

## Examining Drivers of Purchase Intentions for Fashion Retailers Leveraging TikTok Live Streaming in Indonesia

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**Abstract.** This study examines consumer perceptions regarding live streaming marketing on TikTok's burgeoning e-commerce platform to uncover attributes influencing purchase intentions and experience within Indonesia's fashion industry. Survey data from 215 users of TikTok live shopping features employs Importance-Performance Matrix Analysis (IPMA) to weigh satisfaction levels and significance assigned to elements like pricing, product uniqueness and influencer credibility. Results reveal engagement, security and convenience as pivotal to ensuring sustained patronage among digitally-savvy Indonesian youth. By evidencing highly rated performance criteria and priority requisites for TikTok commerce, findings offer fashion retailers practically actionable directives to optimize interactive streaming. For broader generalizability however, incorporating multiple evaluation metrics beyond self-reported measures merits exploration.

**Keywords:** Consumer Purchase Intention, Live Streaming TikTok, Importance-Performance Matrix Analysis (IPMA)

## 1. Introduction

In the ever-evolving digital landscape, social media stands as a powerful platform enabling diverse interactions between content creators and consumers (Yurindera, 2023). Among these platforms, TikTok has emerged as a focal point. (Annur C. M., 2023) highlights its expansive reach, with a global user base surpassing 1.09 billion, and Indonesia securing the second-highest user count, reaching 113 million by April 2023 (Rizaty, 2023) Utilizing TikTok for marketing shows immense promise, especially for small to medium-sized enterprises (SMEs) facing financial constraints. Specifically, (Annur C. M., 2023) notes a consistent increase in TikTok's monthly active users worldwide, emphasizing its year-on-year growth.

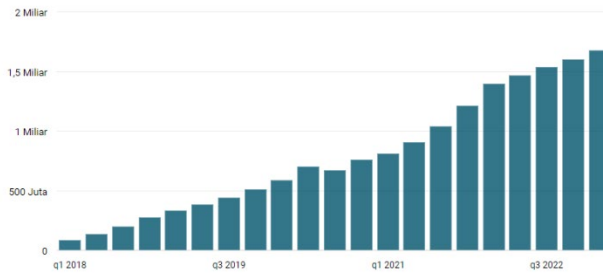


Fig.1: The TikTok Global Active users graphic monthly (Quarter I 2018- Quarter I 2023)  
Source: <https://databoks.katadata.co.id/> (July2023)

Amid the digital era's advancements, live streaming has become a dominant trend, allowing users to engage in real-time broadcasts and interact live. TikTok Live offers businesses a robust avenue to showcase products and connect with a broader audience. By embracing this feature, companies can build trust and foster meaningful connections with consumers through authentic, live content (Cai et al., 2018). Research by (Arvia, 2022) forecasts a staggering \$400 billion market share for live-streaming shopping by 2024 worldwide. Based on a study by TikTok and the Boston Consulting Group (BCG), the potential for live streaming or shoppertainment shopping business in Indonesia is projected at US\$ 27 billion or around Rp. 405 trillion by 2025 (Septiani. L, 2023). The gross merchandise value (GMV) of daily live streaming in Indonesia has exceeded 1.5 million USD, with approximately 15,000 daily live streams and an estimated view count reaching 368 million in just one month (UTen, 2022). The most purchased product category on live streaming platforms in Indonesia is the fashion industry (85%), and within one month, Indonesian consumers shop two to four times with a budget of around IDR 200,000 in one transaction (Alfianto. R, 2023) according to (Dataindustri, 2023) In the second quarter of 2020, the number of fashion industries decreased significantly due to the pandemic outbreak. However, the subsequent year saw growth in fashion industry, indicating an increase in business ventures within this sector.

Furthermore, previous studies have highlighted various factors influencing consumer purchase intentions in TikTok Live Streaming Shops. These factors encompass factors price considerations (Sakinatun, 2023), product quality (Li et al., 2023) the appeal of unique products (Rahmawati et al, 2023), brand image perceptions (Febriani & Sudarwanto, 2023), discounted offerings (Ananda et al., 2023), free shipping incentives (Ulfakhatun & Budiharjo, 2023), flash sales attractiveness (Mustikasari et al., 2023), considerations regarding broadcast schedules, giveaways, and direct Q&A systems (Muslikhun, 2022). Additionally, the influence of host appearance, influencer expertise reviews (Lin & Nuangjamnong, 2022), confidence in product explanations (Yurindera, 2023) product-specific expertise (Chen & Chang, 2021), clear communication and transaction, and engaging communication (Diarya & Rafida, 2023), transaction security (Nurmalasari & Latifah, 2023) transactional convenience and ease (Indarwati et al., 2023), and shipping subsidies (Salsabila & Fitria, 2023). However, on the other hand, based on research by Saputra et al., (2023), live streaming in the marketplace does not have a significant impact on consumer buying interest. The existence of inconsistent research results regarding the relationship between live streaming and consumer behavioral responses ultimately creates

a gap for further study. This research focuses on insights into using TikTok Live Streaming for fashion industry practitioners who can effectively influence consumer purchasing intentions, which is expected to provide a detailed explanation of the instruments that sellers must pay attention to by considering their level of importance.

