P ISSN 2301.9093 | E ISSN 2540.8259

JMDK Jurnal Manajemen dan Kewirausahaan

https://jurnal.unmer.ac.id/index.php/jmdk/index

Vol. 12, No. 2, 2024: 123-131

Stuck in the Experience: How Tiktok Shop Leverages Perceived Interactivity, Immersion, and Enjoyment in Purchase Decisions

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Abstract

Initially a social media platform, TikTok has evolved into the most extensively downloaded medium for product promotion and sales, prompting both endorsement and critique. This study aims to explore the impact of enjoyment as a mediating variable between perceived interactivity, immersion, and buying decisions utilizing SEM-PLS analysis. Findings reveal that perceived interactivity and immersion significantly and positively influence enjoyment, yet perceived interactivity fails to significantly impact purchase decisions positively. Notably, enjoyment as a mediating variable demonstrates mediating effects on purchase decisions, with distinct degrees of mediation, including partial and full mediation.

Keywords: *Enjoyment, Immersion, Perceived Interactivity, Purchase Decisions*

INTRODUCTION

The evolution of technology has revolutionized conventional marketing paradigms into digitally connected, personalized models that offer measurable outcomes, opening new avenues for marketers to innovate and enhance consumer experiences (Laudon & Guercio Traver, 2020). The surge in live streaming commerce has emerged as a significant trend in the E-Commerce sector, notably during the onset of 2020 amidst the Covid-19 pandemic, aiming to boost sales and engage consumers more effectively. China stands out as a nation that has embraced the live streaming commerce model (Liao et al., 2023).

Tiktok has rapidly evolved as a social media platform following the Covid-19 pandemic, transitioning into a major player in the world of E-Commerce. Initially known for short videos, it has now become a hub for product promotion and sales through various features offered (Woolams, 2023). In 2020 and 2021, the app was the most downloaded, with a total of 1,506 million downloads, surpassing Instagram with 1,048 million downloads (Barta et al, 2023).

The figure above illustrates that globally, the TikTok application is the most downloaded social media platform during the period from 2020 to 2021. Its increase is remarkably significant, rising from 36.0% to 42% in 2021.

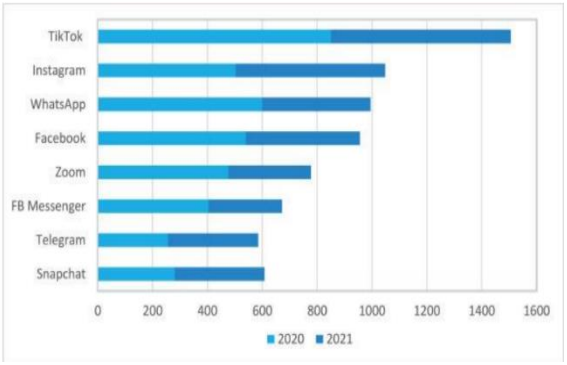

Figure 1. Top Downloaded Applications for the period 2020-2021

The transformation of TikTok from a social media platform to a tool for product promotion and sales reflects an adaptation to the increasingly digital market needs. Modern consumers desire interactive and entertaining shopping experiences, engaging emotionally throughout the process. The closure of TikTok Shop in Indonesia in 2023 due to government policies illustrates how regulations can impact e-commerce operations.

The impact of this policy is that TikTok can only carry out promotions without transactions (Dulkin, 2023). On December 12, 2023, TikTok Shop was reopened in Indonesia through a collaboration with PT. GoTo Gojek Tokopedia. This collaboration is expected to increase the number of users, provide a secure platform, and expand accessibility for MSMEs (Oik & Mikhaangelo, 2023).

The collaboration between TikTok and PT. GoTo Gojek Tokopedia aims to build trust among consumers and businesses. This is highly relevant to the concepts of perceived interactivity and immersion, which can enhance purchase decisions.

Theories and empirical research indicate that perceived interactivity and immersion play a crucial role in influencing consumer purchase decisions. Both variables can enhance persuasion, motivation, and customer satisfaction, thereby contributing to increased purchase decisions (Jiang et al., 2010). Perceived interactivity refers to users' experiences of interaction, where users feel engaged and involved, creating an engaging and enjoyable experience (Widayastuti & Ratriyana, 2017). Immersion relates to the positive experience where consumers feel deeply engaged and present in the product or service experience. The higher the user engagement in an application, the more likely they are to be influenced by the content and ads presented, ultimately affecting purchase decisions (Lue et al., 2022).

