

The Effect of KOL's Characteristics and KOL's Live Streaming Performance on Impulsive Buying of "Lozy Hijab" Consumers with Perceived Persuasiveness as a Mediator

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Abstrak

Perdagangan streaming langsung telah muncul sebagai saluran pemasaran digital yang penting di Indonesia, terutama dalam industri mode Muslim. Sifat interaktif dari streaming langsung dan keterlibatan Pemimpin Opini Utama (KOL) memberikan peluang bagi merek untuk memengaruhi keputusan pembelian konsumen. Penelitian ini menyelidiki efek Karakteristik KOL dan Kinerja Streaming Langsung KOL pada Pembelian Impulsif di antara konsumen Lozy Hijab, dengan Persuasi yang Dipersepsikan diperiksa sebagai variabel mediasi. Desain penelitian kuantitatif digunakan menggunakan kuesioner online yang diberikan kepada 150 konsumen Lozy Hijab yang telah berpartisipasi dalam sesi belanja TikTok Live yang melibatkan KOL. Data yang dikumpulkan dianalisis menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM), termasuk analisis mediasi. Temuan menunjukkan bahwa Karakteristik KOL, Kinerja Streaming Langsung KOL, dan Persuasi yang Dipersepsikan memiliki efek positif dan signifikan pada Pembelian Impulsif. Selanjutnya, Perceived Persuasiveness secara signifikan memediasi hubungan antara Karakteristik KOL dan Pembelian Impulsif, serta antara Kinerja Streaming Langsung KOL dan Pembelian Impulsif. Temuan ini menunjukkan bahwa keputusan pembelian impulsif konsumen tidak hanya dipengaruhi oleh karakteristik KOL dan kualitas eksekusi streaming langsung tetapi juga oleh sejauh mana konsumen menganggap komunikasi sebagai persuasif. Studi ini memberikan implikasi praktis untuk Lozy Hijab dan merek mode serupa dalam memilih KOL yang kredibel dan meningkatkan kualitas streaming langsung melalui presentasi informatif, komunikasi interaktif, dan keterlibatan audiens yang efektif.

Kata Kunci: *karakteristik kol, karakteristik perdagangan streaming langsung kol, pembelian impulsif, persuasi yang dirasakan.*

Abstract

Live streaming commerce has emerged as an important digital marketing channel in Indonesia, particularly within the Muslim fashion industry. The interactive nature of live streaming and the involvement of Key Opinion Leaders (KOLs) provide opportunities for brands to influence consumers' purchasing decisions. This study investigates the effects of KOL Characteristics and KOL Live Streaming Performance on Impulsive Buying among Lozy Hijab consumers, with Perceived Persuasiveness examined as a mediating variable. A quantitative research design was employed using an online questionnaire administered to 150 Lozy Hijab consumers who had participated in TikTok Live shopping sessions involving KOLs. The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM), including mediation analysis. The findings demonstrate

that KOL Characteristics, KOL Live Streaming Performance, and Perceived Persuasiveness have positive and significant effects on Impulsive Buying. Furthermore, Perceived Persuasiveness significantly mediates the relationships between KOL Characteristics and Impulsive Buying, as well as between KOL Live Streaming Performance and Impulsive Buying. These findings suggest that consumers' impulsive purchasing decisions are influenced not only by the characteristics of KOLs and the quality of live streaming execution but also by the extent to which consumers perceive the communication as persuasive. The study provides practical implications for Lozy Hijab and similar fashion brands in selecting credible KOLs and enhancing live streaming quality through informative presentations, interactive communication, and effective audience engagement.