## **2. Literature Review**

Buying interest in the products offered requires a combination of knowledge to evaluate several alternative behaviors and choose one of them (Setiadi & SE, 2015). One of the factors The most important thing to improve marketing performance is the reason consumers buy, consumers always compare prices before making a purchasing decision. This is in line with research conducted by (Sakinatun, 2023) that price has a positive and significant influence on consumer buying interest. (Li et al., 2023) Product quality has positive impact on customer's purchase intention in the clothing live broadcast. Based on research suggestions for merchants to improve the quality of clothing, pay attention to anchor training, increase product styles, etc. to increase customer's willingness to buy. Products offered during live streaming that look attractive can influence consumer buying interest (Rahmawaty et al., 2023). Consumers prefer to see the condition of goods directly and use them directly. (Febriani & Sudarwanto, 2023) Brand image has a positive influence on purchasing decisions for certain brands. If consumers have no experience with a product they are less likely to trust a well-liked or well-known brand. So if a positive brand image is created it will be firmly embedded in the minds of consumers. (Ananda et al., 2023) Price discounts partially have a positive and significant effect on purchasing decisions. Discounts are a tactic to reduce selling prices in exchange for product sales for customers who pay early. This is often implemented by business people when live streaming TikTok Shop by determining discount prices with limited time purchases. (Ulfakhatun & Budiharjo, 2023) Free shipping promo has a significant positive effect on buying interest in Live TikToshop. (Mustikasari et al., 2023) Flash sales have a significant effect on purchase intention. (Muslikhun, 2022) The right broadcast schedule will influence customers' buying interest, according to this research, evening time is the right time because the tendency of a buyer in the evening to have free time to use social media and make purchases, is the habit of young people who use it. smartphones at night can cause insomnia and there is an opportunity that using the internet at night is cheap and the connection is fast. Giveaways and a direct Q&A system will attract consumers' buying interest because every product that has a code can be asked directly, including checking available stock during Live Streaming. (Lin & Nuangjamnong, 2022) Influencer credibility (attractiveness, trustworthiness, and expertise) and consumer purchase intention have a significant positive correlation. When wanting to grow their live streaming business, companies must pay attention to the influencer's expertise and ensure the impact of the influencer's appearance to attract more viewers and thus generate more sales. (Yurindera, 2023) influencer credibility by having self-confidence and product-specific expertise (Chen & Chang, 2021) can increase audience interest in making purchases during TikTok live streaming. (Diarya & Rafida, 2023) Indirect influence factors increase consumer confidence in transactions, one of which is using live streaming with streamer optimization to generate purchasing decisions, namely by establishing interesting interactions and good product mastery and clear explanations that make you entertained. (Nurmalasari & Latifah, 2023) Security has a positive influence on online purchasing decisions on the TikTok Shop application. (Indarwati et al., 2023) convenience and easy to use TikTok make increase the purchasing decisions. TikTok makes it easier for customers to get a product without having to come to the official store directly and convenience for the selection of payment methods (M Banking Virtual Accounts, ATM transfers, E-Money, and COD system. (Salsabila & Fitria, 2023 ) In his research, when business people do live streaming they can increase sales up to 20 times than usual, supported by postage subsidies from TikTok.

Table 1. Overview of live streaming service quality attributes

No	Attributes	Relevancies	Studies
1	Price	Price Influence on consumer buying interest, Price Awareness have impact on buyer interest in live streaming sessions. Buyers can be seen in assessing goods based on prices according to their choice	Sakinatun 2023, Lu & Chen, 2021
2	Product Quality	Product quality Has impact on customer purchase intention in live broadcast. If customers buy good quality and low price goods, it will undoubtedly enhance consumers loyalty to the brand.	Li et al.,2023
3	Unique Displayed Product	Products offered looks attractive can influence consumer buying interest, Product presentation in live streaming had effect on consumer purchase intention, especially the high level of vivid, rich, and interactive information displayed in the live room, increased consumers' perception of product value, thereby improving consumers' purchase decisions.	Rahmawaty et al., 2023, Febriani & sudarwanto, 2023, Zhang, 2023
4	Host Appearance	The influencers appearance to attract more viewers and thus generate more sales	Lin & Nuangjamnong, 2022
5	Discounts	Discounts are tactic to reduce selling prices in exchange for product sales customers who pay early. It has impact on purchasing decision	Ananda et al., 2023
6	Giveaways	Giveaway attract consumer buying interest, giveaway can make consumers more willing to buy than quantity limit for purchase decision. The greater time pressure will make consumers produce nervous or anxious psychological reaction, increase the sense of urgency which is purchase intention.	Muslikhun, 2022 and Ding, 2023
7	Flash sale	Flash has impact on purchase intention and repurchase intention. Flash sales make consumers make impulse purchases and trigger interest because they make repeat purchases at cheaper prices than previous purchases	Mustikasari et al., 2023, Wardi, 2022
8	Free Shipping	Free Shipping has effect on buying interest. Consumers perceive free shipping as a cost-saving opportunity since they don't have to pay an additional shipping fee. The word "free" has a psychological effect on consumers, making them feel like they	Ulfakhatun & Budiharjo, 2023, (Priambodo, 2023)

