

# The Influence of TikTok Live Streaming and EXO Brand Ambassador on Brand Awareness and Its Impact on Purchase Interest of Scarlett Generation Z Skincare in Semarang.

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## ABSTRACT

The increasing market for the cosmetics industry brings hope for the development of the skincare industry Indonesia, one of which is Scarlett. This type of research uses descriptive research with a quantitative approach. The purpose of this research is to determine the influence of Live Streaming and Brand Ambassadors on Brand Awareness and its impact on Generation Z Scarlett Skincare Purchase Interest in Semarang City. The data analysis technique used is IBM SPSS AMOS 24 Graphics software. The results of this research show that Live Streaming has a significant effect on Brand Awareness, Brand Ambassador has a significant effect on Brand Awareness, Live Streaming has no significant effect on Purchase Interest, Brand Ambassador has no significant effect on Purchase Interest, and Brand Awareness has a significant effect on Purchase Interest.

**Keywords:** live streaming, brand ambassador, brand awareness, and purchase interest

## 1. Introduction

For Indonesian society, having healthy and bright skin is the desire of everyone. This is important for them to boost self-confidence as it is considered attractive when others see it. This is the beginning of the increase in the cosmetics market. The profit opportunity for cosmetic companies in Indonesia reached 8.46 billion USD or around Rp. 120 trillion in 2022 (Tempo Newspaper, 2020). According to Statista (2023), an international market and consumer data portal, the growth rate of the Indonesian cosmetics industry market is estimated to reach 4.40% per year from 2023 to 2028 (Figure 1).

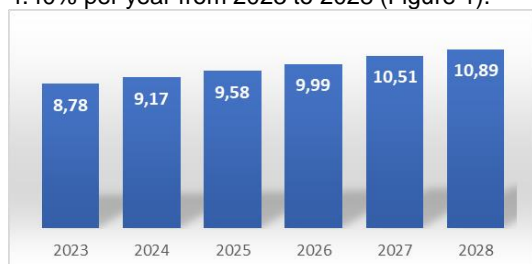


Figure 1. Estimated Growth Rate of the Indonesian Cosmetic Market

Source: statista.com

One of the brands that has contributed to the cosmetic industry in Indonesia is Scarlett, a local beauty brand established in 2017, which is considered capable of competing with its competitors and becoming the second best-selling local product after Somethinc on E-Commerce in 2022. In an effort to maintain this position, Scarlett implements various marketing strategies, two of which are TikTok live streaming and collaboration with EXO as a brand ambassador.

TikTok is currently the most popular social networking platform alongside WhatsApp, Instagram, and Facebook. One feature provided by TikTok is live streaming or commonly known as TikTok Live. TikTok Live can be an effective way for sellers to promote products because during the live streaming, sellers can demonstrate products in real time, which can influence consumer purchasing interest (Rahmawati et al., 2023).

Meanwhile, EXO is a South Korean celebrity chosen by Scarlett to promote its products. This becomes a strategy used by Scarlett to attract consumer interest due to the K-Pop culture that is currently popular among some Indonesian

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society. With the support of fans, brand ambassadors are considered to have an influence on the level of purchase interest among consumers (Prisilia & Rubiyanti, 2022).

The revenue generated by Scarlett through sales on the TikTok Shop can be considered significant. However, there was a call for boycott after controversy arose regarding Scarlett owner's video post, which was perceived as showing support for Israel in its dispute with Palestine. From the gathered information, the researchers want to determine whether Scarlett can still maintain the purchasing interest of each consumer through live streaming and brand ambassador despite the boycott call following the controversy.

This research aims to test and analyze the precise influence of live streaming and brand ambassador on brand awareness and its impact on purchase interest.

## 2. Research Methods

### Research Variables

Research variables are attributes for the object and are categorized into 3 categories: independent variables, dependent variables, and intervening variables.