The purchase decision on the TikTok e-commerce platform, enjoyment plays a crucial role and is closely related to perceived interactivity and immersion. The interplay among these factors can form a reinforcing cycle in the purchase decision of a product. High perceived interactivity can stimulate deeper immersion. Meanwhile, high immersion can enhance enjoyment, and users experiencing pleasure can increase user perceived interactivity (Yee et al., 2007). Based on the data and several other references, this research will utilize enjoyment as a mediating variable in influencing purchase decisions on the TikTok platform.

Using enjoyment as a mediating variable in the relationship between perceived interactivity, immersion, and purchase decisions is an innovative approach. Many previous studies have focused on direct relationships, but this research delves deeper by adding a mediating dimension.

LITERATUR REVIEW

The Influence of Perceived Interactivity on Enjoyment

Enjoyment serves as a significant motivator for the adoption of an information system. It can enhance user engagement (perceived interactivity), prompting users to allocate more time on the website and elevate their intention to utilize the website. This is supported by research conducted by Koufaris (2002) and Moon & Kim (2001).

Users enjoy the experience more when they are actively interacting with the system. Research findings indicate that the level of enjoyment increases as users become more interactive (Gonzales et al., 2009), (Mohammad Ibrahim & Irwan Abdul Rahim, 2018).

H_1: It is suspected that perceived interactivity influences enjoyment.

The Influence of Immersion on Enjoyment

Immersion is a common aspect used to describe various entertainment activities, including virtual reality experiences. Research on the relationship between immersion and enjoyment, as stated by Eddy (2021), shows a positive correlation between immersion and enjoyment, although the relationship is still weak. In a different study, it was also found that immersion has a positive and significant impact on enjoyment, indicating that the higher the level of user immersion on social media platforms, the higher the level of user enjoyment (Joo and Yang, 2023), (Kowalczuk et al., 2021), (Leveau & Camus, 2023).

H_2: It is suspected that immersion has a positive impact on enjoyment..

The Influence of Perceived Interactivity on Purchase Decisions

Perceived interactivity is one of the factors that influence buying decisions. Consumers who perceive high interactivity are positively correlated with the inclination and foster consumer trust in making purchase decisions (Dong and Wang, 2018), (Wismiarsi et al., 2024).

The perceived interactive effects on live streaming in an e-commerce setting influence consumer shopping intentions, making the presence of perceived interactivity crucial, especially for high-cost products by providing in-depth information, fostering emotional connections, and building confidence (Joo & Yang, 2023), (Summerlin & Powell, 2022).

H_3: It is suspected that perceived interactivity influences purchase decisions.

The Influence of Immersion on Purchase Decisions

Immersion, or the immersive experience where consumers feel deeply engaged, can drive them to acquire a product or brand. This proves that immersion has a positive influence on purchase decisions (Sun et al., 2019). A pleasant mental state during shopping via live streaming makes consumers more proactive towards the presented products, thus immersion affects purchase decisions (Liao et al., 2023), (Maharani & Dirgantara, 2023).

H_4: It is suspected that immersion influences purchase decisions.

The Influence of Enjoyment on Purchase Decisions

Enjoyment is the feeling of pleasure and satisfaction experienced by a consumer. It makes the purchasing process more enjoyable and helps consumers engage more easily in buying products. Therefore, enjoyment correlates positively with purchase decisions (Immanuel and May, 2022), (Hansel, 2021), (Afifah and Yulida, 2019).

H_5: It is suspected that enjoyment influences purchase decisions

The Influence of Perceived Interactivity on Purchase Decisions Mediated by Enjoyment

Perceived interactivity is defined as features that enable users to exchange information with technology (Bucy and Tao, 2017). Research by Yang and Shen (2018) indicates that perceived interactivity experienced in online shopping significantly influences enjoyment and also affects the psychological state of consumers. Live streamers can leverage interactivity to capture attention and create a positive mood, thus influencing shopping decisions (Muhammad and Made, 2023), (Rodriguez and Varela, 2021)

H_6: It is suspected that perceived interactivity has a positive influence on purchase decisions, mediated by enjoyment.