		are getting an extra benefit or value without any additional costs	
9	Shipping Subsidies	Subsidies shipping can increase sales up to 20 times than usual	Salsabila & Fitria, 2023
10	Broadcast schedule	The right broadcast schedule influence customers buying interest. Live Streaming schedule make increase trust to the consumer and purchase intention	Muslikhun, 2022, Wang et al., 2022
11	Influencer Confidence in Explaining Products	Influencer confidence in explaining products on live streaming make purchase intention	Yurindera, 2023
12	Clear Communication and Interaction	Establishing interesting interactions and good product mastery and clear explanation that make you entertained	Diarya & Rafida, 2023
13	Engaging Communication	Interesting interactions that keep viewers entertained can influence them to make a purchase	Diarya & Rafida, 2023
14	Brand image (Local brand)	Brand image embedded in the minds of consumers, so it influence on purchasing decision	Febriani & Sudarwanto, 2023
15	Influencer review	Influencer credibility (attractiveness, trustworthiness, expertise) influence consumer purchase intention	Lin & Nuangjamnong, 2022
16	Transaction Security	Security has influence on online purchasing decisions. Guarantees from business people such as warranty claims can make them more confident in this matter, while from the application side the role of the TikTok company must be even better.	Nurmalasari & latifah, 2023
17	Convenience and ease of Transaction	Make it easier to customers to get a product without having to come to official store directly and convenience for the selection of payments method make influence purchasing decision	Indarwati et al., 2023
18	Expertise in Explaining products	Influence consumer confidence in transaction	Chen & Chang, 2021
19	Direct Question and Answer	Q&A Attract consumer buying interest cause every product that has a code can be asked directly for detail reviews in live stream.	Muslikhun, 2022

Based on the literature review, several factors influence consumer purchase intention in TikTok Live Streaming Shops. These factors price considerations (Sakinatun, 2023), product quality (Li et al., 2023) the appeal of unique products (Rahmawaty et al., 2023) brand image perceptions (Febriani & Sudarwanto, 2023), discounted offerings (Ananda et al., 2023), free shipping incentives (Ulfakhatun & Budiharjo, 2023) flash sales attractiveness (Mustikasari et al., 2023), considerations regarding broadcast schedules, giveaways, and direct Q&A systems (Muslikhun, 2022). Additionally, the influence of host appearance, influencer expertise reviews (Lin & Nuangjamnong, 2022), confidence in product

explanations, product-specific expertise (Chen & Chang, 2021), clear communication and transaction, and engaging communication (Diarya & Rafida, 2023), transaction security (Nurmalasari & Latifah, 2023) transactional convenience and ease (Indarwati et al., 2023) and shipping subsidies (Salsabila & Fitria, 2023)

### 3. Research Method

This research uses descriptive analysis research methods. Descriptive research is research carried out to determine the value of one or more variables that relate them to other variables (Sugiyono, 2012). The research utilizes the IPMA method. There are five main dimensions in measuring Importance-Performance Matrix Analysis (IPMA) there is: tangible, reliability, responsiveness, assurance, and empathy (Rahman, 2021)

Table 2. Attribute Research Importance and Performance

No	Attributes	Attribute <i>Importance</i> and <i>Performance</i>
1	<b>Tangible</b> , What makes a product or practical and usable service for customers (Tjoanoto and Kunto, 2013)	(X1) Product Price
		(X2) Quality Product
		(X3) Unique Displayed Product
		(X4) Host Appearance (handsome or beautiful)
2	<b>Reliability</b> , the institution's ability provide services in accordance with the promised to be the determinant of the customer satisfaction (Irawan, 10 C.E.)	(X5) Suitability of Discounts during TikTok Live Streaming Shop
		(X6) Suitability of Giveaways during TikTok Live Streaming Shop
		(X7) Suitability of Flash sale during TikTok Live Streaming Shop
		(X8) Suitability of Free shipping during TikTok Live Streaming Shop
		(X9) Suitability of shipping Subsidies during TikTok Live Streaming Shop
3	<b>Responsiveness</b> , Describe the service provider's desire, willingness and readiness to help customers and provide fast service (Tjoanoto and Kunto, 2013)	(X10) Broadcast Schedule
		(X11) Influencer Confidence in Explaining Products
		(X12) Clear Communication and Interaction
		(X13) Engaging Communication
4	<b>Assurance</b> , related to a person's abilities as trust, confidence, courtesy, competent (Pena et al., 2013)	(X14) Local Brand
		(X15) Influencer Review
		(X16) Transaction security
		(X17) Convenience and Ease of Transaction
		(X18) Expertise in Explaining Products
5	<b>Empathy</b> , the ability of people and companies to pay attention by understanding what consumers feel, and serving them well (Pena et al., 2013)	(X19) Direct Question and Answer System During TikTok Live Streaming Shop

