

CHAPTER 5

CONCLUSION

In this chapter, the conclusions of the results of the research that has been conducted will be stated, namely the analysis of the influence of social presence and sales promotion on flow experience and influence of flow experience on consumers' impulsive buying behaviour. In addition, suggestions for further research learning, managerial implications, and research limitations faced by author while conducting this research will also be presented.

5.1 CONCLUSION

The conclusions obtained from the results of the research and discussion that has been carried out are as follows:

5.1.1 Considering the Respondent's Characteristic Analysis

1. There were 206 respondents processed in this study.
2. Based on the gender characteristics of the respondents, most of the respondents were female (84% of respondents) while the rest were male (16% of respondents).
3. Based on the age characteristics of the respondents, most respondents were aged 18-25 years (81.1% of respondents).
4. Based on the characteristics of the type of work of the respondents, most of the respondents were still students (78.2% of respondents).
5. Based on the characteristics of the respondents' income, most of them have an income of Rp 1,000,001 - Rp 3,000,000 (44.7% of respondents).
6. Based on the characteristics of the respondents' expenditure to shop on TikTok live streaming, most of them have an expenditure of < Rp 300,000 (60.7% of respondents).

5.1.2 Considering PLS-SEM Results

1. H1 which states that social presence influence the flow experience is accepted (H1 accepted). The results show that when consumers have a high social presence, the flow experience will also increase.

2. H2 which states that sales promotion influence flow experience is accepted (H2 accepted). The results show that when consumers have a high sales promotion, their flow experience will also increase.

3. H3 which states that flow experience influence consumers' impulsive buying behaviour is accepted (H3 accepted). The results showed that when consumers experience a high flow experience, impulsive buying behaviour will also increase.

5.2 MANAGERIAL IMPLICATION

Researchers hope that this research can provide an overview and benefits in developing live streaming promotions especially for TikTok platform developers and merchants, and things consumers need to be aware of pertaining their purchase decision. From the research findings that have been stated, there are several practical implications proposed, namely:

1. From the findings in this study, it is found that social presence and sales promotion have a positive and significant influence on impulsive buying behaviour. Therefore, merchants are expected to increase their understanding of the factors that can trigger impulsive buying behaviour. Social presence emphasises how customers feel as if the seller's presence is real because they can interact in real-time. Merchants should train themselves to be able to maintain warm and interactive interactions with their viewers over time. In addition to the entertaining and interactive behaviour of the seller, designing the live streaming space like a real store setting can increase the interest of the audience as it builds an ambience of being in a real store which contributes to social presence. Merchants must be able to answer questions related to the products being sold as well as recommendations for consumers based on their needs. They also need to be able to convince consumers that the products sold

are worth buying and have a competitive advantage compared to other similar products. In relation to sales promotion, sellers must always remind the audience of ongoing promos and the benefits that will be obtained when buying with promos. Displaying the products being sold will also increase consumer confidence in the original condition of the products.

2. In addition to seeking to educate merchants on the factors that influence consumers' impulsive buying behaviour on TikTok live streaming, this research also does not exclude the fact that TikTok platform developers must also be able to understand the latest consumer trends. TikTok platform developers through their collaboration with parties such as merchants who sell on TikTok by utilising the live streaming feature, are expected to understand the features that sellers need in the future. Not only for the benefit of sellers, platform developers must ensure that all transactions made through the TikTok platform have easy and safe procedures, so that more people are interested in shopping and trust TikTok as a trusted shopping platform. TikTok platform developers are also expected to pay attention to the User Interface of the TikTok application, so that consumers can use this application both for entertainment and shopping purposes easily, comfortably, and efficiently.

3. Apart from this research which studied and tried to educate merchants to be able to master the factors supporting impulsive behaviour in consumers, the researcher also dedicates this research to the readers who are also consumers on a daily basis. As times evolve, companies are trying to adapt their selling and marketing techniques to suit the preferences of today's consumers, who prefer to shop online. To maximise consumers' online shopping experience, a live streaming shopping feature was created so that consumers can still feel the presence of sellers and interact with real humans. Convenient shopping experiences accompanied by attractive promos cause consumers to often get carried away and become too impulsive in making purchases. Therefore, users of the TikTok live streaming shopping platform are expected to be more careful in sorting and considering their purchases. Although the products and promos

offered are often very tempting for consumers, consumers must remain wise in buying. Before deciding to buy a product, consumers must ensure that the product purchased can fulfil its function for the long term and not just because they are solely tempted by promos.

5.3 RESEARCH LIMITATION

1. This research only focuses on the phenomenon of impulse buying by consumers in Indonesia. This causes the results obtained from this study to be unable to be generalised to consumers with a larger scope.
2. This research object in this study is limited to only the live streaming in the TikTok application. This causes the research results to still not provide an overview of other live streaming applications with similar features that can produce different results from this study.
3. The variables studied are still limited to only four variables, namely social presence, sales promotion, and flow experience as factors that influence impulsive buying. Meanwhile, there are still many other variables that have not been examined in this study, which have the potential to be factors that influence consumers' impulsive buying, such as respondents' income, time availability, and gender differences.

