic brands in TikTok offers a plethora of avenues to connect with their Indonesian target audience [18].

To comprehend the marketing strategies utilized by TikTok's live streaming in driving female consumers' interest in cosmetic products, This inquiry utilizes the S-O-RFramework. This framework underscores the exchanges of contrasting stimulus, internal physiological states, and observable behavioural reactions [7]. Utilizing this paradigm, the study aims to uncover how TikTok's marketing approach influences Indonesian female consumers' perceptions, physiological reactions, and subsequent purchasing behavior toward cosmetic products.

B. S-O-R FRAMEWORK

The S-O-R framework was used in the research to look at how direct interactions between customers and sellers influence perceived usefulness, risk reduction, and psychological proximity, thereby fostering engagement in social commerce, while also considering the moderating impact of susceptibility to informative influence [19]. The three core components of this model - stimuli, organisms, and responses - elucidate the external factors, internal states, and observable reactions that drive consumer behavior [20]. Zhang et al [7] examined how direct interactions in live streaming effect customers' purchase intentions by utilizing IT affordances available through the S-O-R framework as external stimuli that promote trust in products and sellers as internal states, ultimately influencing the live streaming purchase intention response. In the methodology of this research, S-O-R framework is frequently used in studies examining consumer interactions in digital environments or marketing tactics. When conducting this study, which examines the use of TikTok as a direct marketing strategy to pique female Indonesian customers' interest in cosmetics purchases, S-O-R is thought to be a good framework because It can demonstrate how outside stimuli from TikTok influence consumers' internal states, ultimately influencing their purchasing decisions.

C. META VOICING

According to the research conducted by Zhang et al. in 2023 [7] , Metavoicing serves not only as a feature within live streaming or social commerce platforms but also as a tool enabling customers to provide direct ratings, reviews, and feedback on products during interactions, effectively enhancing buyer engagement and trust [7]. In the realm of social commerce and live streaming, the concept of affordance of meta-voicing becomes crucial, allowing consumers to actively contribute ratings, reviews, and feedback on products during the purchasing process, concurrently building a foundation of trust and

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intensifying interactions between buyers and sellers [21] . Consistent with findings also presented in the research by Yan Y et al [22] , Metavoicing in live streaming is not just about providing customers the capacity to communicate with sellers and offer swift feedback on products; it is about creating a foundation for building fundamental trust, resulting in rapid and efficient online interpersonal relationships.

(H1: Meta Voicing : has positively costumer engagement)

D.   PAYMENT CONVENIENCE

Payment Convenience, as defined by Dong and Wang [23], pertains to streamlining the transaction process for customers during shopping endeavors by providing a diverse array of payment methods, thereby simplifying the purchasing journey through multiple payment choices and concluding the transaction upon successful payment. Subsequently, the aftermath of transactions often leads to a continued exchange of communication between buyers and sellers. This affordance extends beyond the transaction itself. It involves buyers anticipating future benefits or discounts for subsequent purchases, while sellers aspire to transform one-time transactions into recurrent engagements. Such efforts are driven by sellers' expectations of positive reviews and amplified interactions, all facilitated through the framework of Payment Convenience affordance. This phenomenon finds further reinforcement from live streaming, a tool that empowers consumers to promptly inquire about products and receive comprehensive elucidations regarding payment and transaction alternatives directly from the sellers [7]. In parallel with existing research, the concept of "Payment Convenience" encompasses the ability to partake in financial transactions or the exchange of goods and services among individuals or entities [24]

(H2: Payment Convenience: has positively costumer engagement)

E.   INTERACTIVITY

In the past, Dong, X., and Wang, T [23] conducted research., within the realm of online commerce, interactivity functions as a crucial bridge for active user engagement, facilitating two-way communication, transaction control, and cultivating social ties involving purchasers and sellers through technology collaboration. A central facet of s-commerce is the heightened level of engagement during online shopping. This engagement is defined by Kang et al [25] as the depth and breadth of two-way communication. Live-stream commerce facilitates real-time interactions between users and sellers, enabling swift responses to inquiries and personalized information dissemination [19]. This heightened interaction leads to improved consumer trust and satisfaction, thereby enhancing the overall shopping experience.