#### 1) Independent Variables

Also known as the independent variable, it is a variable that causes or factors that are considered to have an impact on the dependent variable. The independent variables used by the researcher are live streaming and brand ambassador.

#### 2) Dependent Variables

Also known as the dependent variable, it is a variable that is affected or influenced by the independent variable. The researcher decided that the dependent variable used is purchase interest.

#### 3) Intervening Variables

These are variables that mutually influence between the independent variable and the dependent variable, so that the independent variable does not directly affect the dependent variable. In this study, the intervening variable used is brand awareness.

### Population and Sample

The population used is the community of Generation Z aged 17 to 26 years, who own and use TikTok, are aware of Scarlett skincare products, are part of the "EXO-L Semarang" fanbase, and reside in the city of Semarang.

Sampling from the population was done using purposive sampling technique because the sampling has predetermined criteria. Then, in determining the number of samples to be taken, the researcher used the Lemeshow method because the population size continues to change. Based on calculations, it can be concluded that the level of certainty to be used is 96 respondents, rounded up to 100 respondents.

### Type and Source of Data

The type of research conducted is quantitative research, which is a type of measurement research presented in the form of numbers or quantities. The researcher used primary data in the form of questionnaires distributed and completed by respondents via Google Forms using Likert scale calculations. Secondary data in this study were obtained from the internet, online journals, and previous research reports relevant to the topic or issue being studied.

### Analysis Method

Data analysis is a process that organizes data and categorizes it into a certain pattern or category. In analyzing data, the author used IBM SPSS AMOS 24 Graphics as a tool by entering the operational variables being tested.

## 3. Results and Discussion

### Structural Model Assumption Testing

#### 1) Validity Test

Table 1. Validity Test Results

	Estimate
X1.3 <--- Live_Streaming	1,000
X1.2 <--- Live_Streaming	1,284
X1.1 <--- Live_Streaming	1,314
X2.4 <--- Brand_Ambassador	1,000
X2.3 <--- Brand_Ambassador	,813
X2.2 <--- Brand_Ambassador	,923
X2.1 <--- Brand_Ambassador	,783
Y1.4 <--- Brand_Awareness	1,000
Y1.3 <--- Brand_Awareness	1,217
Y1.2 <--- Brand_Awareness	,857
Y1.1 <--- Brand_Awareness	1,228
Y2.1 <--- Purchase_Interest	1,000
Y2.2 <--- Purchase_Interest	,675
Y2.3 <--- Purchase_Interest	,990
Y2.4 <--- Purchase_Interest	,766

Source: Processed primary data, 2023

In table 1, it is known that all indicators used in the study have met the validity requirements where the standardized loading estimate value is above 0.50. So that all indicators used in this study are valid and can be used as variable measuring instruments.

2) Reliability Test

Table 2. Reliability and Variance Extract

No	Variabel	Indikator	Standard Loading	Standard Loading <sup>2</sup>	Measuremen Error	C.R	AVE
1	Live Streaming	X1.1	0,79	0,62	0,41	0,703	0,643
		X1.2	0,72	0,52	0,31		
		X1.3	0,86	0,74	0,32		
		Σ	2,37	1,88	1,04		
		Σ <sup>2</sup>	5,61				
2	Brand Ambassador	X2.1	0,89	0,80	0,30	0,725	0,542
		X2.2	0,59	0,34	0,40		
		X2.3	0,52	0,27	0,36		
		X2.4	0,64	0,41	0,48		
		Σ	2,64	1,82	1,54		
	Σ <sup>2</sup>	6,94					
No	Variable	Indikator	Standard Loading	Standard Loading <sup>2</sup>	Measuremen Error	C.R	AVE
3	Brand Awareness	Y1.1	0,78	0,61	0,43	0,736	0,566
		Y1.2	0,53	0,28	0,29		
		Y1.3	0,80	0,64	0,46		
		Y1.4	0,67	0,44	0,34		
		Σ	2,78	1,98	1,52		
	Σ <sup>2</sup>	7,74					
4	Purchase Interest	Y2.1	0,59	0,34	0,34	0,738	0,596
		Y2.2	0,85	0,72	0,42		
		Y2.3	0,60	0,36	0,23		
		Y2.4	0,79	0,62	0,39		
		Σ	2,82	2,04	1,38		
	Σ <sup>2</sup>	7,95					