Keywords: *KOL's Characteristic, Characteristic of KOL's Live Streaming Commerce, Impulsive Buying, Perceived Persuasiveness*

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INTRODUCTION

According to Precendence Research (2024), the global livestream e-commerce market has shown exponential growth and is projected to continue expanding in the coming decade. The market size, which stood at USD 14.93 billion in 2024, is expected to reach approximately USD 258.76 billion by 2034, growing at a compound annual growth rate (CAGR) of 33.01% from 2025 to 2034. This development is supported by the advancement of 5G networks, Augmented Reality (AR), and Artificial Intelligence (AI), which have created more interactive, personalized, and dynamic shopping experiences (Yang et al., 2024). In Indonesia, the e-commerce market value increased significantly from Rp453.75 trillion in 2023 to Rp487.01 trillion in 2024, and it is projected to reach US\$150 billion by 2030 (Bank Indonesia, 2024; e-Conomy SEA, 2024). These figures position Indonesia as one of the largest e-commerce markets in Southeast Asia (Bank Indonesia, 2024). The combination of massive internet penetration, high smartphone usage, and an increasingly digital lifestyle has made Indonesian consumers a major target for the expansion of live commerce activities (H. Zhang et al., 2024).

Building on this digital momentum, fashion-related industries in Indonesia Muslim fashion have also adapted to online and live-streaming platforms to reach broader audiences and enhance consumer engagement (Muhriza et al., 2024). Within this rapidly growing Muslim Fashion industry, brands increasingly rely on live streaming commerce and KOL collaborations to engage consumers (Yuniastuti & Pratama, 2023). However, merely partnering with influencers does not always guarantee persuasive or impulsive purchasing outcomes, since effectiveness depends on KOL attributes such as attractiveness, credibility, and authentic communication (Luo et al., 2025), as well as livestreaming commerce attributes such as instant feedback and perceived product scarcity that have been shown to influence consumer involvement and impulsive buying (Gong & Jiang, 2023).

This inconsistency highlights a key challenge for local brand: despite the rising use of influencer collaborations, many struggle to convert live-streaming exposure into actual persuasive impact or impulsive buying behavior (Feng et al., 2024). Within this context, Key Opinion Leaders (KOLs) play a crucial role in building trust and influencing consumer behavior through live streaming commerce (Luo et al., 2025). The characteristics of KOLs, including attractiveness, credibility, and authentic communication are essential components in shaping consumer perception and persuasion (Luo et al., 2025). Previous studies confirm that interactive and engaging content delivery during live streaming can increase positive

emotions and stimulate impulsive buying behavior that rarely occurs in traditional e-commerce (Phung et al., 2023). These findings indicate that both the personal characteristics of KOLs and the technical aspects of live streaming significantly affect consumers' impulsive buying tendencies.

Perceived persuasiveness refers to the extent to which consumers perceive a KOL's message as convincing, trustworthy, and relevant to their personal needs (Gong & Jiang, 2023). Even when KOLs possess credibility and live streaming offers high interactivity, marketing effectiveness remains limited without strong persuasive perception among audiences (Kenang & Kasetty, 2024). This perception transforms consumer interest into emotional engagement, which may trigger impulsive buying in live commerce settings (Putri et al., 2024). Hence, exploring how KOL's characteristics and live streaming attributes shape perceived persuasiveness becomes essential to understanding the psychological mechanisms underlying impulsive buying behavior (Melati & Ali, 2025). According to Precendence Research (2024), The global livestream e-commerce market has shown exponential growth and is projected to continue expanding in the coming decade. The market size, which stood at USD 14.93 billion in 2024, is expected to reach approximately USD 258.76 billion by 2034, growing at a compound annual growth rate (CAGR) of 33.01% from 2025 to 2034. The development of 5G networks, Augmented Reality (AR), and Artificial Intelligence (AI) has created more interactive and personalized and dynamic shopping experience (Yang et al., 2024). In Indonesia, the e-commerce market value increased significantly from Rp453.75 trillion in 2023 to Rp487.01 trillion in 2024, and it is projected to reach US\$150 billion by 2030 (Bank Indonesia, 2024; e-Conomy SEA, 2024). These figures position Indonesia as one of the largest e-commerce markets in Southeast Asia (Bank Indonesia, 2024). The combination of massive internet penetration, high smartphone usage, and an increasingly digital lifestyle has made Indonesian consumers a major target for the expansion of live commerce activities (H. Zhang et al., 2024).

While previous studies such as Tran et al. (2025) have explored the effect of KOL characteristics and live-streaming attributes on impulsive buying in Vietnam, no research has tested these relationships within Indonesia's Muslim modest fashion industry. Given the cultural and behavioral differences among consumers, it is still unclear whether these findings apply to the Indonesian context, particularly for brands such as Lozy Hijab, which actively use influencer collaborations.