(H3: has positively Influency costumer engagement).

F.   GUIDANCE SHOPPING

In line with the discoveries described by Lu Zhang et al. in 2023 [14] , the notion of 'guidance shopping' encompasses the tailoring of products and services to address customer needs through direct interaction within live streaming platforms. Within this context, content creators wield the ability to dispense valuable guidance and recommendations, thus enhancing the tangible value of products and fostering consumer trust. Additionally, as underscored by Dong & Wang [23], guidance

shopping holds promise in assisting users with their purchasing decisions via personalized services, streamlining the process of product selection, and delivering an individualized and collaborative support framework. Similarly, as expounded by [24], This phrase describes the likelihood of consumer entrepreneurs offering tailored assistance to other buyers. This could entail the sharing of unique insights and recommendations for specific products based on distinctive preferences and needs, thereby granting customers access to tailored product insights and services.

(H4: Guidance Shopping : has positively costumer engagement)

G.   VISIBILITY

Considering past research, the concept of visibility can be elucidated as the ability of customer entrepreneurs to access product knowledge and effectively share it with others through the utilization of digital storefronts, conversational exchanges, and the sharing of information related to products on different social media platforms, as explored in a study by Miao Y et al. in 2022 [24] . Building upon this foundation, the notion of Visibility affordance emerges, signifying the intrinsic capacity of a given platform or environment to offer convenient and lucid avenues for consumers to access products and their associated information within the domain of social media shopping. This facet not only serves to alleviate potential ambiguities but also facilitates the establishment of transparent interactions between buyers and sellers, consequently strengthening the level of trust that consumers place in both the products and the sellers themselves [7]

(H5: Visibility : has positively costumer engagement).

H.   INFLUENCER IMPACT

Literature indicates that influential online streamers strategically shape their personas to authentically promote products, leveraging social media's interactive nature. Live streaming adds real-time engagement and widens market reach, contributing to the influencer economy's growth [26]. Live streaming is used in electronic commerce., influencers assume a crucial role in sales through their presentation and explanation of products, categorizing them into two groups: brand personnel and influencers. Influencer conduct, reinforced by a robust fan base, alongside their endeavors in live streaming and the quality of their services, exerts a substantial influence on consumers' purchasing intentions, brand traffic, and even the platform for live streaming itself [6]. Additionally, a significant advantage offered by Live streaming for e-commerce involves incorporating influencers who give detailed explanations and prompt interaction. [27].

Professionals in marketing and advertising hold a common belief that the personality of a communicator plays a substantial role in influencing the persuasiveness of the message. making the selection of the right spokesperson for promoting products or services crucial. To achieve desired communication goals, the character and credibility of an influencer are highly necessary. Source credibility is a term used to describe the favorable personal qualities of a communicator that impact the recipient's willingness to accept a message. These character traits can be categorized into three main dimensions: trustworthiness, expertise, and attractiveness. The trust paradigm in

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communication signifies the extent of faith and approval that the audience places in both the speaker and the message. On the other hand, the expertise dimension refers to the level of expertise the source possesses in persuasive communication, which Typically, it tends to have a favorable influence on altering one's attitude. Furthermore, research in the fields of marketing and communication suggests that physical attractiveness plays a significant role in the initial judgment of individuals towards others. it is essential to acknowledge that the effectiveness of persuasion is additionally shaped by situational elements and the dynamic interplay between the source and the audience, as pointed out by Ohanian in 1990 [28] .