Source: Processed primary data, 2023

Data processing in table 2 shows that all research variables have reliable measures with a construct reliability level of more than 0.70. The average variance extracted test results are above the significance level, namely ≥0.50, this indicates a good convergent where each of the latent variables is a large enough extraction from its dimensions.

3) Normality Test

Table 3. Normality Test Results

Variable	kurtosis	c.r.
Multivariate	6,193	1,357

Source: Processed primary data, 2023

From the normality test that has been carried out, it can be seen that the variable value of the multivariate C.R kurtosis is already in the range of - + 2.58, which means that the data is normally distributed.

4) Outliers Test

Table 4. Outliers Test Results

Observation number	Mahalanobis d-squared	p1	p2
12	35,944	,002	,162
4	30,541	,010	,261
38	28,428	,019	,287
57	26,940	,029	,322
8	26,548	,033	,217

Source: Processed primary data, 2023

Based on the results of the analysis, the Mahalanobis di-squared value is smaller than the cut of value, it can be seen from the largest observation number, namely respondent number 12 with a value of 35.944 < 37.697. So it can be proven that the data is not found outliers.

5) Confirmatory Factor Analysis of Exogenous Variables

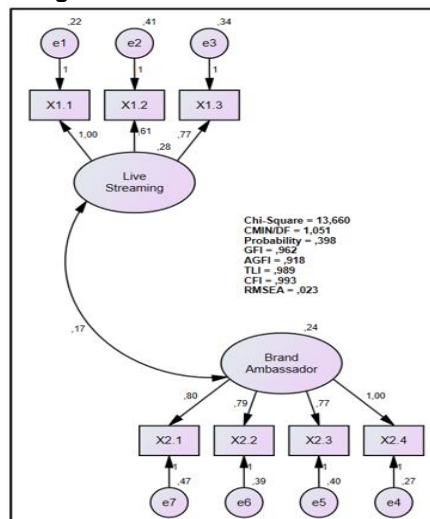


Figure 3. Results of Exogenous CFA  
Source: Processed primary data, 2023

The exogenous variable CFA test results in a factor loading value on the live streaming indicator, namely  $X1.1 = 1$ ,  $X1.2 = 0.61$ , and  $X1.3 = 0.77$ . Then, the factor loading value on the brand ambassador indicator is  $X2.1 = 0.80$ ,  $X2.2 = 0.79$ ,  $X2.3 = 0.77$  and  $X2.4 = 1$ . All factor loading values are in accordance with the recommended  $\geq 0.5$ , which means that the indicator can explain the construct well.

Table 5. Results of CFA Testing Index for Exogenous Constructs

GoF	Cut of Value	Result	Description
Chi-square	< 19,03725	13,660	Fit
CMIN/DF	< 2,00	1,051	Fit
Probability	> 0,05	0,398	Fit
GFI	> 0,90	0,962	Fit
AGFI	> 0,90	0,918	Fit
TLI	> 0,90	0,989	Fit
CFI	> 0,95	0,993	Fit
RMSEA	< 0,08	0,023	Fit

Source: Processed primary data, 2023

Based on table 5 above, the results of Confirmatory Factor Analysis (CFA) show that the model is good because all goodness of fit index criteria as a whole are in the fit category. From this statement it is concluded that the model is good and feasible.

