

THE INFLUENCE OF PERSONALITY TRAITS, TIMING, AND INTERACTIVITY ON PURCHASING DECISIONS FOR SKIN SAKE PRODUCTS

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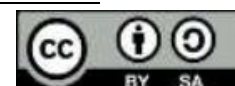
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ABSTRACT

The development of digital marketing has driven the use of live streaming commerce as an increasingly popular marketing strategy, particularly in the skincare industry, which emphasizes visuals and direct interaction with consumers. However, the effectiveness of live streaming in driving purchasing decisions still shows mixed results for local skincare brands. This study was designed to evaluate the impact of personality traits, live broadcast time, and the level of interactivity on consumer choices in purchasing For Skin Sake (FSS) products. A quantitative approach was applied through a survey targeting TikTok users in Greater Jakarta (Jabodetabek) who had watched FSS live streaming sessions. The results revealed that all three variables had a positive influence on purchasing decisions, with interactivity being the most prominent factor. These findings emphasize that the effectiveness of live streaming is not solely determined by technological aspects, but also by the quality of interaction, the nature of the host, and the right broadcast time. The contribution of this study is expected to enrich the theory in the field of digital marketing and provide practical guidance for local skincare brands in developing their product content. a more efficient live streaming strategy.

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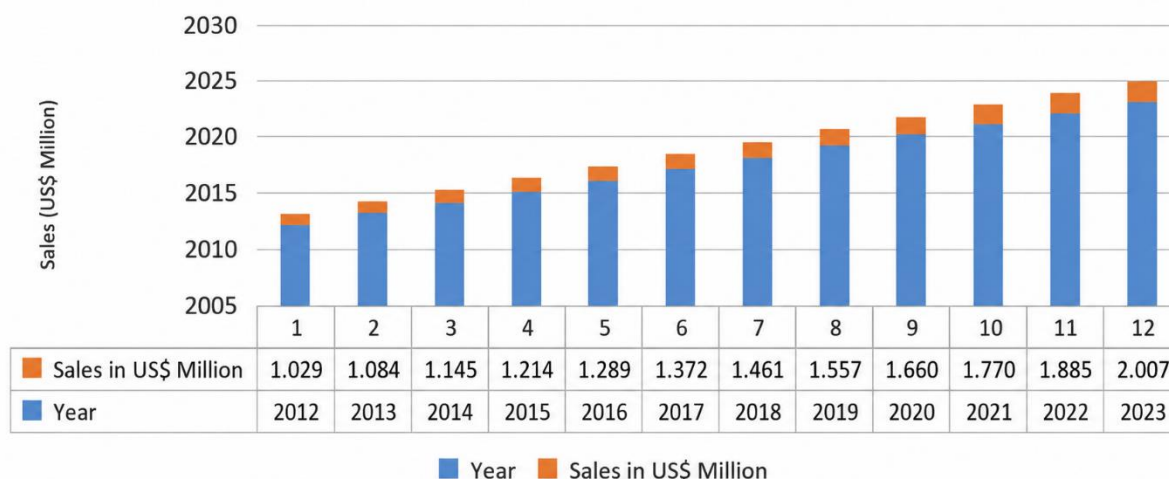
INTRODUCTION

The fourth industrial revolution has driven significant transformations in digital marketing practices across various countries. This transformation is marked by the emergence of technology-based marketing innovations, one of which is live streaming commerce, which integrates real-time interactions with digital buying and selling transaction activities (Erlangga et al., 2025). This phenomenon is reflected in the increasing value of online shopping transactions in Indonesia, which is projected to reach IDR 487 trillion in 2024, an increase compared to IDR 453 trillion in the previous year. In line with this, the number of e-commerce users also experienced growth of 11.9% to reach 65.65 million people (Kontan, 2024). This condition indicates not only the acceleration of digital economic growth but also the enormous market potential in Indonesia. Furthermore, around 80% of consumers admitted to being

interested in utilizing the live streaming feature when shopping , and as many as 77% of them ended up making a purchase after watching a live broadcast (Kontan, 2024) . The results of this study indicate that live broadcasts not only function as a new promotional tool but also as a factor . which influences the formation of more complex consumer decision -making patterns (Mercu Buana & Widarta, 2024) .