Influencer marketing has become increasingly popular on social media sites recently [29] and is filling knowledge gaps in online purchases [30].Successful marketing relies heavily on social media user involvement [31]. This emphasizes how digital era techniques are evolving. This engagement, encompassing brand conversations and active platform utilization, plays a pivotal role in shaping attitudes and purchase intentions [32]. These engagement behaviors span from content consumption and participation to creativity, ultimately impacting purchase intent [33].

(H6: Influencer: has positively customer engagement).

I. CUSTOMER ENGAGEMENT

Aligned with previous research, "engagement" pertains to the active interaction and involvement of customers with live-streaming platforms, particularly within the context of e-commerce [22]. The objective is to forge a robust relationship between platform operators and customers, enhancing loyalty and delivering an improved experience. Customer engagement has drawn more attention as a critical factor for businesses looking to maintain a competitive edge as the social commerce landscape changes. In spite of the substantial literature, maintaining a competitive edge through researching the factors affecting consumer engagement in social commerce, particularly focusing on platform functionalities and technical aspects, discussions concerning social interactions still remain relatively scarce [34] .

Building upon prior studies, s-commerce engagement denotes dynamic interactions between customers and sellers within online communities. These interactions encompass conversations about purchases, sharing product viewpoints, and active participation in community events. Such engagement not only fosters trust but also mitigates perceived risks associated with online shopping. Furthermore, it contributes to cultivating positive brand perceptions, thereby nurturing substantial interactions within the s-commerce [7]

(H7: Costumer Engagement : has positively repurchase intention)

J. REPURCHASE INTENTION

In the study by Meng et al. (2023) [35], Repurchase intention refers to the likelihood that a customer will make a repeat purchase from a particular website or business. It is a crucial metric for online businesses, as it indicates the ability of a website to attract and retain customers. Stickiness, which measures the time customers spend on a website and the frequency of their revisits, is a key factor influencing repurchase intention. Platfoam online business or websites with high stickiness are more likely to convert visitors into repeat customers, leading to increased sales and revenue.

Utilizing the S-O-R approach and prior insights, the cosmetic brand can harness TikTok's live streaming for consumer engagement. By incorporating influencer marketing and user-friendly features, cosmetic content can create an engaging shopping experience to boost customer involvement. Successful customer engagement stems from combining meta voicing and improved interactions, potentially driving interest and sales for cosmetics in the Indonesian market. The S-O-R model aids in understanding environmental influences, internal states, and behavioral responses in TikTok marketing. Meta voicing enhances trust and authenticity in social commerce while Payment Convenience affordance streamlines transactions and buyer-seller interactions. High interactivity facilitates two-way communication, while guidance shopping personalizes product selection. Visibility ensures transparent product information, reinforcing trust. Influencer's online popularity promotes authentic products, alongside customer engagement fostering loyalty. Lastly, purchase intention refers to customers' inclination to buy after the live streaming engagement, influenced by the presence in society, interactivity, and experience with flow. In live streaming business, contrasted with virtual streamer characteristics also affect buy intent.
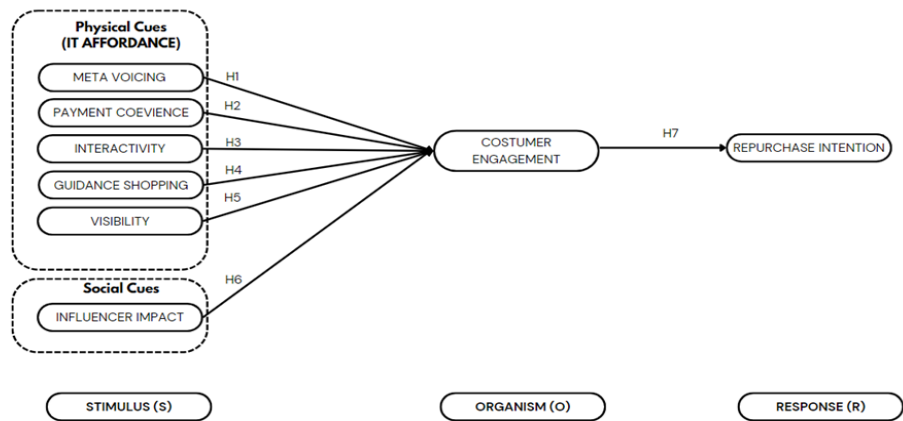