**6) Confirmatory Factor Analysis of Endogenous Variables**

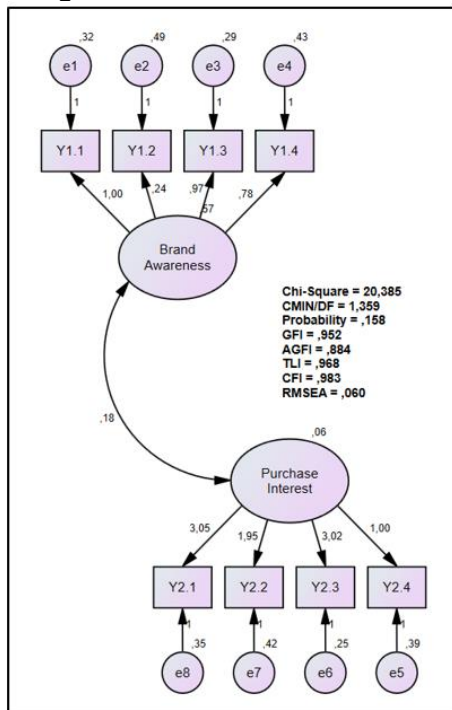


Figure 4. Endogenous CFA Results  
Source: Processed primary data, 2023

The endogenous variable CFA test results in a factor loading value on the brand awareness indicator, namely  $Y1.1 = 1$ ,  $Y1.2 = 0.24$ ,  $Y1.3 = 0.97$ , and  $Y1.4 = 0.78$ . Then, the factor loading value on the purchase interest indicator is  $Y2.1 = 3.05$ ,  $Y2.2 = 1.95$ ,  $Y2.3 = 3.02$  and  $Y2.4 = 1$ . The factor loading values of  $Y1.1$ ,  $Y1.3$ ,  $Y1.4$  and all  $Y2$  indicators are in accordance with the recommended  $\geq 0.5$ , which means that the indicator can explain its construct. Meanwhile, the factor loading value of  $Y1.2 < 0.5$ , which means that the indicator is still lacking in explaining the construct.

Table 6. Endogenous CFA Testing Index Results

GoF	Cut of Value	Result	Description
Chi-square	< 21,86415	20,385	Fit
CMIN/DF	< 2,00	1,359	Fit
Probability	> 0,05	0,158	Fit
GFI	> 0,90	0,952	Fit
AGFI	> 0,90	0,884	Marginal
TLI	> 0,90	0,968	Fit
CFI	> 0,95	0,983	Fit
RMSEA	< 0,08	0,060	Fit

Source: Processed primary data, 2023

The resulting GoF value in each test except for AGFI is more than the cut of value, which means that the  $Y1$  and  $Y2$  variable models are fit. Meanwhile, the AGFI test has a marginal model. So it can be concluded that the  $Y1$  and  $Y2$  variable models can still be used to measure constructs and the feasibility of the model is categorized as good.

**7) Full Moden SEM Equation Analysis**

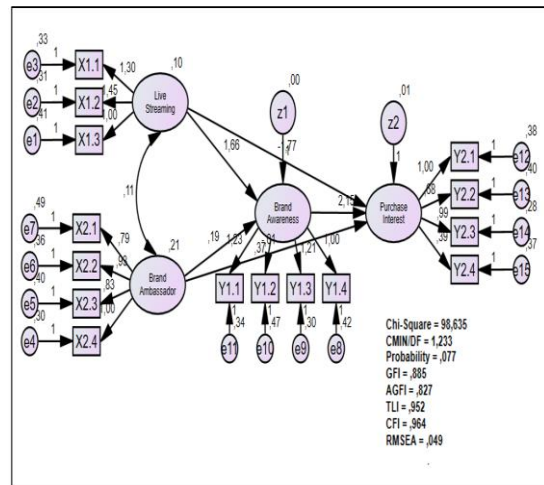


Figure 5. SEM Full Model Results  
Source: Primary data processed, 2023

The results of the SEM full model analysis, the coefficient estimate value shows live streaming on brand awareness of 1.66. The brand ambassador coefficient on brand awareness is 0.19. The coefficient of live streaming on purchase interest is -1.77. The brand ambassador coefficient on purchase interest is 0.01. And the coefficient of brand awareness on purchase interest is 2.15.