In Indonesia, with an internet penetration rate of 78.19% of the total population and the dominance of the younger generation as active social media users, this condition greatly supports the growth of live streaming as an online shopping platform (Retnosari & Nadlifatin, 2024). This generation tends to be accustomed to fast communication , attractive visuals , and direct interaction (Maharani & Prihandono , 2025) . The live streaming feature excels because it facilitates two - way communication between sellers and buyers , which has proven to be more effective in building trust than static promotions . Furthermore , the contribution of live streaming and short videos to total e - commerce sales shows an increase , from 5 % in 2022 to 20 % in 2024 (Kontan , 2024) . This fact confirms that live streaming cannot be seen as just a temporary trend , but has developed into an increasingly important and relevant marketing strategy in facing the intensity of competition in the digital realm .

Cosmetic Sales in Indonesia



Source: malangtimes.com

Source : Malangtimes.com (2023)

Figure 1.1 Cosmetic Sales in Indonesia

Based on Figure 1.1, the skincare industry is one of the sectors most affected by this digital marketing trend . The graph shows that cosmetic sales in Indonesia have increased consistently from year to year (Statista, 2024) . In 2022, the sales value of this sector was recorded at 1.8 billion US dollars , which then rose to 2 billion US dollars in 2023 (Statista, 2024) . In line with this , Euromonitor reported that the value of the skincare market in Indonesia in 2024 had exceeded IDR 60 trillion with an annual growth rate of around 7.5%. This increase was driven by higher public awareness of self -care and the strong role of digital media in influencing consumer preferences (Buana & Widarta, 2024) .

Skincare product purchasing decisions are inseparable from the role of visual experience , consumer reviews , and the level of interactivity provided by digital platforms. In digital

marketing , elements of interactivity and social presence through live streaming are considered more effective in attracting consumer attention than conventional methods such as advertising banners or static product images (Retnosari & Nadlifatin, 2024) . This situation indicates that the use of live broadcasts is not only effective in increasing audience engagement but also has significant potential in driving sales transactions , especially among young consumers who now dominate the digital landscape (Pramesti et al., 2022) .

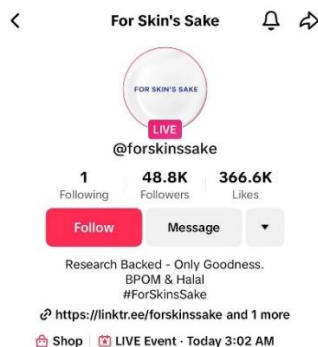
One local skincare brand actively implementing a live streaming strategy is For Skin Sake (FSS). FSS utilizes the TikTok Shop Live feature to create an interactive shopping experience , aiming to increase brand awareness and drive purchasing decisions . This strategy was chosen because FSS's primary target market , the younger generation , is known to be highly responsive to digital trends , especially real-time video- based content (Ramadanti & Fikriyah, 2023). Through this approach, consumers are not only introduced to the product but also gain a direct understanding of its benefits and how to use it . The presence of a host or beauty influencer during the live stream also increases consumer confidence in the product being introduced (Qurana et al . , 2025) . However , although this strategy aligns with developments in digital marketing , the results are not always optimal (Ayuningtyas , 2024) . Therefore , a more in - depth study is needed to assess the extent to which live streaming truly influences For Skin Sake consumers' purchasing decisions .



Source : Screenshot by Author from TikTok account @forskinssake

Figure 1.2 Screenshot Results in the For Skin Sake live streaming

Figure 1.2 presents the results of observations of live streaming activities on the TikTok account For Skin Sake which were carried out on March 20, 2025, and March 21, 2025, with different broadcast times and streamers involved. The results of the observations show that each streamer displayed different communication characteristics and interaction patterns in promoting skincare products . In terms of the number of viewers , the live streaming session hosted by the first streamer obtained a higher number of viewers , namely 7 people , while the session hosted by the second streamer on March 21, 2025, was only attended by 5 people.