Based on these phenomena, this study focuses on Lozy Hijab, one of Indonesia's leading local Muslim fashion brands that actively promotes products through TikTok Shop live streaming (Puspa & Astuti, 2024). Local fashion brands such as Lozy Hijab actively utilize TikTok Shop live streaming and collaboration with KOLs to reach this consumer segment (Puspa & Astuti, 2024). Empirical data show that Lozy Hijab has conducted 13 collaborations with KOLs from 2018 to 2025, including figures such as Cut Syifa, Hamidah, and Lesti Kejora, indicating its strong adaptation to digital marketing transformation (Lozy.id, 2025). Lozy Hijab represents a successful case of digital adaptation, integrating KOL collaborations, content marketing, and live selling strategies to maintain competitiveness (Bisnis.com, 2025). In this study, the Key Opinion Leader (KOL) used as the main reference is Lesti Kejora, a well-known Indonesian public figure who gained popularity after winning a national singing competition and later built a strong personal brand as a singer and digital influencer as known as Key Opinion Leader. Lesti Kejora is recognized for her high credibility, strong attractiveness, and massive followers base, especially among Muslim consumers, making her highly influential in digital marketing activities (Sari & Prasetyo, 2023). Celebrity and influencer credibility significantly affects consumers trust and purchasing behavior in live streaming commerce (Zhang et al., 2021; Putri & Wibowo, 2024).

Her collaboration with Lozy Hijab has demonstrated a substantial impact on sales performance. Empirical data show that Lozy Hijab products resulting from the collaboration

with Lesti Kejora reached sales of approximately 32,000 pieces, whereas similar products without KOL collaboration only sold around 10,000 pieces within the same period. This significant difference strongly indicates that KOL collaboration plays a crucial role in stimulating impulsive buying behavior. Furthermore, the Lozy x Lesti collection is currently trending and has entered the Top 5 Best-Selling products in the Pashmina Scarves category on the TikTok platform at the end of 2025. Strong KOL performance in live streaming not only increases purchase intention but also accelerates impulsive purchasing behavior through real-time interaction and persuasion (Chen et al., 2020). Therefore, Lesti Kejora serves as a concrete example of how KOL characteristics and live streaming performance significantly enhance perceived persuasiveness and ultimately trigger impulsive buying among Lozy Hijab.

Therefore, this research aims to analyze the influence of KOL's characteristics and KOL's live streaming performance on impulsive buying, with perceived persuasiveness as a mediating variable (Kaniati et al., 2024). This study fills a research gap by focusing on a specific local brand context rather than general live streaming settings (Gong & Jiang, 2023). The results are expected to contribute both academically, by enriching empirical studies in digital consumer behavior, and practically, by guiding brands and KOLs in designing persuasive and sustainable live streaming marketing strategies (Wang et al., 2024).

METHOD

This study is a quantitative research using a survey method and is categorized as causal associative research. The research instrument was a structured questionnaire developed using Google Form and distributed online through social media. The measurement scale employed was a five-point Likert scale with the following categories: strongly agree (score 5), agree (score 4), neutral (score 3), disagree (score 2), and strongly disagree (score 1).

The population in this study consisted of Lozy Hijab consumers who had watched Key Opinion Leaders (KOLs) during live streaming sessions and had experience purchasing or considering purchasing products through the platform. The sampling technique used was non-probability sampling with the purposive sampling method, in which respondents were selected based on specific criteria, including: (1) aged 17 years or older, (2) residing in Indonesia, and (3) having watched 3x KOL live streaming promoting Lozy Hijab products in the last two years, (4) had experience purchasing Lozy Hijab products in KOL live streaming in the last two years.

The determination of the sample size referred to the guidelines of Hair et al. (2019), which recommend that the minimum sample size in Partial Least Squares Structural Equation Modeling (PLS-SEM) should be at least ten times the maximum number of structural paths directed at a particular construct or ten times the number of indicators used in the model. Based on this guideline, the minimum required sample size in this study was estimated at approximately 50 respondents, while the target was increased to around 150 respondents to improve data representativeness and the stability of statistical analysis results.