Figure 1. Model Structural

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III. METHODOLOGY

The study employs a causal descriptive approach with a quantitative methodology [36], utilizing on-probability and purposive sampling techniques. Targeting female TikTok users in Indonesia who have interacted with cosmetic content, the sample size of 250 active respondents is chosen for data significance and resource optimization [37]. The research design centers on a questionnaire survey strategy, exploring the impact of TikTok's usage as a direct marketing platform on female consumers' interest in purchasing cosmetic products. Variables such as TikTok user recommendations, shopping experiences, content interactivity, shopping guidance, product visibility, influencer influence, customer engagement, and purchase intention are examined. Likert Scale responses, ranging from strongly disagreeing to strongly agreeing, ensure nuanced data collection [38]. The analysis will unveil the relationship and influence of various factors on cosmetic purchase interest, emphasizing the survey phase's pivotal role in data collection, analysis, and processing [39]. The study aims to provide a comprehensive understanding of TikTok's impact on engaging female consumers' purchase intentions for cosmetic products in Indonesia.

This research adopts the Structural Equation Modeling (SEM) methodology, specifically utilizing the PLS-SEM approach to analyze data related to TikTok's usage as a direct marketing strategy targeting female customers for cosmetic purchases in Indonesia. SEM, a statistical method, evaluates intricate connections between variables in a conceptual model, considering both direct relationships and latent variables [40]. PLS-SEM is chosen for its ability to capture complex relationships, both linear and non-linear, and address data normality issues in the social sciences [41]; [18]. The analysis, conducted using Smart PLS 4.0, reveals, in alignment with Yan et al.'s 2023 [22] study, the indirect impact of IT affordance in live streaming on customer engagement. The model and hypothesis testing follow a two-stage process, examining the PLS-SEM structural model and measurement model using the Hamid (2019) approach [42].

IV. DATA ANALYSIS AND RESULT

Item	Description	Frequency	Percetage
Age	≤ 20 T	32	13%
	21- 25	94	38%
	26-30	83	33%
	31-35	30	12%
	36-40	9	4%
	≥ 40	2	1%
Location	JABODETABEK	107	43%
	Java & bali	70	28%
	Borneo	5	2%
	Sumatra	58	23%
	Sulawesi	4	2%
	Papua	2	1%
	Other	4	2%
Education Level	Elementary	0	0%
	Junior School	0	0%
	High School	88	35%
	Junior degree	39	16%
	degree (S1)	111	44%
	Post graduate (S2)	12	5%
	other	0	0%
Salary (monthly income)	Without income	8	3%
	Less than Rp.999.999,-	17	7%
	Rp.1.000.000,- s/d Rp.2,999,999,-	38	15%
	Rp.3.000.000,- s/d Rp3.499,999,-	68	27%
	Rp.3.500.000,- s/d Rp. 4,999,999,-	67	27%
	Rp.5.000.000,- s/d Rp.9,999,999,-	43	17%
	More than Rp.10,000,000,-	9	4%
Profession	Student	26	10%
	government	29	12%
	Corporate	109	44%
	Entrepreneur/business	44	18%
	Housewife	10	4%
	Freelancer	25	10%
	other	7	3%
Live Streaming frequency (per month)	1-3	63	25%
	4-6	89	36%
	7-9	35	14%
	≥ 10	63	25%
Shopping Frequency using live streaming	1-3	130	52%
	4-6	79	32%
	7-9	29	12%
	≥ 10	12	5%

Figure 2. Respondent s ' demographic

Respondent's Demographic

This study focuses on sampling 250 female TikTok users in Indonesia who have engaged with cosmetic content and expressed an interest in purchasing specific cosmetic product categories.