The Influence of Immersion on Purchase Decisions Mediated by Enjoyment

The Enjoyment mediation model has been supported by several empirical studies. A study conducted by Yim et al. (2017) found that immersion positively influences purchase decisions mediated by enjoyment. Customers who are immersed in the shopping experience and actively participate show a positive attitude, directly influencing purchasing behavior and purchase decisions (Chen et al., 2017).

H_7: It is suspected that immersion influences purchase decisions mediated by enjoyment.

METHODE

This research employs an explanatory research design using a quantitative approach that explains the cause-and-effect relationships among the variables influenced by the hypotheses outlined in the study. The variables in this study include exogenous latent variables such as perceived interactivity and immersion, endogenous latent variables like purchase decisions, and enjoyment as a mediating variable.

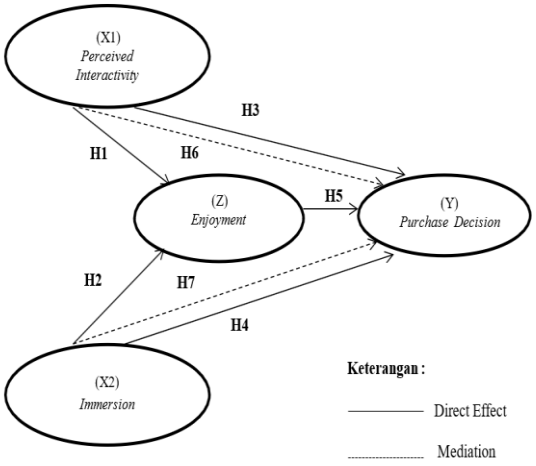

Figure 2. Research Model

Table 1. Operasional Definition

Variable	Operational Definition	Question
Perceived interactivity	The degree to wich users perceived interaction with the paltofrm. Including their level of engangement in communication and information exchange	1. Watching live streaming on the Tik Tok Shop platform feels like communicating with a streamer 2. It feels as if the streamer is communicating with me during the live streaming on TikTok Shop 3. Viewers can communicate directly with the streamer if they wish, as the live streamer on the TikTok Shop platform is interactive. 4. Specific questions from viewers can be answered directly by the streamer during the live streaming on TikTok Shop."
Immersion	A deep experience where users feel immersed in the content or experience offered by the platform.	1. I prceived live streaming on TikTok Shop to be highly enjoyable and engaging 2. The streamer's elucidation of products during live streaming on TikTok Shop is readily comprehensible to the audience. 3. The streamer's elucidations during live streaming on TikTok Shop captivate my attention
Enjoyment	The feelings of joy and satisfaction that users experience when interacting with content on the platform	1. I derive pleasure from shopping during live streaming on TikTok Shop 2. I derive pleasure from shopping during live streaming on TikTok Shop. 3. Shopping during live streaming on TikTok Shop is an effective method for alleviating boredom.
Purchase decisions	User's decision to purchase a product after interacting with the platform	1. Shopping on TikTok Shop live streaming will be my preferred shopping method in the future 2. I will recommend to my friends to shop on TikTok Shop live streaming 3. I have plans to use TikTok Shop live streaming for shopping frequently in the future

The population in this study is infinite; therefore, the sample was determined using purposive sampling by setting specific criteria for selecting respondents:

1. Respondents are active users of the TikTok Shop platform.
2. Respondents are aged 17–24 years (Generation Z).
3. Respondents have experience shopping online through TikTok Shop live streaming, with a minimum of two orders per month.

The determination of the sample size in this study refers to the theory by Hair et al. (2014), which suggests that the minimum sample size should be five times the number of items analyzed. Using a 10:1 ratio, the sample size should ideally be 100 or more. With 156 samples collected, this study not only meets but also exceeds both criteria, providing better representativeness and enhancing the validity of the analysis results. The larger sample size also supports more complex and accurate analyses. Meanwhile, the analytical tool employed in this study is SEM-PLS (Structural Equation Modeling – Partial Least Squares).

RESULTS AND DISCUSSION

Evaluasi Model Pengukuran (Outer Model)

To ensure reliability, an evaluation of the measurement model is necessary, covering three aspects:

1. Internal Consistency: Measured using two indicators, Cronbach's Alpha (CA) and Composite Reliability (CR). The minimum recommended value is 0.6.
2. Convergent Validity: Assessed using the Average Variance Extracted (AVE) value. The expected AVE value should be greater than 0.5, and factor loadings should exceed 0.7.
3. Discriminant Validity: Evaluated by comparing the AVE value of each construct with the squared correlation between constructs. The AVE value should be greater than the inter-construct correlation (Fornell-Larcker criterion), and the cross-loading values and HTMT (Heterotrait-Monotrait Ratio) should be less than 0.90.