Data were analyzed using SmartPLS 4 with the Partial Least Squares Structural Equation Modeling (PLS-SEM) method through two stages, namely evaluation of the measurement model (outer model) and evaluation of the structural model (inner model). The outer model was tested through convergent validity (outer loading > 0.70; AVE > 0.50), discriminant validity (Fornell-Larcker and HTMT), and construct reliability (Composite Reliability and Cronbach's Alpha > 0.70). The inner model was evaluated using R^2 , Q^2 , and f^2 values, while the mediating effect of Perceived Persuasiveness was analyzed using the bootstrapping indirect effect approach with SmartPLS. The mediation effect was considered significant if the p-value < 0.05 or the t-statistic > 1.96. The type of mediation was determined based on the significance of the direct and indirect paths, categorized as partial mediation or full mediation.

RESULTS AND DISCUSSION

Respondent Characteristics

The respondent profile analysis in this survey is based on the following demographics:

Table 1. Respondent Characteristics

Category	Items	F	%
Gender	Man	3	2
	Woman	147	98
	Total respondents	150	100
Age	17-21	57	38
	22-30	80	53.3
	31-40	6	4
	41-50	4	2.7
	50 years and above	3	2.0
	Total respondents	150	100
Education	Junior High School	1	0.7
	Vocational School/High School/Senior High School	73	48.7
	Diploma	23	15.3
	(D1/D2/D3/D4)		
	Master's degree (S1)	49	32.7
	Pasca Sarjana (S2/S3)	4	2.7
	Total respondents	150	100
Work	Influencer	9	6.0
	Student	70	46.7
	Civil servant	13	8.7
	Private sector employee	29	13.3
	Businessman	9	6.0
	Other	20	15.3
	Total respondents	150	100
Income	< Rp. 2 million	21	14.0
	Rp. 2 million - Rp. 4 million	44	29.3
	Rp. 5 million - Rp. 7 million	12	8.0
	Rp. 8 million - Rp. 10 million	5	3.3
	>Rp 10 million	1	0.7
	Not yet working	67	44.7
	Total respondents	150	100
Pocket money	<Rp 1 million	41	27.3
	Rp. 1 million - Rp. 1.5 million	22	14.7
	Rp. 1.6 million - Rp. 2 million	14	9.3
	Rp. 2.1 million - Rp. 3 million	5	3.3

	>Rp 3 million	5	3.3
	Already working	63	42.0
	Total respondents	150	100
Area of domicile	Sumatra	5	3.3
	Java	8	5.3
	Kalimantan	136	90.7
	Sulawesi	1	0.7
	Total respondents	150	100

Source: Managed by Researchers, 2026

Based on Table 1, this study involved 150 respondents. The majority of respondents were female (147 people) (98.0%), while only 3 respondents were male (2.0%). Based on age group, the majority of respondents were in the 22–30 years age range (80 people) (53.3%), followed by 17–21 years old (57 people) (38.0%). In terms of education level, the majority of respondents had a high school/vocational school/high school education (73 people) (48.7%), followed by Bachelor's (S1) graduates (49 people) (32.7%) and Diploma (D1–D4) graduates (23 people) (15.3%). Based on occupation, the majority of respondents were students (70 people) (46.7%), followed by private sector employees (29 people) (19.3%), while the rest of the respondents were spread across various types of jobs such as civil servants, students, entrepreneurs, and other professions.

In terms of income level, the majority of respondents were unemployed (67 people) (44.7%). Meanwhile, respondents who had income were dominated by the group with an income of IDR 2 million–IDR 4 million per month (44 people) (29.3%), followed by income of less than IDR 2 million (21 people) (14.0%), IDR 5 million–IDR 7 million (12 people) (8.0%), IDR 8 million–IDR 10 million (5 people) (3.3%), and more than IDR 10 million (0.7%). In terms of pocket money, the majority of respondents who were unemployed had pocket money of less than IDR 1 million per month (41 people) (27.3%), followed by IDR 1 million–IDR 1.5 million (22 people) (14.7%), IDR 1.6 million–IDR 2 million (14.3%), IDR 2.1 million–IDR 3 million (5 people) (3.3%), and more than IDR 3 million (5 people) (3.3%). Additionally, 63 respondents (42.0%) were employed. Based on domicile, the majority of respondents (136 respondents) came from Kalimantan, followed by Java (8 respondents) (5.3%), Sumatra (5 respondents) (3.3%), and Sulawesi (1 respondent) (0.7%).