Table 7. CFA Full Model SEM Testing Index Results

GoF	Cut of Value	Result	Description
Chi-square	< 103,9142	98,635	Fit
CMIN/DF	< 2,00	1,233	Fit
Probability	> 0,05	0,077	Fit
GFI	> 0,90	0,885	Marginal
AGFI	> 0,90	0,827	Marginal
TLI	> 0,90	0,952	Fit
CFI	> 0,95	0,964	Fit
RMSEA	< 0,08	0,049	Fit

Source: Processed primary data, 2023

The resulting GoF value in each test except for the GFI and AGFI is more than the cut of value, which means the variable model is fit. Meanwhile, the GFI and AGFI tests have marginal models. So it can be concluded that the full variable model can still be used to measure constructs and the feasibility of the model is categorized as good.

8) Hypothesis Test

Table 8. Hypothesis Test Results

	Estimate	S.E.	C.R.	P
Brand_Awareness <--- Live_Streaming	,587	,247	2,381	,017
Brand_Awareness <--- Brand_Ambassador	,709	,242	2,930	,003
Purchase_Interest <--- Brand_Ambassador	,157	,355	,443	,658
Purchase_Interest <--- Live_Streaming	,296	,333	-,891	,373
Purchase_Interest <--- Brand_Awareness	1,270	,404	3,146	,002

Source: Processed primary data, 2023

The research results from table 8 show that three coefficients have significant results and two coefficients have insignificant results. The effect of live streaming on brand awareness shows C.R  $\geq 1.96$ , which is 2.381 and the resulting P value  $\leq 0.05$ , which is 0.017 and the effect of brand ambassadors on brand awareness shows a C.R value  $\geq 1.96$ , which is 2.930 and the resulting P value  $\leq 0.05$ , which is described by 0.003. Thus, the live streaming and brand ambassador variables have a positive and significant effect on brand awareness. Meanwhile, the effect of brand ambassadors on purchase interest shows a C.R value  $\leq 1.96$ , which is equal to 0.443 and the resulting P value is 0.658 and the effect of live streaming on purchase interest shows a C.R value  $\leq 1.96$ , which is equal to -0.891 and the resulting P value

is  $0.05 \geq$ , which is described by 0.373. Thus, the brand ambassador and live streaming variables do not have a significant influence on purchase interest. Then the effect of brand awareness on purchase interest shows the C.R value  $\geq 1.96$ , which is 3.146 and the resulting P value  $\leq 0.05$ , which is described by 0.002, which means that the brand awareness variable has a positive and significant effect on purchase interest.

9) Indirect Effect Test

Table 9. Direct Effect

	Brand_Ambassador	Live_Streaming
Brand_Awarenes	,187	1,659
Purchase_Interest	-,008	-1,769

Source: Processed primary data, 2023

Table 10. Indirect Effect

	Brand_Ambassador	Live_Streaming
Brand_Awarenes	,000	,000
Purchase_Interest	,401	3,563

The results of the analysis in the influence table above produce an indirect effect brand ambassador value greater than the direct effect brand ambassador value, namely  $0.401 > 0.008$  and the indirect effect live streaming value is greater than the direct effect live streaming value, namely  $3.563 > -1.769$ . So it can be concluded that brand ambassadors and live streaming have a significant indirect effect on purchase interest through brand awareness.

4. Conclusion

Based on the formulation of the problems that have been proposed, the test results and data obtained by researchers and the discussion, it can be concluded as follows:

1. Tiktok live streaming has a positive and significant effect on brand awareness so that H1 is accepted.
2. EXO brand ambassador has a positive and significant effect on brand awareness so that H2 is accepted.
3. Tiktok live streaming does not have a significant effect on purchase interest so that H3 is rejected.
4. EXO's brand ambassador does not have a significant influence on purchase interest so H4 is rejected.
5. Brand awareness has a positive and significant effect on purchase interest so that H5 is accepted.

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