5.4 SUGGESTIONS FOR FUTURE RESEARCHES

1. For future research, it is recommended to not only conduct a study that is limited to Indonesia, but also in other countries to get diverse findings.
2. Future research can investigate the effect of the phenomenon of consumer impulse buying on live streaming applications other than TikTok.
3. For future research, it is hoped that other factors can be used as a comparison. Such as the time pressure factor, sometimes consumers who are faced with discounts with limited time are more encouraged to make shopping transactions immediately before the promo ends. Money availability variables can also be added in future research considering that consumers with middle to upper

income have a higher potential to be impulsive in making purchases both online and live streaming. Research comparing impulsive behaviour between women and men can also be conducted for future research due to differences in perceptions between women and men, where women are usually more prone to making impulse purchases.



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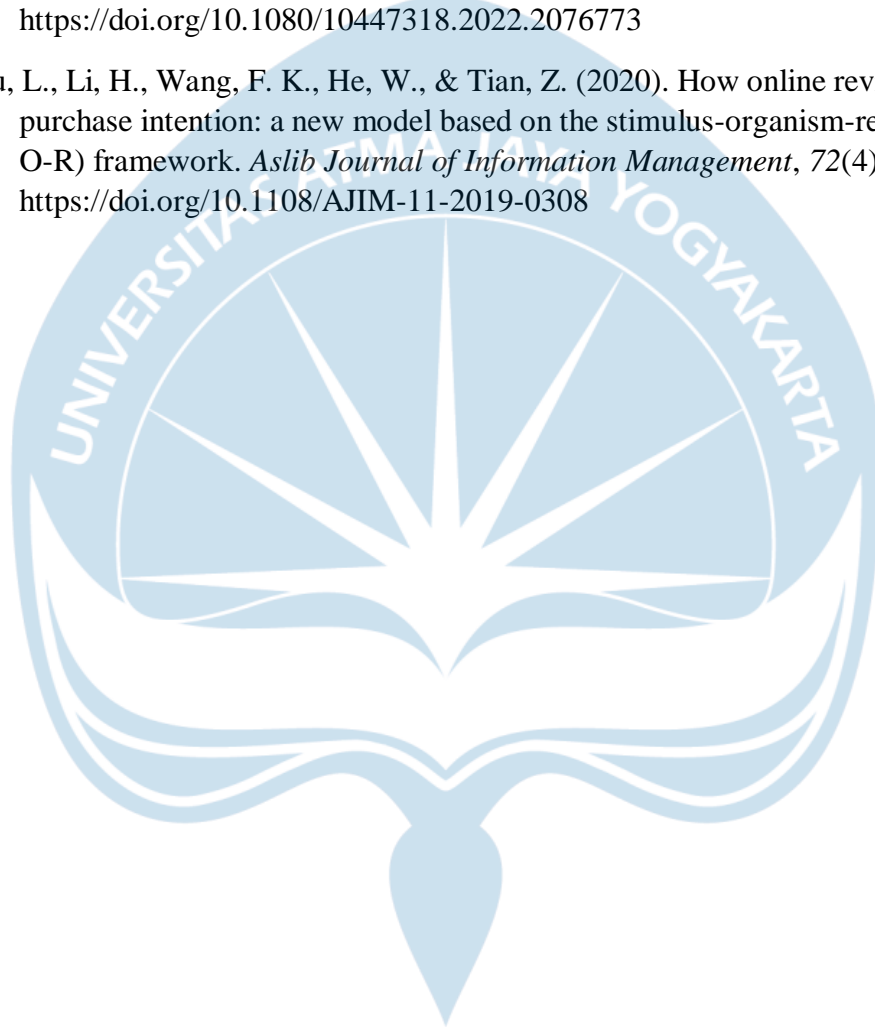
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APPENDIX

Appendix 1 Draft of Questionnaire

Section 1 of 8

Responden yang terhormat,

Perkenalkan, saya Monica Angela, mahasiswa S1 program studi International Business Management Program Fakultas Bisnis dan Ekonomika Universitas Atma Jaya Yogyakarta.

Saat ini saya sedang melakukan penelitian yang berjudul "**Pengaruh Kehadiran Sosial dan Promosi Penjualan terhadap Perilaku Pembelian Impulsif Konsumen pada TikTok Live Streaming Shopping melalui Mediasi Flow Experience: Penelitian Berdasarkan Model Stimulus-Organisme-Respon**".

Kriteria responden yang saya butuhkan adalah:

1. Pernah menonton TikTok Live Streaming dalam kurun waktu **tiga bulan terakhir**
2. Pernah berbelanja di TikTok Live Streaming dalam kurun waktu **tiga bulan terakhir**

Jika Anda termasuk dalam kriteria responden yang saya sebutkan, saya minta dukungan dan kesediaannya untuk meluangkan waktu sekitar 3-5 menit untuk mengisi kuesioner saya. **Seluruh informasi yang Anda berikan dalam kuesioner ini dijaga kerahasiaannya dan hanya digunakan untuk kepentingan penelitian.** Besar harapan saya kepada Saudara/i untuk memberikan jawaban sesuai dengan pengalaman sebenarnya agar skripsi saya dapat berkontribusi dengan pengetahuan baru pada bidang perilaku konsumen.