Based on these characteristics, it can be concluded that the majority of Lozy Hijab users are adult women 22–30 years old, predominantly students or unemployed individuals, with 1 million – Rp. 1.5 million incomes. This profile indicates that Lozy Hijab consumers actively use social media and live streaming as information sources and consider price, promotions, and KOL recommendations when purchasing products.

Measurement Models

The results of the suitability test, validity test and reliability test are as follows:

Table 2. Convergent Validity and Composite Reliability

Variables	Items	Loading Factor	Cronbach's Alpha	CR	AVE
KOL's Characteristics	KC1	Lesti Kejora as a trusted KOL	0.893	0.928	0.949
	KC2	Lesti Kejora's appearance is attractive,	0.927		

			in accordance with the product being promoted.				
		KC3	Lesti Kejora understands the details of the products she promotes well.	0.910			
		KC4	Lesti Kejora communicates naturally and convincingly	0.899			
KOL's Live Streaming Performance	KLSP1	Lesti Kejora's live streaming appears with clear and stable visuals and audio.	0.912	0.928	0.948	0.821	
	KLSP2	Lesti Kejora provides detailed product demonstrations and explanations in her live stream.	0.909				
	KLSP3	Lesti Kejora interacts actively and responsively in giving responses.	0.889				
	KLSP4	Lesti Kejora has a clever trick that can attract buying interest	0.916				
Perceived Persuasiveness	PP1	The content of Lesti Kejora's live streaming is trustworthy and convincing.	0.866	0.883	0.919	0.741	
	PP2	I felt emotionally connected to Lesti Kejora's product presentation during the live stream.	0.900				
	PP3	Lesti Kejora's live streaming content is relevant to my needs and preferences.	0.857				
	PP4	The content of Lesti Kejora's live streaming contains important and useful messages for me.	0.818				
Impulsive Buying	IB1	I often buy Lozy Hijab spontaneously	0.932	0.933	0.952	0.833	
	IB2	I feel happy when I buy Lozy Hijab	0.883				
	IB3	My decision to buy Lozy Hijab, often without prior planning	0.926				

IB4	Lozy Hijab's promotion made me interested in buying	0.910
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Source: Managed by Researchers 2026

Based on Table 2, the results of the convergent validity test show that all indicators have outer loading values above the minimum limit of 0.70 recommended by Hair et al. (2022). The outer loading values range from 0.818 to 0.932, all indicators are declared valid in representing the constructs being measured. The highest outer loading value is found in indicator IB1 at 0.932, while the lowest value is found in indicator PP4 at 0.818. Nevertheless, all indicators have met the convergent validity criteria, so no indicators need to be eliminated.

Furthermore, the construct reliability test results show that all variables have Cronbach's Alpha values above 0.70, ranging from 0.883 to 0.933. Composite Reliability (CR) values are also above the minimum limit of 0.70, with a range of 0.919–0.952, indicating that all constructs have a very good level of internal consistency. Meanwhile, the Average Variance Extracted (AVE) values for all variables range from 0.741 to 0.833, or all exceed the minimum limit of 0.50. This indicates that each construct is able to explain more than 50% of the variance of its constituent indicators.

Based on these results, it can be concluded that all constructs in this study have met the criteria for convergent validity and construct reliability, so that the measurement model is suitable for use in analysis at the next stage.