Source : Screenshot by Author from TikTok account @forskinssake

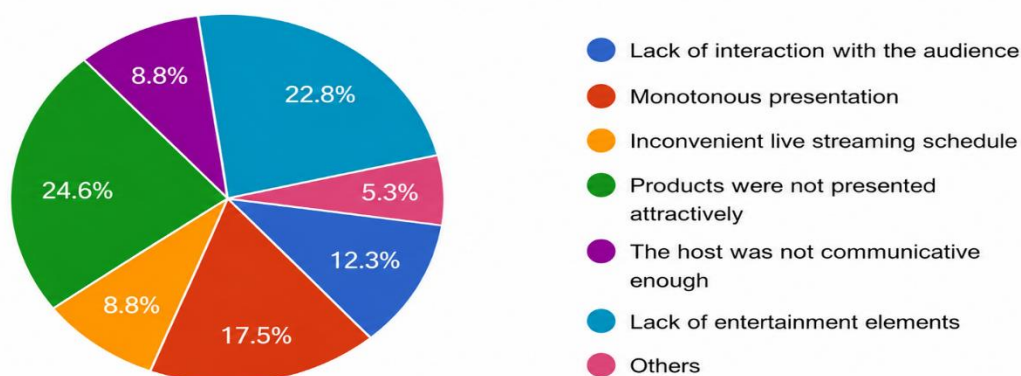
Figure 1.3 Screenshot of the Number of Followers for Skin Sake

Compared to the account's total followers of 48.8 thousand , this number of viewers is considered very low (Maharani & Kurniawan, 2023) . This condition is in line with the findings of Cha et al. (2021), which revealed that the average engagement rate on live broadcasts only reached around 1.1% of the total audience . These findings indicate that a high number of followers or potential audience reach does not automatically correlate with active audience participation in live streaming activities . This condition indicates that audience participation in live streaming sessions is still relatively low . Therefore , this very limited number of viewers can be used as an indicator of low levels of audience engagement as well as suboptimal marketing communication effectiveness during live broadcasts (Valencia & Tjiptodjojo, 2025) .

Differences in delivery styles between streamers also reflect variations in efforts to build audience engagement and interaction during live streaming sessions (Maulana et al., 2025) . This phenomenon suggests that streamer performance has the potential to influence audience interest and engagement with live- streamed marketing content (Nursaima et al., 2025) . These findings provide an important basis for further examining the role of streamer characteristics in enhancing the effectiveness of live streaming as a digital marketing strategy .

What do you think are the shortcomings of the live streaming session?

57 Responses



Source : Researcher Processing (2025)

Figure 1.4 Pre- Questionnaire Survey Results Data

A pre-survey of For Skin Sake (FSS) audiences showed that the effectiveness of live streaming remains suboptimal . 24.6 % of respondents considered the product information delivery uninteresting , making it difficult to understand the product's advantages , while 22.8% of respondents stated that the live streaming session was less than entertaining . These findings indicate that material presentation , host communication style , and interaction quality still need to be improved for live streaming to drive purchasing decisions (DA Putri & Maleha, 2025).

Observations of the live streaming activity of the FSS TikTok account on March 20–21, 2025, also showed differences in broadcast times and streamers , potentially influencing promotional effectiveness . The success of live commerce is influenced by several key factors , such as the host's personality traits, broadcast timing, and the level of interactivity built with the audience (Pramesti et al . , 2022 ; Rasdik & Deskoni , 2025). These three factors play a role in building trust , increasing audience engagement , and driving purchasing decisions . Various previous studies have shown that interactivity in live streaming has a positive effect on skincare consumers' purchase intention (Hibban et al., 2025), while the credibility and characteristics of the host can increase audience engagement and purchase opportunities (Ratnawati & Hanoky , 2023). Furthermore , broadcast time and the scarcity effect have also been shown to encourage impulsive buying behavior (Kapriani et al., 2025). However , most research still focuses on purchase intention , not on actual purchase decisions . Research that simultaneously examines the influence of personality traits, live stream timing , and interactivity on purchasing decisions for local skincare brands is also still limited (Tri Utami & Ahmadi , 2025).