Terima kasih atas ketersediaan Saudara/i untuk mengisi kuesioner dan berpartisipasi dalam penelitian ini.

Apabila ada pertanyaan, silahkan menghubungi:

WhatsApp: 081378986596

E-mail: 201225567@students.uajy.ac.id / angelaacinom@gmail.com

Terima kasih dan Tuhan memberkati!

Hormat saya,

Monica Angela.

Link:

<https://docs.google.com/forms/d/e/1FAIpQLSff4huiJKarLQFbK3QuEy6BSoVkYxzDzPOPNAyctrXFCgGfVQ/closedform>



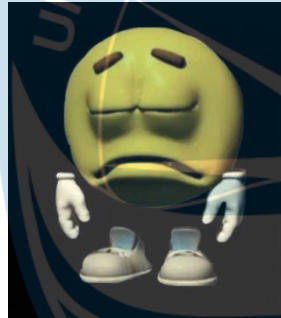
Filter Question 1

1. Apakah Anda pernah menonton TikTok Live Streaming dalam kurun waktu **tiga bulan terakhir?**

Pernah



Tidak (*MOHON MAAF* (˘°□°) !!)



Section 2 of 8

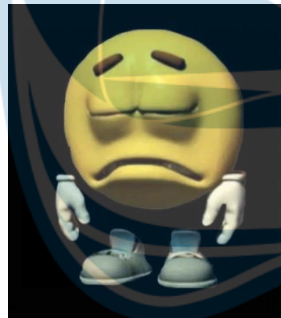
Filter Question 2

1. Apakah Anda pernah berbelanja di TikTok Live Streaming dalam kurun waktu **tiga bulan terakhir?**

Pernah



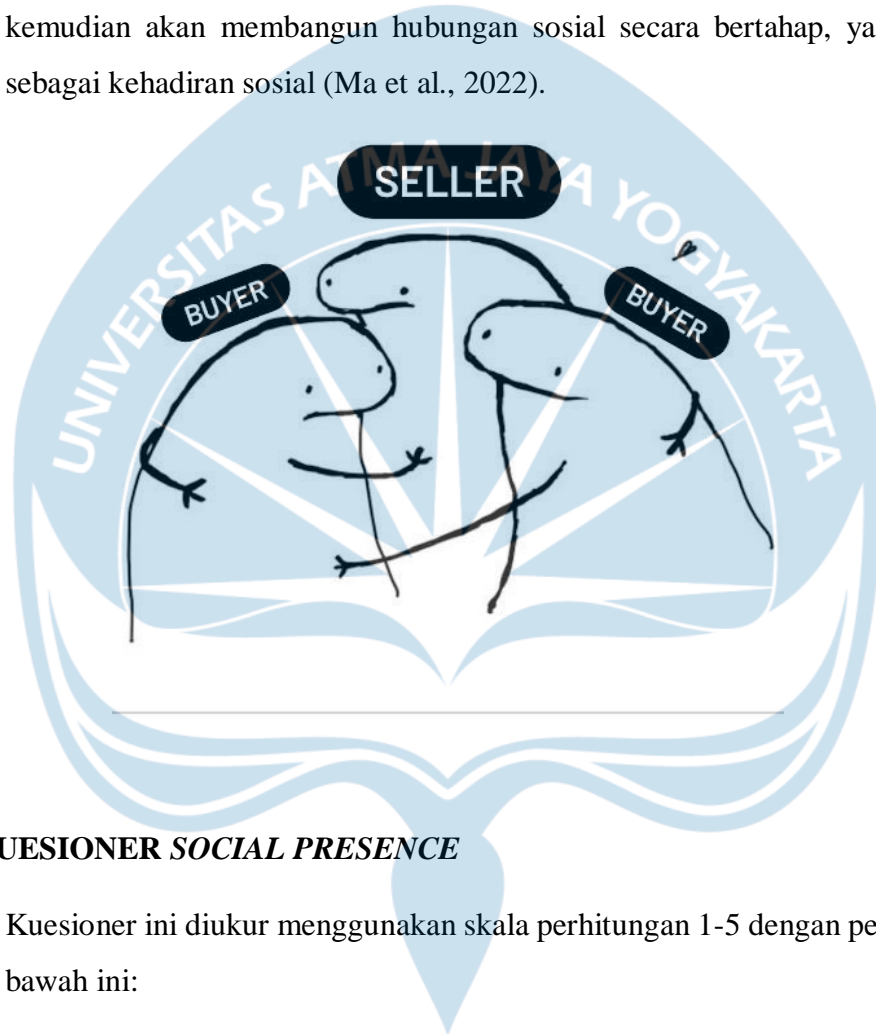
Tidak (*MOHON MAAF* (˘°□°)!!)