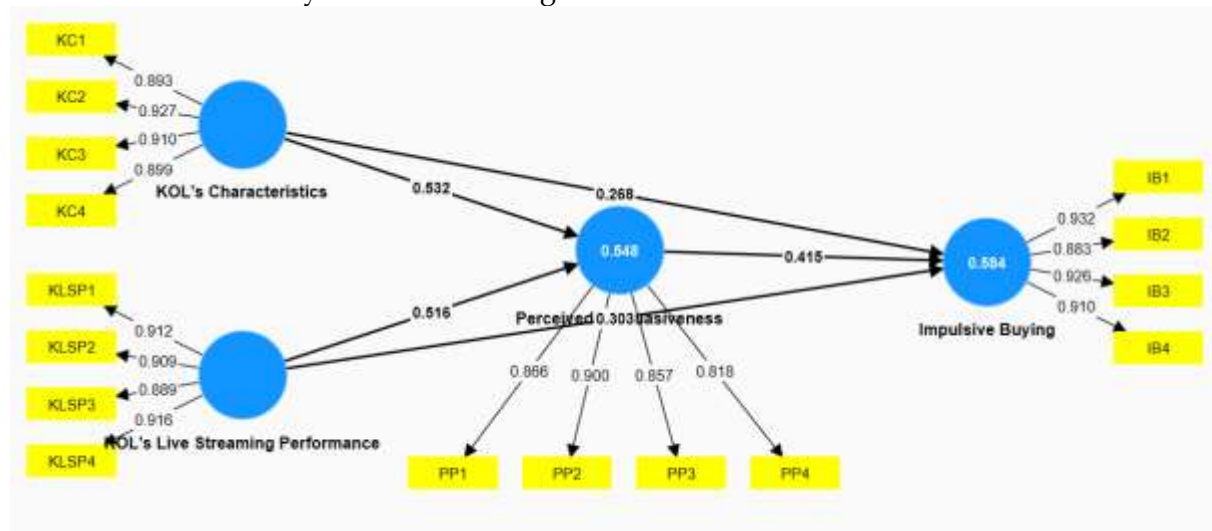


Figure 1. SEM PLS

Discriminant Validity

Based on the cross-loading test results in Table 3, all indicators have the highest loading values on the constructs they represent compared to other constructs. Indicators in the Impulsive Buying variable (IB1–IB4) have outer loading values ranging from 0.883–0.932, while cross-loading values for other constructs are in the range of 0.414–0.680. Furthermore, indicators in the KOL's Characteristics variable (KC1–KC4) show outer loading values of 0.893–0.927, which are higher than the loading values for other constructs. Similarly, indicators in the KOL's Live Streaming Performance variable (KLSP1–KLSP4) have outer loading values ranging from 0.889–0.916, while loading values for other constructs are relatively lower. In the Perceived Persuasiveness variable (PP1–PP4), all indicators also have the highest outer loading values, which range from 0.818–0.900, compared to the cross loading values in other constructs.

Tabel 3. Discriminant Validity – Cross Loading

Indicator	Impulsive Buying	KOL's Characteristics	KOL's Live Streaming Performance	Perceived Persuasiveness
IB1	0.932	0.438	0.479	0.641
IB2	0.883	0.446	0.475	0.653
IB3	0.926	0.479	0.445	0.654
IB4	0.910	0.418	0.487	0.658
KC1	0.463	0.893	0.047	0.481
KC2	0.446	0.927	-0.053	0.501
KC3	0.445	0.910	-0.006	0.490
KC4	0.414	0.899	0.006	0.452
KLSP1	0.432	-0.036	0.912	0.446
KLSP2	0.417	-0.034	0.909	0.440
KLSP3	0.483	-0.046	0.889	0.448
KLSP4	0.528	0.091	0.916	0.524
PP1	0.618	0.449	0.447	0.866
PP2	0.680	0.495	0.453	0.900
PP3	0.598	0.455	0.452	0.857
PP4	0.555	0.424	0.422	0.818

These results indicate that each indicator has the strongest relationship with the construct being measured compared to other constructs. Thus, the measurement model has met the discriminant validity criteria based on the cross-loading method, indicating that all indicators are able to adequately differentiate the constructs they represent.

Tabel 4. Discriminant Validity – Fornell Lacker

Variable	Impulsive Buying	KOL's Characteristics	KOL's Live Streaming Performance	Perceived Persuasiveness
Impulsive Buying	0.913			
KOL's Characteristics	0.488	0.907		
KOL's Live Streaming Performance	0.517	-0.002	0.906	
Perceived Persuasiveness	0.714	0.531	0.515	0.861

Based on the Fornell-Larcker Criterion test results in Table 4, all constructs meet the requirements for discriminant validity. The square root of the Average Variance Extracted (AVE) value for each construct is greater than the correlation value between other constructs. The diagonal values for Impulsive Buying, KOL's Characteristics, KOL's Live Streaming Performance, and Perceived Persuasiveness are 0.913, 0.907, 0.906, and 0.861, respectively. All of these values are higher than the correlation between the corresponding constructs.