Based on this gap , this study examines the influence of personality traits (X1), live stream timing (X2), and interactivity (X3) on purchasing decisions (Y) of For Skin Sake (FSS) products . Personality traits represent the characteristics and communication style of the host in building audience trust (Putri & Syahputra , 2025). Timing relates to the timeliness of live streaming implementation to reach the audience optimally (Kapriani et al., 2025), while interactivity reflects the quality of two -way communication between the host and the audience that can increase consumer engagement and trust (Safira Maharani & Prihandono , 2025). Purchasing decisions are used as the dependent variable because they reflect the final result of the consumer evaluation process of the digital marketing activities carried out (Nursaima et al., 2025).

Thus , this study aims to analyze the influence of personality traits, live stream timing, and interactivity on purchasing decisions for For Skin Sake (FSS) products . The results are expected to enrich the literature on live commerce- based digital marketing and provide practical input for developing marketing strategies for local skincare brands in Indonesia.

LITERATUR REVIEW

Personality Traits

Personality traits are relatively stable psychological characteristics that influence how individuals think , feel , and behave in various situations (McCrae & Costa, 2008). In the context of live commerce , personality traits are not only related to consumer characteristics , but also consumer perceptions of the personality of the host or streamer who conveys product information . A communicative , confident , and credible host can increase consumer trust, thus encouraging purchasing decisions (Putri & Syahputra , 2025).

Timing

Timing refers to the timeliness of live streaming , including broadcast time , duration , and schedule consistency . Selecting the right time allows a wider audience to follow the broadcast, thereby increasing the effectiveness of marketing communications . Previous research has shown that appropriate timing influences consumer engagement and purchasing decisions in live commerce (Kapriani et al., 2025) .

Interactivity

Interactivity is the level of two -way communication that occurs between the host and the audience during a live stream . Interaction can take the form of a question- and-answer session, responding to comments , providing additional information , or direct promotions . High interactivity can increase trust , engagement , and the shopping experience , thus encouraging consumers to make purchases (Safira Maharani & Prihandono , 2025).

Purchase Decision

Purchasing decisions are the process by which consumers select and purchase a product based on an evaluation of various available alternatives (Kotler & Keller, 2016). In live commerce , purchasing decisions are influenced by both internal and external factors , including the quality of host communication , the timeliness of broadcasts , and interactions that occur during the live streaming process (Nursaima et al., 2025).

Thinking Framework

This study refers to **the Stimulus–Organism–Response (SOR)** theory , which explains that environmental stimuli will be processed by individuals before producing a behavioral response. In this study , personality traits , timing , and interactivity act as stimuli that influence consumers' psychological processes , resulting in a response in the form of a purchase decision for For Skin Sake (FSS) products .

Research Hypothesis

Based on theoretical foundations and previous research , the hypothesis proposed is as follows:

1. H1: Personality traits have a positive and significant influence on purchasing decisions for For Skin Sake (FSS) products .
2. H2: Timing has a positive and significant effect on the purchasing decision for For Skin Sake (FSS) products .
3. H3: Interactivity has a positive and significant influence on purchasing decisions for For Skin Sake (FSS) products .
4. H4: Personality traits , timing , and interactivity simultaneously have a positive and significant influence on purchasing decisions for For Skin Sake (FSS) products .

RESEARCH METHODOLOGY

This study used a quantitative approach with an explanatory research design to analyze the influence of personality traits , timing , and interactivity on purchasing decisions for For Skin Sake (FSS). The quantitative approach was chosen because it can objectively test relationships between variables through statistical analysis (Hair et al., 2022). Primary data was collected

using an online survey via Google Forms among consumers who had watched the For Skin Sake TikTok live stream .