Table 2. Output Outer Loading (OL), Cronbach Alpa (CA), AVE dan Cronbach Alpa (CA)

Variable	Code	Indicator	OL	CR	AVE	CA
Perceived Interacticity	X1.1 .	Two way communication direction	0,802	0,869	0,624	0,801
	X1.2.	Interactivity that is felt	0,841			
	X1.3.	Interactivity exchange	0,787			
Immersion	X2.1	Intensif level	0,808	0,859	0,670	0,753
	X2.2	Level Absorption	0,851			
	X3.3	Level Concentration	0,796			
Enjoyment	Z1	Visit interesting	0,831			
	Z2	Visit Pleasant	0,843	0,905	0,762	0,801
	Z3	Fun visit	0,861			
Purchase Decisions	Y1	Consistency Buy product	0,910	0,882	0,714	0,801
	Y2	Recommendation To others	0,908			
	Y3	Do Repurchase	0,795			

Table 2 shows that the values of CR, OL, AVE, and CA meet the criteria, ensuring that the indicators for each construct are considered reliable.

Table 3. *Output Cross Loading*

construc	Indikator	Perceived interactivity	Immersion	Enjoyment	Purchase Decisions
Perceived interactivity	X1.1	0,802	0,457	0,449	0,343
	X1.2	0,727	0,434	0,314	0,322
	X1.3	0,841	0,491	0,437	0,421
	X1.4	0,787	0,535	0,529	0,386
Immersion	X2.1	0,465	0,808	0,464	0,489
	X2.2	0,504	0,851	0,415	0,562
	X2.3	0,530	0,796	0,479	0,469
Enjoyment	Z1.1	0,455	0,585	0,492	0,831
	Z1.2	0,325	0,425	0,443	0,843
	Z1.3	0,394	0,540	0,526	0,861
Purchase Decisions	Y1.1	0,536	0,533	0,910	0,512
	Y1.2	0,542	0,517	0,908	0,547
	Y1.3	0,360	0,380	0,795	0,455

According to Ghozali and Latan (2015), the evaluation of cross-loading values is performed for each construct to ensure that the correlations between measurement items are greater than those with other constructs, with the expected value being > 0.7. Table 3 shows that the criteria are met and is therefore considered valid.

Table 4. *Out Put Fornell-Lacker Criterion*

Variable	Purchase Deciisons (Y)	Enjoyment (Z)	*Immersion* (X2)	*Percevied Interactivity* (X1)
Purchase Decisions (Y)	0,845			
Enjoyment (Z)	0,580	0,873		
Immersion (X2)	0,619	0,552	0,819	
Perceived Interactivity (X1)	0,469	0,558	0,610	0,790

The discriminant validity test for the constructs uses the Fornell-Larcker criterion, where the square root of the AVE should be greater than the correlation between variables. Based on the table above, it is considered valid.

Table 5. Output Heterotrait Monotrait (HTMT)

Variabel	Purchase Decisions (Y)	Enjoyment (Z)	Immersion (X2)
Purchase Decisions (Y)	0,699		
Enjoyment (Z)	0,786	0,687	
Immersion (X2)	0,574	0,655	0,780

Table 5 shows that the values for each construct are less than 0.90, therefore the variables are considered valid.

Evaluasi Model Struktural (Inner Model)

The evaluation of the structural model is closely related to hypothesis testing. However, before this is done, a multicollinearity test is conducted to ensure that there is no multicollinearity between the variables by examining the VIF value, which should be < 5 (Hair et al., 2021).

Table 6. Output Inner VIF Values

Variable	Purchase Decisions (Y)	Enjoyment (Z)	*Immersion* (X2)	*Perceived Interactivity* (X1)
Purchase Decision (Y)				
Enjoyment (Z)	1,619			
Immersion (X2)	1,778	1,594		
Perceived Interactivity (X1)	1,793	1,597		

Table 6 shows that the VIF values are less than 5, which means that there is no multicollinearity between the variables (no bias).