This study focuses on TikTok Live Streaming Shops within the Fashion Industry in Indonesia, targeting users as respondents. This research uses a purposive sampling technique (Creswell & Creswell, 2017) with business criteria using TikTok as a business media and having a market place account as a comparison. Given the dynamic and undefined population of TikTok Live Streaming users in Indonesia, the method survey research needs at least 50 samples and generally 100 samples for most research situations (Memon et al., 2020). This research select 215 participants from the fashion industry engaged in TikTok Live Streaming. The questionnaire, comprising 19 items, evaluates the significance and execution of specific attributes. These attributes stem from previous research and are measured using a Likert scale to collect respondents' evaluations. For data processing, the Importance Performance Matrix method is employed. This method assesses and prioritizes attributes influencing consumer intention within TikTok Live Streaming Shops in the Fashion Industry. Importance and Performance values are computed by averaging the scores of each attribute within the raw data matrix, both for importance and performance levels. Attribute positions are determined on a coordinate plane based on the average values of importance attributes along the x-axis and the average values of performance attributes along the y-axis.

In the Importance-Performance analysis, mapping is carried out into 4 quadrants for variables that influence service quality. The quadrant division can be seen as follows :



Fig.2: Diagram Importance-Performance

The strategies that can be carried out with each variable in the four quadrants can be explained as follows:

1. Quadrant 1 (Keep Up The Good Work)  
In this quadrant are factors that are considered important by customers and are in accordance with what they feel so that their level of satisfaction is considered high. The variables included in this quadrant must be maintained because all of these variables make the product or service superior in the eyes of customers
2. Quadrant 2 (Concentrate These)  
In this quadrant are factors that are considered important by customers but in reality the factors are not in line with customer expectations (the level of satisfaction is still low). The variables included in this quadrant must be increased
3. Quadrant 3 (Low Priority)  
In this quadrant are factors that are considered less important by customers and whose performance is not very special. Increasing the variables included in this quadrant can be reconsidered because their influence on the benefits felt by customers is very small.
4. Quadrant 4 (Possible Overkill)

In this quadrant are factors that are considered less important by customers and are felt to be too excessive. The variables included in this quadrant can be reduced so that the company can save costs

This approach aims to identify and rank attributes significantly impacting consumer behaviour in TikTok Live Streaming within the fashion industry context.

## 4. Results and Discussions

### Characteristic Respondent

The respondent profile is dominated by women with a percentage of 134 respondents. Meanwhile, there were only 81 male respondents with a percentage, based on the percentage aged 17 to 25 years as much as 69.3%, aged 26 to 30 years as much as 25.4% and aged 31 to 40 years as much as 5.3%. x

Tabel 3. income per month

Total Income	Total	Percentage
<500.000	13	6,14
500.000-1.000.000	24	11,16
1000.000-1.500.000	45	20,9%
>2.000.000	133	61,8%

The respondent profile is dominated by women with a percentage of 134 respondents. Meanwhile, there were only 81 male respondents with a percentage, based on the percentage aged 17 to 25 years as much as 69.3%, aged 26 to 30 years as much as 25.4% and aged 31 to 40 years as much as 5.3%. Based on the monthly income factor, respondents with an income of IDR 500,000 to IDR 1,000,000 are more than those with other incomes. Meanwhile, the income of minority respondents is IDR 1,500,000 to IDR 2,000,000. The following is a table of respondents' monthly income understand the respondent profile comprehensively. 27.6% of business people with TikTok are less than 1 year o and 72.4% are more than 1 year old. The fashion business category is clothes 42%, shirts 20%, outer 15%, trousers 15%, shoes 5%, bags 3% and accessories 1%.

### Importance-Performance Matrix based on Five-dimension

These factors were re-examined based on previous research by distributing questionnaires to users of TikTok Live Streaming Show in the Fashion Industry. The data from the questionnaires were analyzed using the IPMA method, resulting in the following data:

### Tangible

Table 4. The calculation of Importance matrix based on Tangible Attributes

Respondents	Importance index Tangible Attributes				Average of Importance
	X1	X2	X3	X4	
1	4	4	3	4	
2	4	4	4	4	
3	4	4	4	4	
4	3	3	2	2	
5	4	4	3	4	
...	...	...	...	...	
213	3	4	4	4	
214	4	4	4	4	
215	4	4	4	3	
<b>Average of Importance</b>	3,67	3,75	3,27	3	3,4225

Example how to calculate the Importance Index :

$$\text{Average of importance attribute 1} = \frac{\sum_{i=1}^k y_i}{n} = \frac{4+4+4+3+4+\dots+3+4+4}{19} = 3,67$$

$$\text{Average of importance} = \frac{\sum_{i=1}^k \bar{y}_i}{n} = \frac{3,67+3,75+3,27+3}{19} = 3,422$$