The research population was all For Skin Sake consumers . Sampling used a **purposive sampling** technique with the following criteria : (1) domiciled in the Greater Jakarta area , (2) aged 18–34 years , (3) having watched the For Skin Sake TikTok live streaming , and (4) having an interest or experience purchasing skincare products through social media . The sample size was determined based on Hair et al. (2019), which is a minimum of five times the number of research indicators . With 22 indicators , at least 110 respondents are required . This study involved 149 respondents , thus meeting the recommended sample size .

The research instrument was a questionnaire consisting of 22 statements measuring four variables , namely personality traits (X1), timing (X2), interactivity (X3), and purchasing decisions (Y). All items were measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree) (Malhotra et al . , 2017) . Data analysis was carried out using IBM SPSS through several stages , namely instrument **validity** and reliability tests , classical assumption tests including normality , multicollinearity , and heteroscedasticity tests , multiple linear regression analysis , coefficient of determination (R^2) , and hypothesis testing using the t test to determine the partial effect and the F test to test the simultaneous effect of independent variables on purchasing decisions . All tests were carried out at a significance level of 5%.

DISCUSSION

Statistics Descriptive Responds

A total of 149 respondents participated in this study . The majority of respondents were female (62.4 %), aged 18–24 (50.3%), all lived in Greater Jakarta (100%), and all respondents had watched the For Skin Sake live stream (100%). These characteristics indicate that the study sample was dominated by young consumers who actively use social media .

Statistics Descriptive Variable

The results of the descriptive analysis show that the timing variable obtained the highest average value (3.70), followed by personality traits (3.69) and purchasing decisions (3.57), all of which are in the **agree** category . Meanwhile , the interactivity variable obtained an average of 2.62 and is in the **neutral** category , which indicates that there is still room to improve the quality of interaction during live streaming .

Table 4.11 Statistics Descriptive Variable

Variables	Mean	Category
Personality Traits	3,69	Agree
Timing	3,70	Agree
Interactivity	2,62	Neutral
Purchase Decision	3,57	Agree

Validity and Reliability Test

All indicators had a **calculated r** value > **r table (0.160)** so they were declared valid. In addition, the **Cronbach's Alpha** value for each variable was above 0.70 (0.856–0.927), so all instruments were declared reliable and suitable for use in research .

Classical Assumption Test

The test results show that the regression model meets all classical assumptions . The normality test produces an Asymp . Sig. value of 0.200 (>0.05), the multicollinearity test shows a Tolerance value **of >0.10** and **VIF <10** , while the heteroscedasticity test produces a significance value of all variables >0.05. Thus , the regression model meets the assumptions of normality , is free from multicollinearity , and does not experience heteroscedasticity .

Multiple Linear Regression Analysis

The results of the analysis produce the following regression equation :

$$Y = -0,363 + 0,133X_1 + 0,286X_2 + 0,304X_3$$

All regression coefficients are positive , indicating that increasing personality traits , timing , and interactivity will increase purchasing decisions . The interactivity variable has the largest coefficient (0.304), followed by timing (0.286) and personality traits (0.133).

Coefficient of Determination

The Adjusted R² value of 0.629 shows that 62.9% of the variation in purchasing decisions can be explained by the variables of personality traits , timing , and interactivity , while 37.1% is influenced by other factors outside the research model .

Hypothesis Test Results

Hypothesis testing was conducted to determine the influence of personality traits , timing , and interactivity on purchasing decisions for For Skin Sake (FSS) products . The testing included partial tests (t-tests) and simultaneous tests (F-tests).

t-Test (Partial)

The t-test results show that all independent variables have a positive and significant effect on purchasing decisions . A summary of the test results is presented in Table 4.19.

Table 4.19 Results of the t-Test (Partial)

Variables	t count	Say.	Results
Personality Traits (X1)	3,214	0,002	H ₁ accepted
Timing (X2)	6,156	0,000	H ₂ is accepted
Interactivity (X3)	3,195	0,002	H ₃ accepted

Sumber: Output SPSS (2026).

Based on Table 4.19, the calculated t- value of all variables is greater than the t- table (1.976) with a significance value <0.05. This indicates that personality traits , timing , and interactivity

each have a positive and significant influence on the purchasing decision for For Skin Sake (FSS) products .