These results indicate that each construct has a better ability to explain its own indicators compared to other constructs. Therefore, it can be concluded that the measurement

model has met the criteria. **discriminant validity** based on **Fornell-Larcker Criterion**, so that each construct in this study has a good level of discriminant validity and is suitable for use in structural analysis in the next stage.

Structural Model (Inner Model)

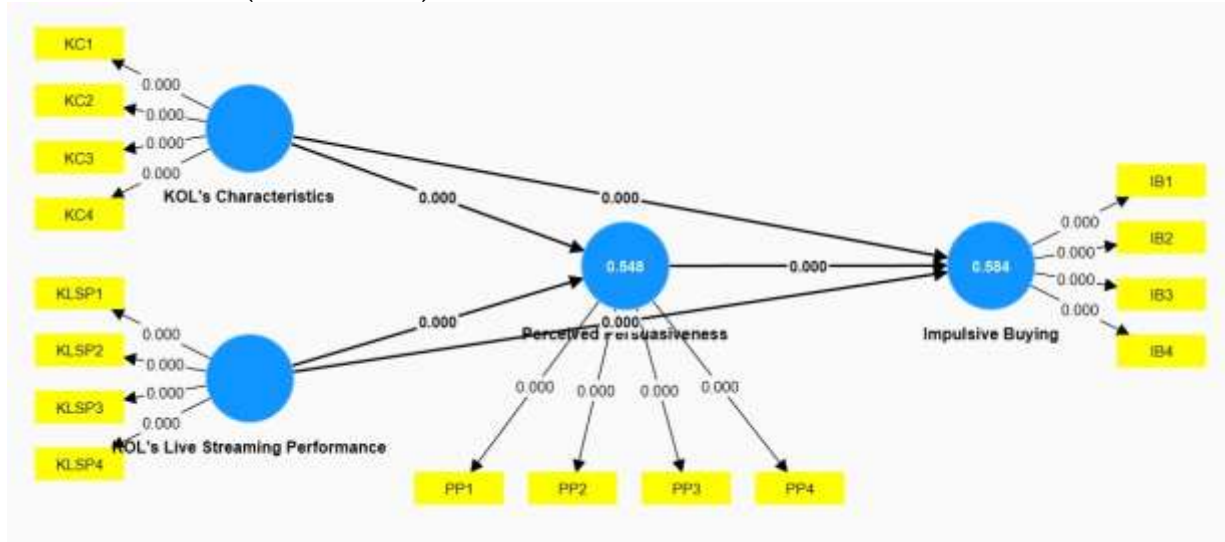


Figure 2. SEM PLS

Tabel 5. R Square

Endogenous Variables	R-Square	R-Square Adjusted
Impulsive Buying	0.584	0.575
Perceived Persuasiveness	0.548	0.542

Based on Table 5, the R-Square value for the Impulsive Buying variable is 0.584, which indicates that 58.4% of the variation in Impulsive Buying can be explained by KOL's Characteristics, KOL's Live Streaming Performance, and Perceived Persuasiveness, while the remaining 41.6% is influenced by other factors outside the research model. Meanwhile, the Perceived Persuasiveness variable has an R-Square value of 0.548, which means that 54.8% of the variation can be explained by KOL's Characteristics and

KOL's Live Streaming Performance, while the remaining 45.2% is influenced by other variables outside the model. Overall, the R-Square value indicates that the research model has moderate explanatory power.

Hypotheses Testing

The following summary presents the results of the analysis regarding how the relationship between variables in the model design used influences the results obtained.