Section 3 of 8

SOCIAL PRESENCE (KEHADIRAN SOSIAL)

Kehadiran sosial terjadi ketika pelanggan dan penjual berinteraksi secara terus menerus sehingga mereka bisa merasakan kehadiran satu sama lain, hal ini kemudian akan membangun hubungan sosial secara bertahap, yang disebut sebagai kehadiran sosial (Ma et al., 2022).



KUESIONER SOCIAL PRESENCE

Kuesioner ini diukur menggunakan skala perhitungan 1-5 dengan penjelasan di bawah ini:

1 : Sangat Tidak Setuju 2 : Tidak Setuju

3 : Netral

4 : Setuju

5 : Sangat Setuju

1. Saya seakan-akan berinteraksi langsung dengan penjual saat menonton TikTok *live streaming*.

Sangat Tidak Setuju

- 1
- 2
- 3
- 4
- 5

Sangat Setuju

2. Saya merasa seolah-olah penjual di TikTok *live streaming* berbicara langsung kepada saya.

Sangat Tidak Setuju

- 1
- 2
- 3
- 4
- 5

Sangat Setuju

3. Saat berbelanja di TikTok *live streaming*, saya merasa keberadaan penjual terasa nyata, seperti membeli langsung di toko.

Sangat Tidak Setuju

- 1
- 2

- 3
- 4
- 5

Sangat Setuju

4. Saat berbelanja di TikTok *live streaming*, penjual berbicara langsung dengan saya, sehingga saya merasa terhubung dan terlibat di dalamnya.

Sangat Tidak Setuju

- 1
- 2
- 3
- 4
- 5

Sangat Setuju

5. Saya merasakan kehangatan saat berinteraksi dengan penjual di TikTok *live streaming*. (Penjual peduli dengan keberadaan Anda, bersikap ramah, serta berusaha membuat Anda merasa nyaman dan senang selama *live streaming*).

Sangat Tidak Setuju

- 1
- 2
- 3
- 4
- 5

Sangat Setuju

Section 4 of 8

SALES PROMOTION (PROMOSI PENJUALAN)

Diskon untuk produk tertentu dan penawaran paket *bundling* edisi terbatas yang hanya tersedia selama *live streaming* adalah beberapa contoh promosi penjualan konsumen yang efektif dan diterapkan oleh pedagang *live streaming* (Sharma, 2022).



KUESIONER SALES PROMOTION

Kuesioner ini diukur menggunakan skala perhitungan 1-5 dengan penjelasan di bawah ini:

- 1 : Sangat Tidak Setuju**
- 2 : Tidak Setuju**
- 3 : Netral**
- 4 : Setuju**
- 5 : Sangat Setuju**

1. Saya sering mendapatkan diskon dan harga spesial saat belanja di TikTok *live streaming*.

Sangat Tidak Setuju

- 1
- 2
- 3
- 4
- 5

Sangat Setuju

2. Produk yang dijual di TikTok *live streaming* sering ditawarkan dalam *bundling* (menggabungkan beberapa produk dan dijual sebagai satu unit dalam satu harga).