F Test (Simultaneous)

The F-test results are used to determine the influence of the three independent variables simultaneously on purchasing decisions . The test results are presented in Table 4.20.

Table 4.20 F Test Results (Simultaneous)

F count	F table	Say.	Results
84,547	2,67	0,000	H ₄ accepted

Sumber: Output SPSS (2026).

Based on Table 4.20, the calculated F value (84.547) is greater than the F table (2.67) with a significance value of 0.000 (<0.05). These results indicate that personality traits , timing , and interactivity simultaneously have a significant effect on the purchasing decision for For Skin Sake (FSS) products . Thus , the regression model used is declared feasible and the fourth hypothesis is accepted .

Note : For journal articles (SINTA/Scopus), discussions such as the formula $df = n - k - 1$, explanations of the definitions of the t-test and F-test, and repeated one- by - one interpretations are generally not included . Only the main statistical results (t/F, p-value, and hypothesis decision) are presented , while more in - depth interpretations are placed in the Discussion section . This approach makes the manuscript more concise and in accordance with the format of a scientific article .

DISCUSSION

Testing H1: The Influence of Personality Traits on Purchase Decisions for For Skin Sake Products.

The results of the study indicate that personality traits have a significant influence on purchasing decisions , so H1 is accepted . This finding indicates that consumers' psychological characteristics influence how they respond to live streaming activities . Consumers who are more open to new experiences and careful in evaluating information tend to be more receptive to promotions and make purchasing decisions . This finding is in line with the Stimulus–Organism–Response (SOR) theory which places individual character as an internal factor that mediates digital marketing stimuli into purchasing responses , and is consistent with previous research on consumer behavior on digital platforms.

Testing H2: The Effect of Timing on Purchase Decisions for For Skin Sake Products

The test results show that timing has a significant effect on purchasing decisions , thus H2 is accepted . Selecting the right and consistent broadcast time increases the audience's chances of following the live stream in a more receptive state . This increases consumer engagement and the effectiveness of marketing message delivery . These findings support the SOR theory which explains that situational factors , such as time , act as stimuli that influence consumer purchasing responses .

Testing H3: The Effect of Interactivity on Purchase Decisions for For Skin Sake Products

The results of the study prove that interactivity has a significant effect on purchasing decisions, so H3 is accepted . Two -way communication through quick responses , question and answer sessions , and direct interaction with the audience increases trust and reduces consumer uncertainty about the product . This finding is in line with social commerce literature which states that interactivity can increase perceived value , trust , and encourage purchasing decisions . In the perspective of SOR theory , interactivity strengthens positive emotional responses that lead to purchasing behavior .

Testing H4: The Influence of Personality Traits , Timing , and Interactivity on Purchase Decisions for For Skin Sake Products

The results of simultaneous testing indicate that personality traits , timing , and interactivity together have a significant effect on purchasing decisions , thus H4 is accepted . These findings indicate that purchasing decisions in live commerce are influenced by a combination of consumer characteristics , broadcast timeliness , and the quality of interaction during live streaming . Therefore , an effective marketing strategy needs to integrate these three aspects to enhance consumer experience and drive purchasing decisions . Theoretically , the results of this study strengthen the application of the Stimulus–Organism–Response (SOR) theory in explaining consumer behavior in the context of live commerce in Indonesia.

CONCLUSION

This study aims to analyze the influence of personality traits , timing , and interactivity on purchasing decisions for For Skin Sake (FSS) skincare products . The results of the analysis using PLS-SEM show that the three variables have a positive effect on purchasing decisions . Personality traits increase consumer trust through the characteristics and communication style of the host, while the right timing expands audience reach and improves consumer response during live streaming. Among the three variables , interactivity is the most dominant factor because two -way communication , fast response , and audience engagement can create a more interesting shopping experience and encourage purchasing decisions . Thus , the success of the FSS live streaming strategy is determined by the combination of host quality , broadcast timing , and high interaction with the audience . This finding implies that optimizing these three aspects can increase the effectiveness of a live commerce - based digital marketing strategy .

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