The majority of respondents, 38%, fall within the age range of 21-25 years, with the second-largest group being the 26-30 age group at 33%. The youngest age category, below 20 years, constitutes 13%, while respondents aged 31 and above 40 years make up the remainder. Geographically, 43% of respondents reside in the Jabodetabek area, followed by the Java and Bali region with 28%, and Sumatra with 23%. Other respondents are scattered across areas like Borneo, Sulawesi, Papua, and elsewhere.

In terms of education, 44% have a bachelor's degree (S1), 35% have a high school (SMA), and 16% have a diploma. Regarding monthly income, 27% earn between Rp. 3,000,000-3,499,999, the same as those earning around Rp. 3,500,000-4,999,999. Respondents with an income of Rp. 1,000,000-2,999,999 constitute 15%. Notably, some respondents report no income, while others have incomes exceeding Rp. 10,000,000. In terms of occupations, private employees form the largest group at 44%, followed by entrepreneurs at 18%, and civil servants at 11%.

A.   Statistical Data Analysis

The statistical method employed to test hypotheses in this research is Partial Least Square (PLS). PLS is an alternative analysis approach to Structural Equation Modeling (SEM) based on variance. The advantage of this method lies in its lack of assumptions and its ability to be estimated with a relatively small sample size.

In Structural Equation Modeling (SEM), there are two types of models formed, namely the measurement model (outer model) and the structural model (inner model). The measurement model aims to elucidate the proportion of variance explained by each manifest variable (indicator) within latent variables. Through the measurement model, it is possible to identify which indicators play a dominant role in shaping latent variables. Once the measurement model has elucidated each latent variable, the next step involves detailing the structural model, which examines the influence of each exogenous latent variable on the endogenous latent variable. In this research, there are 24 manifest variables and 8 latent variables, namely Guidance Shopping (X1), metavoicing (X2), Visibility (X3), Payment Convenience (X4), Interactivity (X5), and Influencer Impact (X6), Repurchase Intention (Y), and customer engagement (Z) as mediating variables, each of which has 3 manifest variables.

The tool used is the Smart PLS Version 4 program specifically designed for estimating structural equations based on variance. The structural model in this study is presented in Figure 1 above.

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B. *Outer Model Analysis*
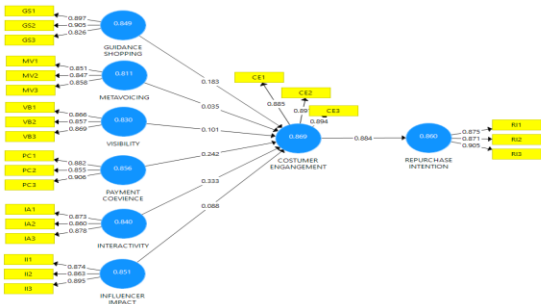
Picture 3. Results of the structural model.

Measurement model testing (outer model) is used to determine the specifications of the relationship between latent variables and their manifest variables. This testing includes convergent validity, discriminant validity, and reliability.

The study assesses both convergent and discriminant validity, crucial aspects of the measurement model's reliability. Convergent validity is determined by the correlation between items and their constructs, with all indicators showing loading factors exceeding 0.70, indicating their reliability for construct assessment. Discriminant validity is evaluated through the square root of the average variance extracted (AVE), where values above 0.5 are considered good. Composite reliability, tested subsequently, confirms construct reliability when exceeding 0.60. Reliability is further ensured by examining cronbach's alpha values, with constructs considered reliable if alpha exceeds 0.7.

From the pretest results, it is evident that all indicators exhibit convergent validity values exceeding 0.70, AVE reaches values above 0.5, and cronbach's alpha values surpass 0.7. These findings strengthen the conclusion that the measurement tool meets the required criteria for validity and reliability, thus making it reliable for use in a full-scale survey.