Sangat Tidak Setuju

- 1
- 2
- 3
- 4
- 5

Sangat Setuju

3. Saya merasa bangga dapat membeli produk di TikTok *live streaming* dengan harga diskon/harga spesial.(atau harga).

Sangat Tidak Setuju

- 1
- 2

- 3
- 4
- 5

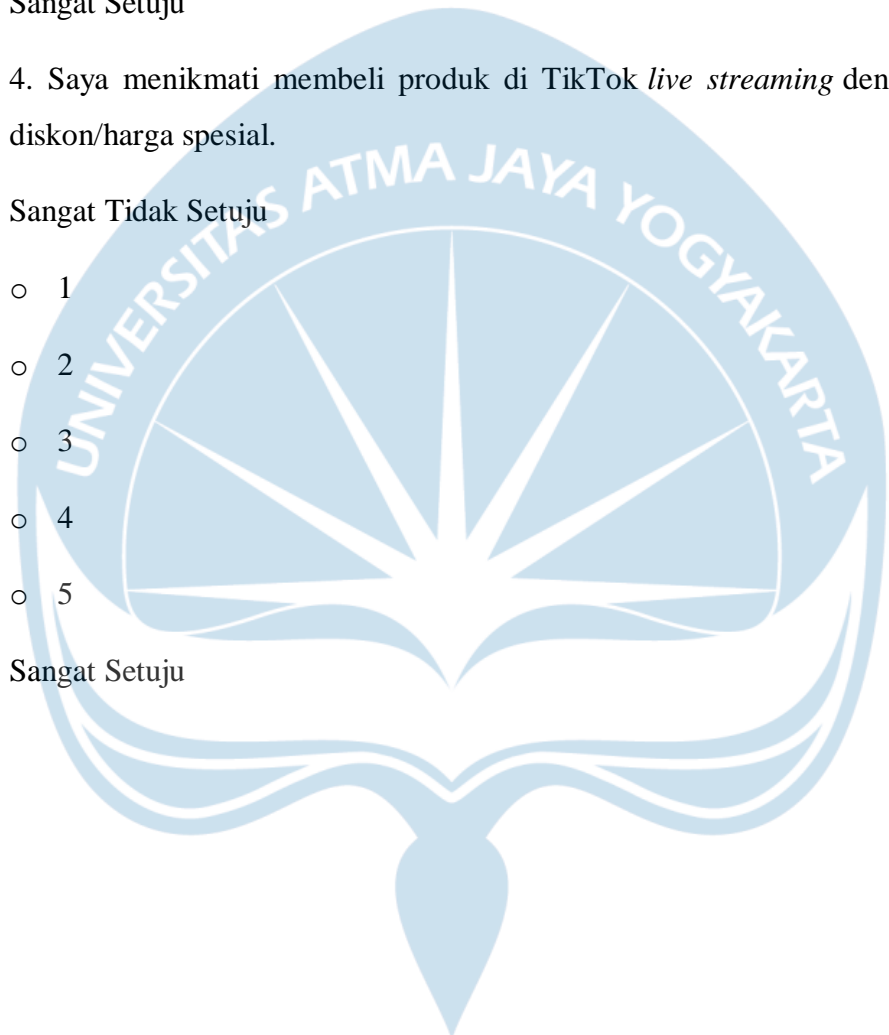
Sangat Setuju

4. Saya menikmati membeli produk di TikTok *live streaming* dengan harga diskon/harga spesial.

Sangat Tidak Setuju

- 1
- 2
- 3
- 4
- 5

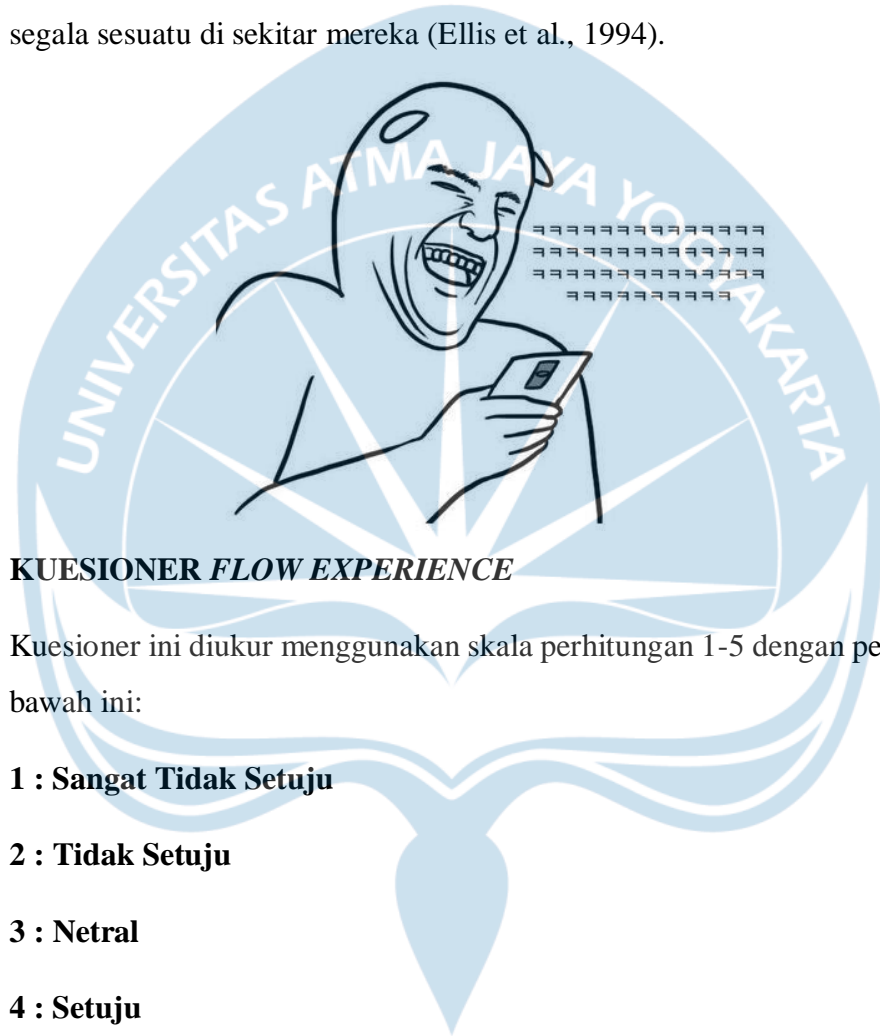
Sangat Setuju



Section 5 of 8

FLOW EXPERIENCE

Flow experience adalah kondisi di mana orang benar-benar hanyut dan fokus dengan aktivitas yang sedang mereka nikmati dan mulai melupakan waktu dan segala sesuatu di sekitar mereka (Ellis et al., 1994).