Table 5. Priority scale from tangible’s importance index

Number	Attribute	Average of importance
1	Quality Product	3,75
2	Product Price	3,65
3	Unique Displayed product	3,27
4	Host Appearance (handsome or beautiful)	3

Table 6. The calculation of Performance matrix based on Tangible Attributes

Respondents	Performance index Tangible Attributes				Average of Performance	
	X1	X2	X3	X4		
1	4	4	3	2	3,17	
2	4	4	4	3		
3	4	4	4	4		
4	3	3	2	2		
5	4	4	3	3		
...	...	...	...	...		
213	3	4	4	3		
214	4	4	4	3		
215	4	4	4	3		
<b>Average of Importance</b>	3,41	3,51	3	2,76		3,17

Example how to calculate the Performance Index:

$$\text{Average Performance attribute 1} = \frac{\sum_{i=1}^k y_i}{n} = \frac{4+4+4+3+4+\dots+3+4+4}{19} = 3,41$$

$$\text{Average Performance} = \frac{\sum_{i=1}^k \bar{y}_i}{n} = \frac{3,41+3,51+3,01+2,7}{19} = 3,17$$

Table 7. Priority scale from tangible’s Performance index

Number	Attribute	Average of Performance
1	Quality Product	3,51
2	Product Price	3,41
3	Unique Displayed product	3
4	Host Appearance (handsome or beautiful)	2,76

Table 8. Summary of the Average Tangible Attributes of Importance-Performance Index

Number	Attribute	Average Performance	Average Importance
1	Quality Product	3,51	3,75
2	Product Price	3,41	3,65

3	Unique Displayed product	3	3,27
4	Host Appearance (handsome or beautiful)	2,76	3

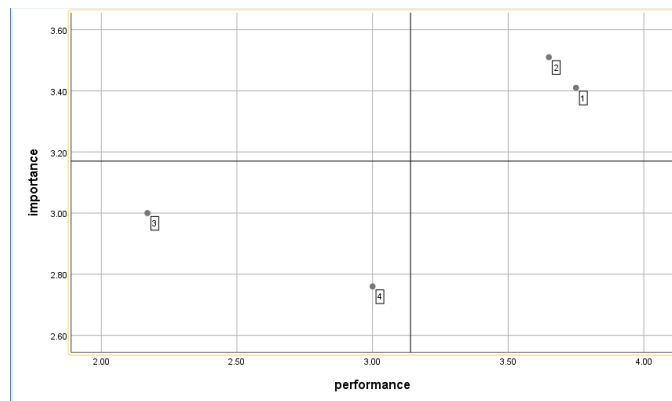


Fig.3: Tangible IPMA's Diagram

The variables in quadrant I are product price and product quality, where in this quadrant their performance must be maintained, cause consumers judge product quality by looking at the price of the product, then price is the value that must be paid to get a product (Ariani et al. al., 2023). Meanwhile, variables in quadrant III (unique display product and host appearance) are being reconsidered because their influence on the benefits felt by customers is very small. A unique displayed product is deemed insufficient because there is a certain level of need for an item so that it requires a significant explanation which really requires a marketing communication strategy to add value to the completeness of the product's knowledge (Wardhana & Rochmaniah, 2012) and host appearance because the attraction of an influencer lies in its credibility. namely its ability to communicate interactively with consumers (Rahmawaty et al., 2023).

**Reliability**

Table 9. The calculation of Importance matrix based on Reliability Attributes

Respondents	Importance index Reliability Attributes					Average of Importance
	X5	X6	X7	X8	X9	
1	4	4	4	4	4	
2	4	4	4	4	4	
3	4	4	4	4	3	
4	3	4	4	4	3	
5	4	4	4	4	4	
...	...	...	...	...	...	
213	4	3	2	3	4	
214	4	3	3	4	4	
215	3	4	4	4	3	
<b>Average of Importance</b>	3,01	3	3,26	3,65	3,45	3,274

Table 10. Priority scale from Reliability's importance index

Number	Attribute	Average of importance
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1	Suitability of Free Shipping during TikTok Live Streaming Shop	3,65
2	Suitability of Shipping Subsidies during TikTok Live Streaming Shop	3,45
3	Suitability of Flash Sale during TikTok Live Streaming Shop	3,26
4	Suitability of Discount during TikTok Live Streaming Shop	3,01
5	Suitability of Giveaway during TikTok Live Streaming Shop	3

Table 11. The calculation of Performance matrix based on Reliability Attributes

Respondents	Performance index Reliability Attributes					Average of Performance
	X5	X6	X7	X8	X9	
1	4	4	4	4	3	
2	4	3	4	4	3	
3	4	4	4	3	3	
4	3	3	4	4	3	
5	4	4	4	4	4	
...	...	...	...	...	...	
213	3	3	3	2	3	
214	4	4	4	3	3	
215	3	3	4	4	3	
<b>Average of Importance</b>	3,02	3,15	3,56	3,04	3,41	3,236