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Costumer Engagement	0.868	0.919	0.791
Guindance Shopping	0.849	0.909	0.769
Influencer Impact	0.851	0.910	0.771
Interactivity	0.844	0.906	0.762
Metavoicing	0.812	0.889	0.727
Repurchase Intention	0.859	0.914	0.780
Payment Convenience	0.856	0.912	0.776
Visibility	0.830	0.898	0.746

Inner Model Analysis

The assumption or condition in the analysis of the inner model of Partial Least Squares is the absence of multicollinearity, which refers to the presence of strong intercorrelations among latent variables. SmartPLS 4.0 employs the Variance Inflation Factor (VIF) to evaluate collinearity. Multicollinearity is relatively common in statistics.

The VIF (Variance Inflation Factor) value should be less than 5, as exceeding this threshold indicates the presence of collinearity among constructs. Multicollinearity, or the presence of strong intercorrelations among independent variables in this PLS SEM tutorial, is indicated by the VIF Inner Model values below:

	Costumer Engagement	Repurchase Intention
Costumer Engagement		1,000
Guindance Shopping	3,257	
Influencer Impact	1,802	
Interactivity	2,502	
Metavoicing_	2,105	
Payment Convenience	2,916	
Visibility	1,607	

Table 2. VIF Inner Model Value

Based on the table above, no multicollinearity among constructs was found, allowing the inner model analysis to be conducted.

To meet the model fit criteria, the SMSR value should be less than 0.05. However, based on the explanation from the SMARTPLS website, the limitations or criteria for model fit include: RMS Theta value or Root Mean Square Theta < 0.102, SRMR value or Standardized Root Mean Square < 0.10 or < 0.08, and NFI value > 0.9. The Model Fit values obtained are as follows:

	Saturated Model	Estimated Model
SRMR	0,043	0,053
d_ULS	0,564	0,844
d_G	0,711	0,787
Chi-Square	992,414	1053,330
NFI	0,931	0,920

Table 3. Model Fit

The goodness of fit model PLS test results in Table 3 above indicate that the NFI value of 0.931 means FIT. Thus, from these results, it can be concluded that the model in this study has a high goodness of fit and is suitable for testing research hypotheses.

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C. Hypothesis Testing

After assessing the inner model, the next step is to evaluate the relationships between latent constructs as hypothesized in this study.

The Influence of IT Affordance and Influencers on Repurchase Intention

The analysis of the relationships among variables within IT affordance and influencers towards repurchase intention can be explored by employing direct effect. Direct effects are the direct influences of a construct or exogenous latent variable on an endogenous latent variable. Therefore, in research, through coefficient values, the direct relationship between the independent variable (X) and the mediating variable (Z), as well as the mediating variable (Z) and the dependent variable (Y), can be determined.

	Costumer Engagement	Repurchase Intention
Costumer Engagement		0,384
Guindance Shopping	0,368	
Influencer Impact	0,292	
Interactivity	0,362	
Metavoicing	0,225	
Payment Convenience	0,265	
Visibility	0,369	

Table 4. Path Coefficient

The path coefficient analysis reveals the direct impact of several factors on Customer Engagement. Guidance Shopping has a positive influence of 36.8% (coefficient = 0.368), indicating that an increase of one unit in Guidance Shopping can enhance Customer Engagement by 36.8%. Similarly, Influencer Impact exerts a 29.2% impact (coefficient = 0.292), Interactivity has a 36.2% influence (coefficient = 0.362), Metavoicing contributes to a 22.5% effect (coefficient = 0.225), Payment Convenience demonstrates a 26.5% impact (coefficient = 0.265), and Visibility shows a 36.9% influence (coefficient = 0.369). All coefficient values signify significant positive effects, affirming that an increase in these factors has the potential to elevate Customer Engagement.