KUESIONER FLOW EXPERIENCE

Kuesioner ini diukur menggunakan skala perhitungan 1-5 dengan penjelasan di bawah ini:

- 1 : Sangat Tidak Setuju**
- 2 : Tidak Setuju**
- 3 : Netral**
- 4 : Setuju**
- 5 : Sangat Setuju**

1. Menonton TikTok *live streaming* sangat menyenangkan bagi saya.

Sangat Tidak Setuju

- 1
- 2
- 3
- 4
- 5

Sangat Setuju

2. Menonton TikTok *live streaming* sangat menghibur bagi saya.

Sangat Tidak Setuju

- 1
- 2
- 3
- 4
- 5

Sangat Setuju

3. Menurut saya, berbelanja di TikTok *live streaming* caranya mudah (sederhana) dan nyaman.

Sangat Tidak Setuju

- 1
- 2
- 3
- 4

- 5

Sangat Setuju

4. Menonton TikTok *live streaming*, menginspirasi saya untuk melakukan sesuatu.

Sangat Tidak Setuju

- 1
- 2
- 3
- 4
- 5

Sangat Setuju

5. Ketika menonton TikTok *live streaming*, saya tidak menyadari adanya gangguan.

Sangat Tidak Setuju

- 1
- 2
- 3
- 4
- 5

Sangat Setuju

6. Ketika menonton TikTok *live streaming*, perhatian saya terfokus di TikTok *live streaming*.

Sangat Tidak Setuju

- o 1
- o 2
- o 3
- o 4
- o 5

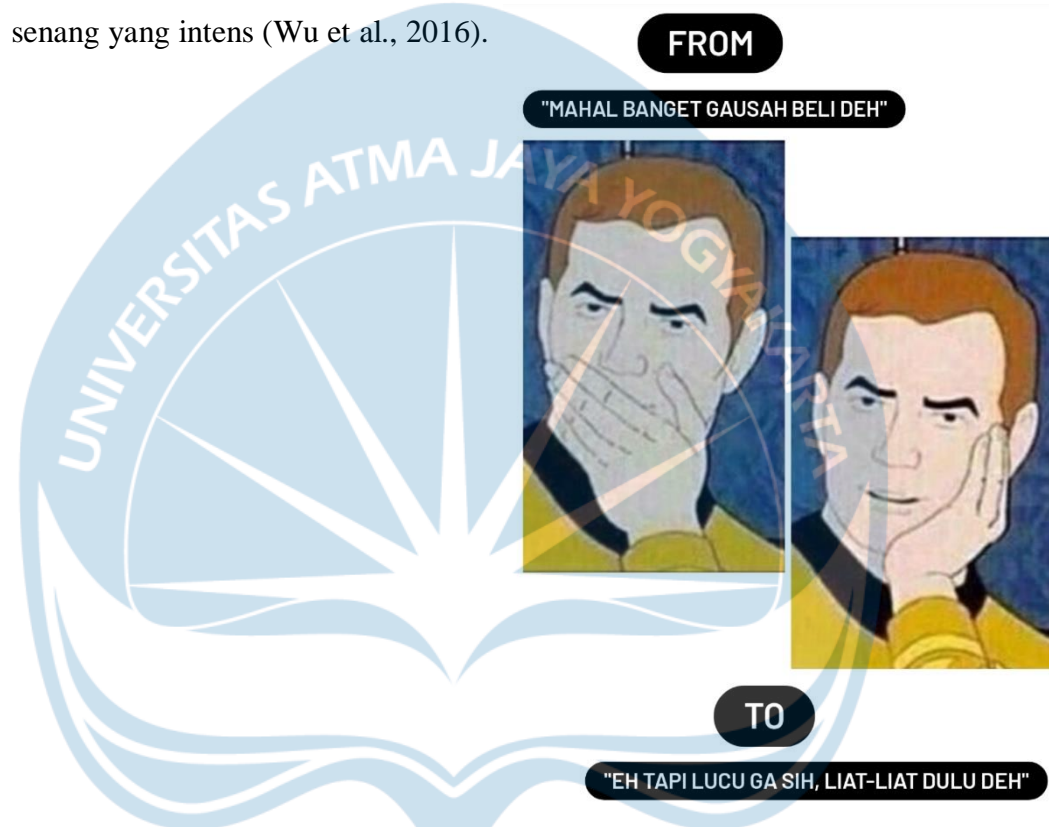
Sangat Setuju



Section 6 of 8

IMPULSIVE BUYING BEHAVIOR

Pembelian impulsif adalah pembelian yang tidak terencana dan spontan yang dipicu oleh rangsangan lingkungan dan disertai dengan sensasi gembira dan senang yang intens (Wu et al., 2016).