Table 12. Priority scale from tangible's Performance index

Number	Attribute	Average of Performance
1	Suitability of Flash Sale during TikTok Live Streaming Shop	3,56
2	Suitability of Shipping Subsidies during TikTok Live Streaming Shop	3,41
3	Suitability of Give away during TikTok Live Streaming Shop	3,15
4	Suitability of Free Shipping during TikTok Live Streaming Shop	3,04
5	Suitability of Discount TikTok Live Streaming Shop	3,02

Table 13. Summary of the Average Reliability Attributes of Importance-Performance Index

Number	Attribute	Average Performance	Average Importance
1	Suitability of Flash Sale during TikTok Live Streaming Shop	3,56	3,26
2	Suitability of Shipping Subsidies during TikTok Live Streaming Shop	3,41	3,45
3	Suitability of Give away during TikTok Live Streaming Shop	3,15	3
4	Suitability of Free Shipping during TikTok Live Streaming Shop	3,04	3,65
5	Suitability of Discount TikTok Live Streaming Shop	3,02	3,01

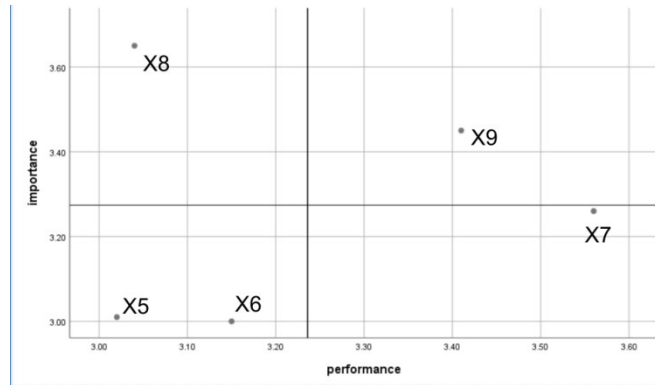


Fig.4: Tangible IPMA's Diagram

The performance of the shipping subsidies variable (X9) must be maintained by business people because persuasively it can stimulate immediate product purchases (Yunitasari et al., 2022), the Free Shipping variable (X8) is a value that needs to be increased because it is considered important but not in accordance with customer expectations, therefore business people can invest marketing costs because many consumers are also hesitant to buy because the shipping costs are considered large, sometimes even exceeding the goods purchased (Pratama & Sanjaya, 2022). Giveaways (X5) and discounts (X6) should be reduced because they are considered unimportant. Giveaways are not always significant in influencing buying interest because they still depend on effective promotional methods for the target audience (Nst & Simanjuntak, 2023). Discounts can reduce the value of product quality and the risk of losing profits (Simange et al., 2023). Meanwhile, flash sales (X7) are considered less important by customers because they will shop when they need an item without looking at the size of the flash sale discount (Ramadhanti & Prastyatini, 2023).

### Responsiveness

Table 14. The calculation of Importance matrix based on Responsiveness Attributes

Respondents	Importance index Responsiveness Attributes				Average of Importance
	X10	X11	X12	X13	
1	3	4	3	4	
2	3	4	4	4	
3	3	4	4	4	
4	3	4	2	4	
5	4	3	3	4	
...	...	...	...	...	
213	3	3	4	3	
214	4	3	3	4	
215	4	3	3	3	
<b>Average of Importance</b>	3,68	3,59	3,61	3,8	3,67

Table 15. Priority scale from Responsiveness's importance index

Number	Attribute	Average of importance
1	Engaging communication	3,8

2	Broadcast Schedule	3,68
3	Clear Communication and Interaction	3,61
4	Influencer confidence in explaining products	3,59

Table 16. The calculation of Performance matrix based on Responsiveness Attributes

Respondents	Performance index Responsiveness Attributes				Average of Performance
	X10	X11	X12	X13	
1	3	3	3	2	
2	3	4	4	4	
3	2	4	4	4	
4	3	3	4	3	
5	3	3	4	4	
...	...	...	...	...	
213	3	4	4	3	
214	4	4	4	3	
215	4	4	4	3	
<b>Average of Importance</b>	2,78	3,35	3,22	3,41	3,19

Table 17. Priority scale from Responsiveness's Performance index

Number	Attribute	Average of Performance
1	Engaging communication	3,41
2	Influencer confidence in explaining products	3,35
3	Clear Communication and Interaction	3,22
4	Broadcast Schedule	2,78

Table 18. Summary of the Average Responsiveness Attributes of Importance-Performance Index

Number	Attribute	Average Performance	Average Importance
1	Engaging communication	3,41	3,8
2	Influencer confidence in explaining products	3,35	3,59
3	Clear Communication and Interaction	3,22	3,61
4	Broadcast Schedule	2,78	3,68