Hypothesis Testing of Direct Effects

Table 7. Hypothesis Testing of Direct Effects

Hypotesis	Path Coefisient	P-Value	Lower limit	Upper limit	F Square	Meaning
H_1 perceived interactivity -> enjoyment	0,351	0.000	0,191	0,533	0,125	Accepted
H_2 Immersion -> enjoyment	0,338	0.000	0,156	0,511	0,116	Accepted
H_3 Perceived Intractiviy -> Purchase Decisions	0,028	0,720	(-0,136)	0,175	0,001	Rejected
H_4 Immersion -> Purchase Decision	0,418	0.000	0,281	0,563	0,184	Accepted
H_5 Enjoyment -> Purchase Decision	0,333	0.000	0,179	0,489	0,128	Accepted

Direct effect hypothesis testing can be determined by examining the value of the path coefficient, which indicates the effect between the independent and dependent variables. A positive value shows a positive direct effect, while a negative value indicates a negative direct effect. The P-value shows the level of significance, where a value less than 0.05 is considered statistically significant, and vice versa. In contrast, the F-square value indicates how much the independent variable influences the dependent variable. Hair et al. (2021) categorize the F-square into three criteria: low (0.02), moderate (0.15), and high (0.35).

The Influence of Perceived Interactivity on Enjoyment

Hypothesis 1 (H1) is accepted, indicating a positive and significant effect of perceived interactivity on enjoyment, with a path coefficient of 0.351 and a P-value (0.000) < 0.05. This shows that the higher the perceived interactivity, the greater the enjoyment experienced. However, at the structural level, the effect of perceived interactivity on increasing TikTok viewers' enjoyment is moderate (f-square 0.125), suggesting that streamers need to implement strategies to enhance the enjoyment of TikTok Shop live stream viewers, aiming to reach the upper limit of 0.533.

The results of this study are in line with the research conducted by Indriastuti et al. (2024) and Yang & Shen (2018), which show that perceived interactivity during live streaming encourages purchasing decisions. High interaction between consumers and streamers creates an enjoyable shopping experience and enhances emotional engagement.

The Influence of Perceived Immersion on Enjoyment

Hypothesis 2 (H2) is accepted, indicating a positive and significant effect of immersion on enjoyment, with a path coefficient of 0.338 and a P-value of 0.000 < 0.05. This means that the greater the emotional experience (immersion) perceived as engaging and entertaining by TikTok Shop live stream viewers, the higher the level of enjoyment they experience. At the structural level, the effect between the two variables is moderate, with an f-square value of 0.011. This suggests that a creative approach by the streamer during live streaming is necessary to enhance the emotional experience and increase enjoyment for TikTok Shop viewers by 0.511. Conversely, if the TikTok Shop streamer is not creative, the level of enjoyment for viewers will decrease by 0.156.

Smink et al. (2019) and Tonietto & Barasch (2021) in their studies found that the higher the level of immersion perceived by consumers, the greater the level of enjoyment they experience. In the context of shopping, interactive and immersive experiences can enhance positive emotions and pleasure. The element of interactivity creates a more engaging experience, encourages deeper involvement, and increases customer satisfaction.

The Influence of Perceived Interactivity on Purchase Decisions

Hypothesis 3 (H3) is rejected, as there is no positive and significant effect of perceived interactivity on purchase decisions, with a path coefficient of 0.026 and a p-value of 0.725 > 0.05. This indicates that even though a TikTok Shop streamer actively communicates and interacts with their viewers, it does not influence their purchase decisions. However, at the structural level, the effect between the two variables is low, with an f-square value of 0.001.

Interactivity in purchasing is not always positive, especially if consumers feel that the seller's interaction is deceptive. This negative perception can reduce trust and transaction intent, outweighing the positive effects of interactivity. Task complexity and product knowledge also play a significant role; if consumers feel trapped in a deceptive situation, they are likely to back out of the purchase decision, regardless of the level of platform interactivity (Tang, 2020; Fang, 2012; Jee & Lee, 2002).

The Influence of Immersion on Purchase Decisions

Hypothesis 4 (H4) is accepted, indicating a positive and significant effect of immersion on purchase decisions, with a path coefficient of 0.418 and a p-value of 0.000 < 0.05. This means that an emotional experience that is entertaining and engaging for TikTok live streaming viewers increasingly influences their purchase decisions. If the immersion variable is enhanced through the creativity of the TikTok Shop streamer, purchase decisions can increase by up to 0.561. Meanwhile, at the structural level, the effect of immersion on purchase decisions is moderate (f-square 0.184).