KUESIONER IMPULSIVE BUYING BEHAVIOR

Kuesioner ini diukur menggunakan skala perhitungan 1-5 dengan penjelasan di bawah ini:

- 1 : Sangat Tidak Setuju**
- 2 : Tidak Setuju**
- 3 : Netral**
- 4 : Setuju**
- 5 : Sangat Setuju**

1. Terkadang saya merasa ingin membeli sesuatu secara tiba-tiba di TikTok *live streaming*.

Sangat Tidak Setuju

- 1
- 2
- 3
- 4
- 5

Sangat Setuju

2. Saya sering membeli barang di TikTok *live streaming* tanpa berpikir panjang.

Sangat Tidak Setuju

- 1
- 2
- 3
- 4
- 5

Sangat Setuju

3. Terkadang saya agak sembrono dengan apa yang saya beli di TikTok *live streaming*.

Sangat Tidak Setuju

- 1
- 2
- 3

4

5

Sangat Setuju

4. Saya membeli sesuatu di luar rencana saat menonton TikTok *live streaming*.

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

5. Saya adalah orang yang melakukan pembelian tidak terencana di TikTok *live streaming*.

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Section 7 of 8

DATA RESPONDEN

Data yang Anda berikan dalam kuesioner ini dijaga kerahasiaannya dan hanya digunakan untuk kepentingan penelitian.

1. Jenis Kelamin

- Laki-laki



- Perempuan



2. Umur (tahun)

- <18
- 18-25
- 26-35
- 36-45

- >45

3. Pekerjaan

- Pelajar/Mahasiswa
- Karyawan Swasta
- PNS
- Wiraswasta
- Ibu Rumah Tangga
- Lainnya

4. Penghasilan / Uang Saku

- \leq Rp 1,000,000
- Rp 1,000,001 - Rp 3,000,000
- Rp 3,000,001 - Rp 5,000,000
- Rp 5,000,001 - Rp 7,000,000
- $>$ Rp 7,000,000

5. Rata-rata Pengeluaran untuk Berbelanja melalui TikTok *LIVE shopping*

- $<$ Rp 300,000
- Rp 300,001 - Rp 500,000
- Rp 500,001 - Rp 1,000,000
- Rp 1,000,001 - Rp 1,500,000
- Rp 1,500,001 - Rp 2,000,000
- $>$ Rp 2,000,000

HOREEE ٩(‘U`*)و ♡! Anda sudah sampai di penghujung kuesioner. Tekan tombol **SUBMIT / KIRIM**, agar jawaban Anda yang berharga dapat sampai kepada Saya!

"Orang baik akan dikelilingi oleh orang baik lainnya, banyak kebaikan menanti Anda di masa depan" ٳ(o>°<)~♡ ε(‘o•••’)づ ♡

P.S. Anda bisa meninggalkan pesan semangat untuk penulis jika berkenan ٳ>~<ٳ

Pesan Semangat untuk Penulis ٳ|ٲٲٲٲٲ)