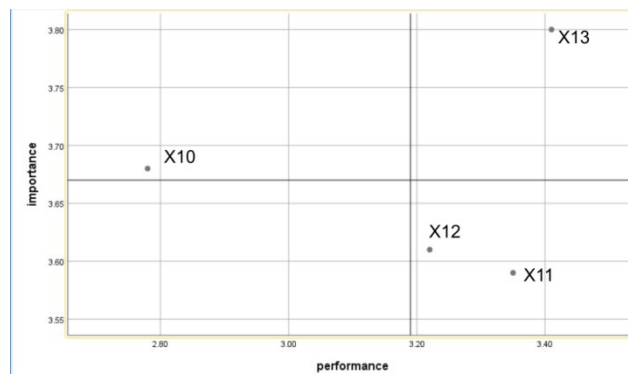


Fig.5: Responsiveness IPMA's Diagram

The performance of the Engaging communication variable (X13) is maintained because in order to generate buying interest in consumers, streamers must be able to establish interesting interactions (Diarya & Rafida, 2023). The broadcast schedule (X10) was further improved and adjusted the time because it was considered important, while performance was still low due to schedule adjustments to suit consumer habits (Muslikhun, 2022). Meanwhile, the influencer confidence in explaining product (X11) and Clear communication and interaction (X12) variables need to be reduced so as to save costs. Therefore, there is no need for a business person to provide good interpersonal communication training to his communicators (Saryono & Bazari, 2020).

**Assurance**

Table 19. The calculation of Importance matrix based on Assurance Attributes

Respondents	Importance index Reliability Attributes					Average of Importance
	X14	X15	X16	X17	X18	
1	4	4	4	4	4	
2	4	4	4	3	4	
3	4	4	4	4	4	
4	2	3	4	4	4	
5	4	4	4	4	3	
...	...	...	...	...	...	
213	4	4	3	3	4	
214	2	4	3	4	3	
215	3	4	3	4	4	
<b>Average of Importance</b>	3,75	3,65	3,78	3,61	3,26	3,61

Table 20. Priority scale from Assurance’s importance index

Number	Attribute	Average of importance
1	Transaction Security	3,78
2	Local Brand	3,75
3	Influencer Review	3,65
4	Convenience and Ease of Transaction	3,61
5	Expertise in Explaining Products	3,26

Table 21. The calculation of Performance matrix based on Assurance Attributes

Respondents	Performance index Reliability Attributes					Average of Performance
	X14	X15	X16	X17	X18	
1	2	3	3	3	2	
2	3	4	4	4	4	
3	2	4	4	4	4	
4	3	3	4	4	3	
5	4	4	4	4	4	
...	...	...	...	...	...	
213	3	4	4	2	3	
214	4	3	3	2	3	

215	4	4	3	3	4	
<b>Average of Importance</b>	3,02	3,41	3,51	3,47	3,37	3,356

Table 22. Priority scale from Assurance's Performance index

Number	Attribute	Average of Performance
1	Transaction Security	3,51
2	Convenience and Ease of Transaction	3,47
3	Influencer Review	3,41
4	Expertise in Explaining Products	3,37
5	Local Brand	3,02

Table 23. Summary of the Average Assurance Attributes of Importance-Performance Index

Number	Attribute	Average Performance	Average Importance
1	Transaction Security	3,51	3,78
2	Convenience and Ease of Transaction	3,47	3,61
3	Influencer Review	3,41	3,65
4	Expertise in Explaining Products	3,37	3,26
5	Local Brand	3,02	3,75

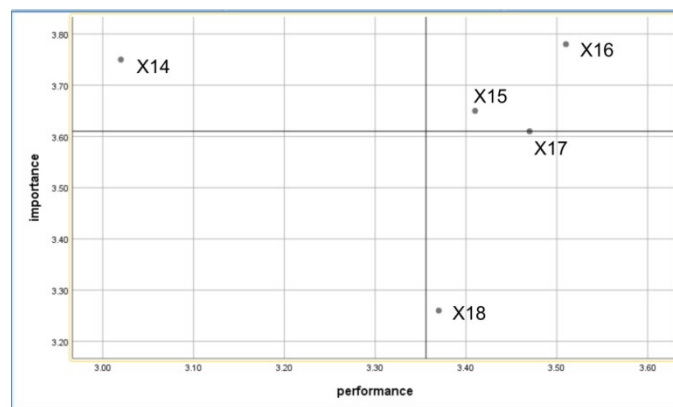


Fig.6: Assurance IPMA's Diagram

Local brands (X14) have influence so their branding must be further improved because they have a high level of importance but their performance is still low because if consumers have no experience with a product they tend to trust brands they like or are well known, so they need to spend money to improve the brand awareness (Febriani & Sudarwanto, 2023). Influencer reviews (X15) Transaction security (X16) is something that must be maintained by business people because influencer reviews that have credibility (attractiveness, trust and expertise) increase consumer interest (Lin & Nuangjamnong, 2022). Increasing the influence of security in shopping will have an impact on increasing buying interest (Nurmalasari & Latifah, 2023). Convenience and ease of transactions (X17) needs to be reduced in performance because the more alternative shopping transactions there are, the more costs it will require because it requires splitting transactions to various banks and increases risk security.