This study is in line with research conducted by Sun et al. (2019), which states that immersion can help users identify the value and benefits of an activity, making it easier for them to make purchase decisions. When customers experience greater immersion, they tend to be more actively engaged in shopping activities and have a more positive attitude toward the products offered by the streamer.

The Influence of Enjoyment on Purchase Decisions

Hypothesis 5 (H5) is accepted, indicating a positive and significant effect of enjoyment on purchase decisions, with a path coefficient of 0.353 and a p-value of 0.000 < 0.05. This suggests that the level of enjoyment experienced by consumers while watching live streaming increasingly influences their purchase decisions. Meanwhile, at the structural level, the enjoyment variable has a moderate effect on increasing purchase decisions, with an f-square of 0.128.

This study aligns with the findings of Hasudungan Sinaga et al. (2022) and Afifah & Yulida (2019), which state that immersion in the experience of using an e-commerce application or platform can enhance perceived enjoyment. When users feel engaged and enjoy the experience, they are more likely to make a purchase decision.

Hypothesis Testing of Mediation Effects

The effect size of the mediation hypothesis testing at the structural level can be determined using the Upsilon (V) statistic, which measures the extent of the mediating variable's influence at the structural level using the formula:

$$\text{Upsilon (V)} = \beta 2MX \beta 2YM.X$$

The interpretation of effect size recommended by Lachowicz et al. (2018) in Ogbeibu et al. (2022) is as follows: 0.02 (low mediation effect), 0.075 (moderate mediation effect), and 0.175 (high mediation effect).

Table 8. Hypothesis Testing of Indirect Effects (Mediation)

Hypotesis	Path Coefisient	P-Value	Lower limit	Upper limit	upsilon (V)	Meaning
H_6 perceived interactivity -> enjoyment -> purchase decisons	0,117	0,003	0,056	0,211	0,013	Low influence
H_7 Immersion -> enjoyment -> purchase decisons	0,113	0,015	0,035	0,222	0,012	Low influence

The Influence of Perceived Interactivity on Purchase Decisions Mediated by Enjoyment

Hypothesis 6 (H6) is accepted. Based on Table 8, Enjoyment serves as a mediating variable, exerting an indirect effect on purchase decisions with a path coefficient of 0.117 and a p-value of 0.003 (< 0.05). This indicates that the mediation effect plays a significant role in influencing perceived interactivity on purchase decisions. However, the mediating effect has a low influence, as reflected by the upsilon (V) value of 0.013.

The findings of this study differ from the results of research conducted by Khasanah & Kuswanto (2023), which also used enjoyment as a mediating variable. Their results indicated that although interactivity has a positive effect, this effect did not reach the expected level of significance. In other words, an increase in interactivity was not accompanied by a significant increase in perceived enjoyment, which in turn influenced purchase decisions.

Indriastuti et al. (2024) found results consistent with this study, showing that interactivity has a significant positive effect on purchase decisions, and this effect is mediated by enjoyment.

The Influence of Immersion on Purchase Decisions Mediated by Enjoyment

Hypothesis 7 (H7) is accepted. Based on the table above, Enjoyment acts as a mediating variable, exerting an indirect effect on purchase decisions with a path coefficient of 0.113 and a p-value of 0.015 (< 0.05). However, at the structural level, Enjoyment as a mediating variable is categorized as having a low mediation effect, with an upsilon (V) value of 0.012.

This is consistent with the findings of Song et al. (2020) and Leveau & Camus (2023), which indicate that immersion positively influences purchase decisions through the mediation of enjoyment. A high level of immersion enhances enjoyment, which in turn increases consumers' intention to visit a destination in person.

The following is a diagram of the Mediation Analysis Procedure, which serves as a reference for determining partial and full mediation effects (Hair et al., 2017).