Based on the analyzed path coefficient data, it can be concluded that every hypothesis in this study is acceptable. Positive and significant path coefficient values indicate a strong and positive relationship between independent variables and the mediating variable, as well as between the mediating variable and the dependent variable.

D. F Square

In addition to assessing whether there is a significant relationship between variables, a researcher should also evaluate the magnitude of the influence between variables using Effect Size or f-square. An f-square value of 0.02 is considered small,

0.15 is considered medium, and 0.35 is considered large. Values below 0.02 can be disregarded or considered as having no effect.

Based on the analysis results with smart PLS 4.0, the f-square values obtained are as follows:

	Costumer Engagement	Repurchase Intention
Costumer Engagement		0,567
Guindance Shopping	0,365	
Influencer Impact	0,214	
Interactivity	0,358	
Metavoicing	0,071	
Payment Convenience	0,205	
Visibility	0,065	

Table 5. f-square value

Based on the table of F Square values above, the variables with a large effect size, as indicated by F Square > 0.35, include the influence of Customer Engagement on Repurchase Intention, as well as Guidance Shopping and Interactivity on Customer Engagement. Those with a medium effect size, with F Square values between 0.15 and 0.35, are Influencer Impact and Payment Convenience on Customer Engagement. The effects of Metavoicing and Visibility on Z are considered small as their F Square values fall within the range of 0.02 to 0.15. Meanwhile, the effects that are disregarded are those with no F Square values < 0.02.

E. R Square and Adjustes R Square

To determine whether each variable simultaneously influences another variable, one can examine the values of R square and adjusted R square. These values reflect the extent to which the variability in the dependent variable can be explained by the independent variables in the model. R square provides a general overview of how well the model can explain variation, while adjusted R square offers an adjusted perspective considering the number of independent variables in the model. The higher the values of R square and adjusted R square, the better the model is at explaining the relationships between variables.

Based on the data processing conducted using Smart PLS 4.0, the R Square value obtained is as follows.

	R Square	R Square Adjusted
Costumer Engagement	0,855	0,851
Repurchase Intention	0,781	0,780

Table 6. R square

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Based on the above table, it can be seen that the R Square value for the Customer Engagement variable is 0.855. This result explains that 85.5% of Customer Engagement can be accounted for by the independent variables, while the remaining 14.5% is influenced by other variables. On the other hand, the R Square value for the Repurchase Intention variable is 0.781. This result explains that 78.1% of Repurchase Intention can be accounted for by the independent variables and Customer Engagement, while the remaining 21.9% is influenced by other variables. Thus, it can be concluded that the independent variables and Customer Engagement have a significant impact on Repurchase Intention by 78.1%. Adjusted R Square is the R Square value that has been adjusted based on the standard error. The Adjusted R Square value provides a more robust indication compared to R Square in assessing the ability of an exogenous construct to explain an endogenous construct. In both correlations mentioned, each has a high Adjusted R Square value, indicating that the influence of all exogenous constructs (X1-X5) on Customer Engagement is substantial. Similarly, the impact of X1 to X6, Z on Repurchase Intention is significant, with each having values of 85.1% and 78.1% or >67%, respectively.

V. DISCUSSION AND CONCLUSION

Based on the above analysis, it can be concluded that Guidance Shopping, Influencer Impact, Interactivity, Metavoicing, Payment Convenience, and Visibility has positively customer engagement, and customer engagement significantly influences repurchase intention. With this statement, all hypotheses in this study can be accepted. It can also be concluded that Guidance Shopping, Influencer Impact, Interactivity, Metavoicing, Payment Convenience, and Visibility has positively customer engagement, and Guidance Shopping, Influencer Impact, Interactivity, Metavoicing, Payment Convenience, Visibility, and customer engagement has positively repurchase intention. Furthermore, Influencer Impact, as an indicator of social cause, has a moderate effect on customer engagement with an f-square value of 0.214.