**Emphaty**

Table 24. The calculation of Importance matrix based on Responsiveness Attributes

Respondents	Importance index Emphaty Attributes	Average of Importance
	X19	
1	4	
2	4	
3	4	
4	2	
5	4	
...	...	
213	4	
214	2	
215	4	
<b>Average of Importance</b>	3,41	

Table 25. The calculation of Performance matrix based on Responsiveness Attributes

Respondents	Performance index Reliability Attributes	Average of Performance
	X19	
1	2	
2	4	
3	3	
4	4	
5	4	
...	...	
213	3	
214	4	
215	3	
<b>Average of Importance</b>	3,55	

Table 26. Summary of the Average Responsiveness Attributes of Importance-Performance Index

Number	Attribute	Average Performance	Average Importance
1	Direct Question and Answer System during TikTok Live Streaming Shop	3,55	3,41

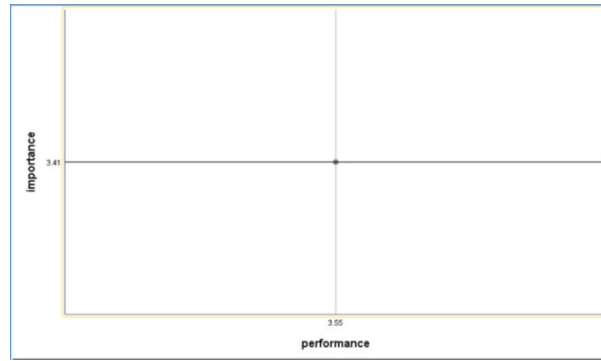


Fig.7: Responsiveness IPMA's Diagram

For the direct question and answer system variable during TikTok Live Streaming (X19), in this case it is permissible for business people to do it or not.

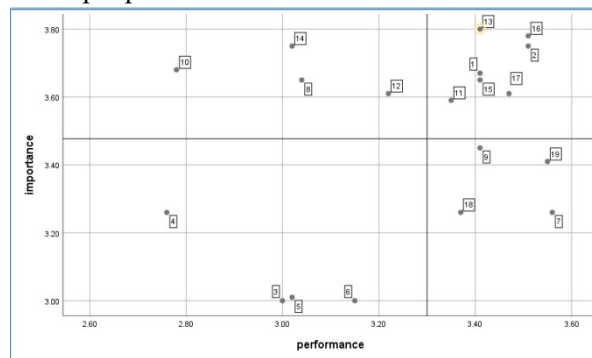


Fig.8: IPMA's Diagram

In the IPMA diagram in Figure 8 the Shipping Subsidies variable (X9) is in quadrant IV which must be reduced in intensity because it is deemed excessive, whereas based on tangible attributes this attribute is in quadrant I which must be maintained because it attracts consumers to have the desire to buy because of the aspects that are maintained from the point of view of view service quality. The influencer variables confidence in explaining products (X11) and clear communication and interaction (X12) are in quadrant 4 in the responsiveness attribute, whereas in the IPMA diagram variable X11 must be maintained and variable. The direct to question and answer system (X19) variable in the empathy attribute has a neutral satisfaction value so it can be done or not, whereas in the IPMA diagram the X19 variable must be reduced, therefore the X19 variable should be removed.

## 5. Conclusions

1. This investigation highlights salient drivers of consumer behavior in TikTok's immersive live streaming landscape—an increasingly lucrative retail channel for fashion businesses amid digital disruption. The study prescribes highly recommended to maintaining because have a high value in attribute service quality and IPMA diagram, there is Product Price, Product Quality, Engaging communication, Influencer Review, and Transaction security.
2. It thus equips fashion marketers with targeted areas for resource allocation to maximize ROI from TikTok commerce initiatives through Broadcast Schedule and Brand Image from the local brand.
3. The Shipping Subsidies variable is in quadrant IV which must be reduced in intensity, however the service quality attribute is in quadrant I which must be maintained in order to attract consumers to have the desire to buy
4. The influencer variables confidence in explaining products and clear communication and interaction are in quadrant 4 in the responsiveness attribute, whereas in the IPMA diagram each of

these variables must be maintained and improved in making improvements to the streamer to be given training

5. The direct to question and answer system variable is in the neutral quadrant of the service quality attribute and quadrant IV in the IPMA diagram so this variable must be removed
6. The manuscript offers insightful perspectives into the influence of live streaming on consumer purchasing behavior in the context of TikTok and the Indonesian fashion industry. Implementing the suggested revisions will significantly enhance its academic rigor and practical relevance. The IPMA model has limitations, namely that it does not consider external factors that can influence performance indicators and interests, and is difficult to use in situations where data is limited or not available. The researcher gave permission to the next researcher to use another approach model, namely Stimulus, Organism, and Response (SOR model) which determine the behavioral outcome of an object more clearly.

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