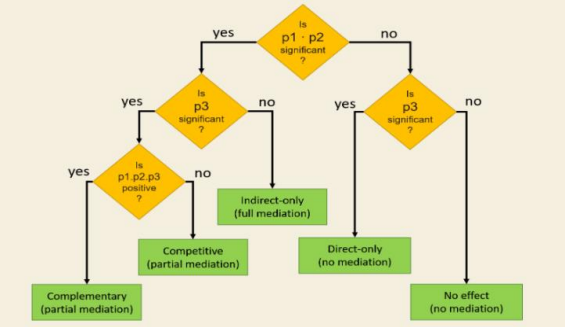

Figure 3. Decision-Making in Mediation Analysis

Based on the diagram above, the mediation effect on the variables Perceived Interactivity and Immersion on Purchase Decisions mediated by Enjoyment is presented in the following table:

Table 9. Mediation Effect Analysis

Hypotesis			Mediation Effect
Perceived interactivity -> enjoyment -> purchase decisons	p1.p2	Significant	Inderect only (full mediation)
Perceived Intractiviy -> Purchase Decisions	p3	Not Sifnificant	
Immersion -> enjoyment -> purchase decisons	p1.p2	Significant	Compleme ntary (partial mediation)
Immersion -> purchase decisons	p3	Significant	

Evaluation of Model Fit and Quality

There are several matrices that can be used to evaluate the goodness of fit and model appropriateness, including R-Square, SRMR, GoF, and PLS Predict.

Table 10. Output R-Square

Variabel	R- Square	R-Square Adjusted
Purchase Decisions (Y)	0,466	0,455
Enjoyment (Z)	0,383	0,374

According to Chin and Newsted (1998), the qualitative interpretation of R-square values is as follows: 0.19 indicates a low effect, 0.33 indicates a moderate effect, and 0.66 indicates a high effect. Table 10 shows that the variable of purchase decision affects perceived interactivity and immersion by 0.466 or 46.6% (moderate effect), while enjoyment as a mediating variable has an effect of 0.383 or 38.3%, which is also considered a moderate effect.

Table 11. Output Standart Root Mean Square Residual (SRMR)

Parameter	Estimates Model
SRMR	0,083

An SRMR value below 0.08 indicates a good model fit (Hair et al., 2021). However, according to Schmelleh et al. (2003) in Riono and Helmi (2023), an SRMR value between 0.08 and 0.10 can indicate an acceptable model fit. Based on the SRMR value in the table above, it shows an acceptable fit, meaning that the empirical data can adequately explain the relationships between the variables in the model.

Goodness of Fit (GoF)

The criteria for the Goodness of Fit (GoF) value consist of three categories according to Latan & Ghozali (2015): 0.10 for a small GoF, 0.25 for a medium GoF, and 0.36 for a large GoF. The GoF value is obtained by taking the square root of the average of the diversity index and the average R-square using the Tanenhaus formula.

$= \sqrt{0,692 \times 0,424}$

$= 0,54$

Explanation :

GoF : Goodness of Fit

AVE : Avarage Variance Extracted

R^2 : Avarage R-squares

Based on the calculation, the GoF value obtained is 0.54, which is categorized as a large GoF. This means that the proposed model structure is suitable for predicting the hypotheses in this study.

Table 12. Output PLS Predict

Items	Pls Model			Model LM		
	Q2_ Predict	RMSE	MAE	Q2_ Predict	RMSE	MAE
Purchase Decisions 1	0.334	0.666	0.524	0.337	0.664	0.524
Purchase Decisions 2	0.159	0.882	0.664	0.149	0.887	0.704
Purchase Decision 3	0.283	0.813	0.618	0.261	0.825	0.651
Enjoyment 1	0.323	0,686	0,524	0,313	0,691	0,524
Enjoymnet 2	0.322	0,723	0,545	0,282	0,744	0,551
Enjoyment 3	0,142	0,874	0,690	0,130	0,881	0,689

Based on the table above, most of the items measuring buying decision and enjoyment in the PLS model, when compared to the RMSE and MAE values in the LM model, show that the RMSE and MAE values in the PLS model are lower and more dominant than in the LM model, indicating a stronger predictive power.

Conclusion

The implications of this study highlight several key areas for enhancing consumer purchase decisions on digital platforms like TikTok Shop. First, marketers should focus on creating enjoyable user experiences to boost engagement and loyalty. While perceived interactivity does not directly influence buying decisions, it plays a crucial role in enhancing enjoyment, which ultimately impacts purchase decisions. Additionally, content creators and streamers should prioritize creativity to foster a more immersive experience for viewers. The findings also emphasize the importance of policies that promote positive user interactions, supporting a better online shopping experience. By addressing these areas, businesses can adapt to consumer preferences for more interactive and enjoyable shopping experiences, improving overall sales effectiveness.

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