Drawing on the findings of Lee Ji Kyung's research in 2021[8], the analysis further solidifies the understanding that influencers play a pivotal role in enhancing customer engagement. Lee Ji Kyung's study highlights that influencers not only contribute to the increased value of advertising content but also have a simultaneous positive impact on consumer purchase intention in response to exposure to advertisements. This aligns seamlessly with the present study's conclusion that Influencer Impact is a significant factor positively influencing customer engagement. The study affirms that the engagement fostered by influencers, when integrated with other factors like Guidance Shopping, Interactivity, Metavoicing, Payment Convenience, and Visibility, collectively shapes customer engagement and subsequently influences repurchase intention. The moderate effect observed in Influencer Impact, particularly in the realm of social causes, underscores the lasting and influential connection that influencers establish with consumers, reinforcing the multifaceted role they play in the consumer decision-making process. In essence, the synergy of these factors, illuminated by both Lee Ji Kyung's findings and the current study, emphasizes the intricate dynamics and comprehensive impact of influencers on customer engagement and subsequent purchasing behaviors.

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VI. APENDIXS

Constructs and measurement items

GUIDANCE SHOPPING adapted from zhang et al. (2023)
GS 1. TikTok Live Streaming can provide information about all cosmetic products I want to buy.
GS 2. TikTok Live Streaming can help me determine the cosmetic needs I want to buy.
GS 3. TikTok Live Streaming can help me identify the attributes of cosmetic products that suit me best.

METAVOICING adapted from zhang et al. (2023)

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MV 1.   Shopping on TikTok Live Streaming allows me to comment on the cosmetic products I want to buy.
MV 2.   Shopping on TikTok Live Streaming allows me to respond to feedback from the streamer/influencer about the cosmetic products I want to buy.
MV 3.   Shopping on TikTok Live Streaming allows me to share opinions with the streamer/influencer about the cosmetic products I want to buy.

VISIBILITY adapted from zhang et al. (2023)
VB 1.   Shopping on TikTok Live Streaming provides images and videos detailing the cosmetic products I want to buy.
VB 2.   TikTok Live Streaming makes the attributes of the cosmetic products I want to buy visible to me.
VB 3.   I can see that TikTok Live Streaming provides information on how to use the cosmetic products I want to buy.

PAYMENT COEVIENCE adapted from zhang et al. (2023)
PC 1.   TikTok Live Streaming gives me multiple payment options to complete a purchase.
PC 2.   TikTok Live Streaming helps me complete transactions effectively.
PC 3.   TikTok Live Streaming allows me to complete transactions smoothly.

INTERACTIVITY adapted from zhang et al. (2023)
IA 1.   TikTok Live Streaming is very enjoyable in communicating with the audience.
IA 2.   TikTok Live Streaming actively responds to audience questions.
IA 3.   TikTok Live Streaming answers audience questions and requests in a timely manner.

INFLUENCER IMPACT adapted from Masuda et al. (2023)
II 1.   I tend to buy cosmetic products recommended by influencers on TikTok.
II 2.   I am more inclined to trust cosmetic products recommended by influencers than traditional advertisements.
II 3.   Influencers influence my cosmetic purchasing decisions on TikTok.

CUSTOMER ENGAGEMENT adapted from Yan et al. (2023)
CE 1.   TikTok Live Streaming creates positive interactions with the cosmetic product brands being sold.
CE 2.   I am interested in buying cosmetic products after watching TikTok Live Streaming.
CE 3.   TikTok Live Streaming can influence my decision to purchase cosmetic products.

REPURCHASE INTENTION adapted from Meng et al. (2023)
RI 1.   I often make purchases of cosmetic products I desire through TikTok Live Streaming.
RI 2.   I intend to repurchase products or services through TikTok Live Streaming.
RI 3.   I expect that I will repurchase the cosmetic products I bought through TikTok Live Streaming.