Table 6. Hypotheses Testing

No	Path	Original Sample (β)	T Statistics	P Values	Result
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H1	KOL's Characteristics → Perceived Persuasiveness	0.532	10.264	0.000	Accepted
H2	KOL's Live Streaming Performance → Perceived Persuasiveness	0.516	9.886	0.000	Accepted
H3	Perceived Persuasiveness → Impulsive Buying	0.415	5.532	0.000	Accepted
H4	KOL's Characteristics → Impulsive Buying	0.268	4.298	0.000	Accepted
H5	KOL's Live Streaming Performance → Impulsive Buying	0.303	4.627	0.000	Accepted
H6	KOL's Characteristics → Perceived Persuasiveness → Impulsive Buying	0.221	4.765	0.000	Accepted
H7	KOL's Live Streaming Performance → Perceived Persuasiveness → Impulsive Buying	0.214	4.731	0.000	Accepted

Source: SEM-PLS 4.0

Based on the hypothesis testing results in Table 4.7, all hypotheses in this study were accepted because they had t-statistics values greater than 1.96 and p-values less than 0.05. These results indicate that the relationships between variables in the research model were statistically significant, thus all proposed hypotheses were accepted.

The test results show that KOL's Characteristics have a positive and significant effect on Perceived Persuasiveness with a path coefficient of 0.532, a t-statistic value of 10.264, and p-values of 0.000. Furthermore, KOL's Live Streaming Performance is also proven to have a positive and significant effect on Perceived Persuasiveness with a coefficient of 0.516, a t-statistic value of 9.886, and p-values of 0.000. These findings indicate that the better the KOL's characteristics and performance in live streaming, the higher the level of persuasion felt by consumers towards the marketing message delivered.

Furthermore, Perceived Persuasiveness is proven to have a positive and significant effect on Impulsive Buying with a coefficient value of 0.415, t-statistics of 5.532, and p-values of 0.000. In addition, KOL's Characteristics also have a positive and significant effect on Impulsive Buying with a coefficient of 0.268, t-statistics of 4.298, and p-values of 0.000. Meanwhile, KOL's Live Streaming Performance has a positive and significant effect on Impulsive Buying with a coefficient value of 0.303, t-statistics of 4.627, and p-values of 0.000. These results indicate that KOL characteristics and the quality of live streaming implementation can encourage consumers to make impulsive purchases.

In addition to the direct influence, this study also tested the indirect influence through the mediating variable Perceived Persuasiveness. The test results showed that Perceived Persuasiveness was able to mediate the influence of KOL's Characteristics on Impulsive Buying with a coefficient value of 0.221, t-statistics of 4.765, and p-values of 0.000. In addition, Perceived Persuasiveness was also proven to mediate the influence of KOL's Live Streaming Performance on Impulsive Buying with a coefficient of 0.214, t-statistics of 4.731, and p-values of 0.000. Thus, all hypotheses proposed in this study can be accepted, which indicates that Perceived Persuasiveness acts as a psychological mechanism that strengthens the influence of KOL characteristics and live streaming performance on consumer Impulsive Buying behavior.

CONCLUSION

Based on the results of data analysis and hypothesis testing, it can be concluded that all hypotheses in this study are accepted. This study proves that KOL's Characteristics, KOL's Live Streaming Performance, and Perceived Persuasiveness have a positive and significant effect on Impulsive Buying of Lozy Hijab consumers. In addition, Perceived Persuasiveness is also proven to mediate the influence of KOL's Characteristics and KOL's Live Streaming Performance on Impulsive Buying, which indicates that perceived persuasion is an important mechanism in explaining how marketing activities through live streaming can influence consumer purchasing decisions.

The findings of this study indicate that the success of a TikTok Live marketing strategy depends not only on the KOL's credible, engaging, and product-specific characteristics, but also on their ability to deliver information interactively, informatively, and convincingly during live streaming sessions. The combination of strong KOL characteristics and quality live streaming execution can enhance consumers' perceptions of persuasiveness, ultimately driving impulse purchases.

Theoretically, this study enriches the literature on live streaming commerce by showing that Perceived Persuasiveness acts as a psychological mechanism that bridges the influence of KOL characteristics and live streaming performance on Impulsive Buying behavior. Meanwhile, practically, the results of this study provide insights for business actors, especially local fashion brands such as Lozy Hijab, regarding the importance of integrating the right KOL selection with a quality live streaming strategy to increase the effectiveness of digital marketing and encourage consumer purchasing decisions.

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