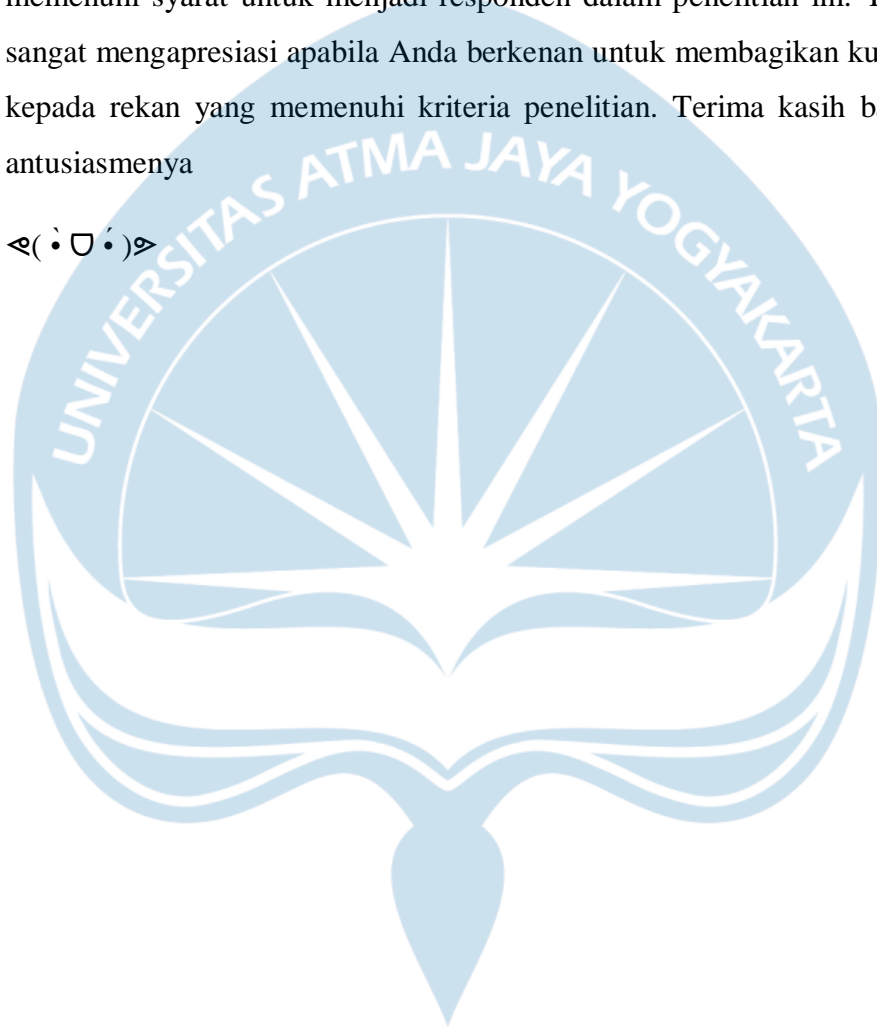


SECTION 8 OF 8

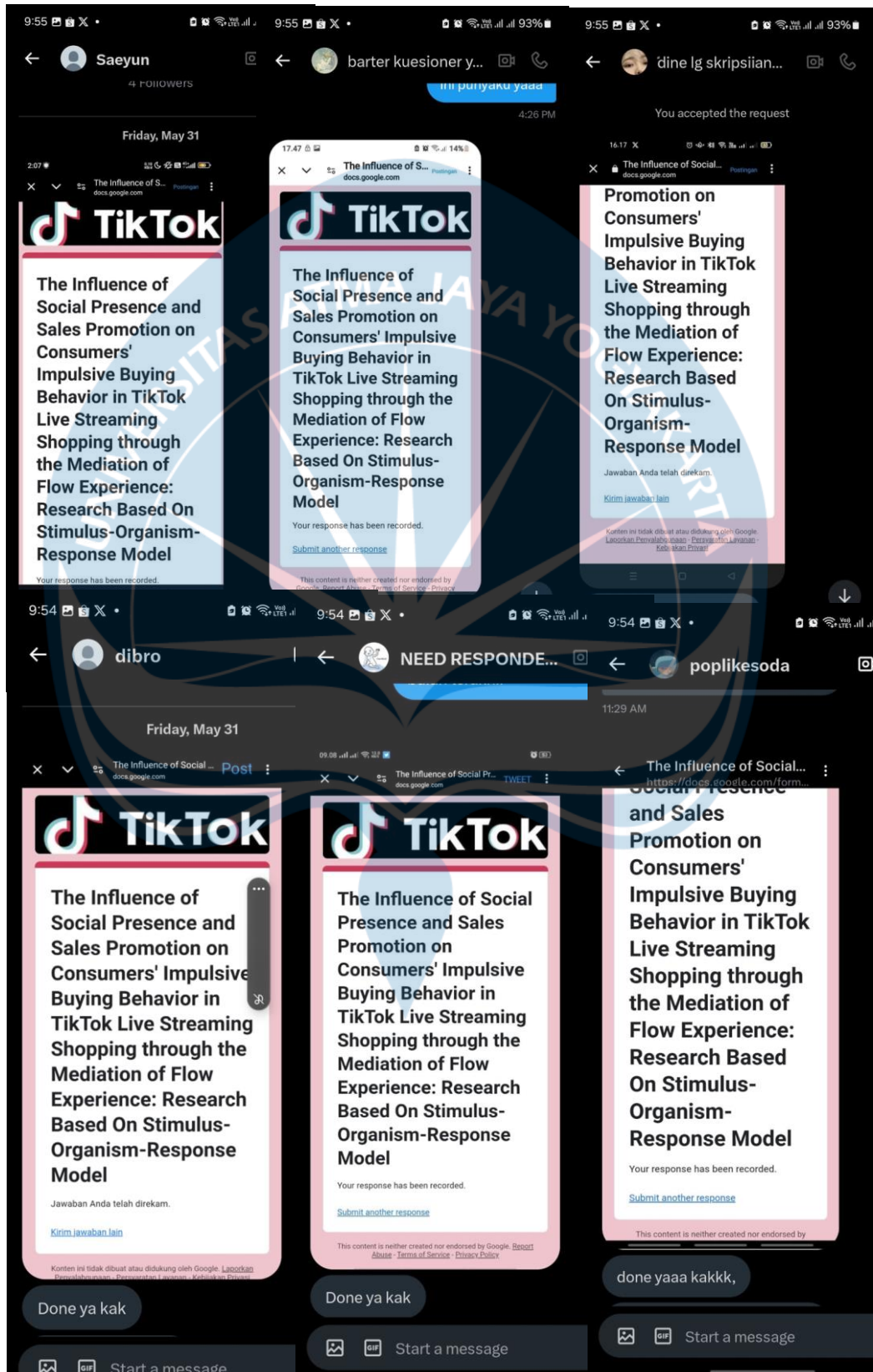
MOHON MAAF (´°□°) !!

Mohon maaf, namun berdasarkan jawaban yang Anda pilih, Anda belum memenuhi syarat untuk menjadi responden dalam penelitian ini. Tetapi saya sangat mengapresiasi apabila Anda berkenan untuk membagikan kuesioner ini kepada rekan yang memenuhi kriteria penelitian. Terima kasih banyak atas antusiasmenya

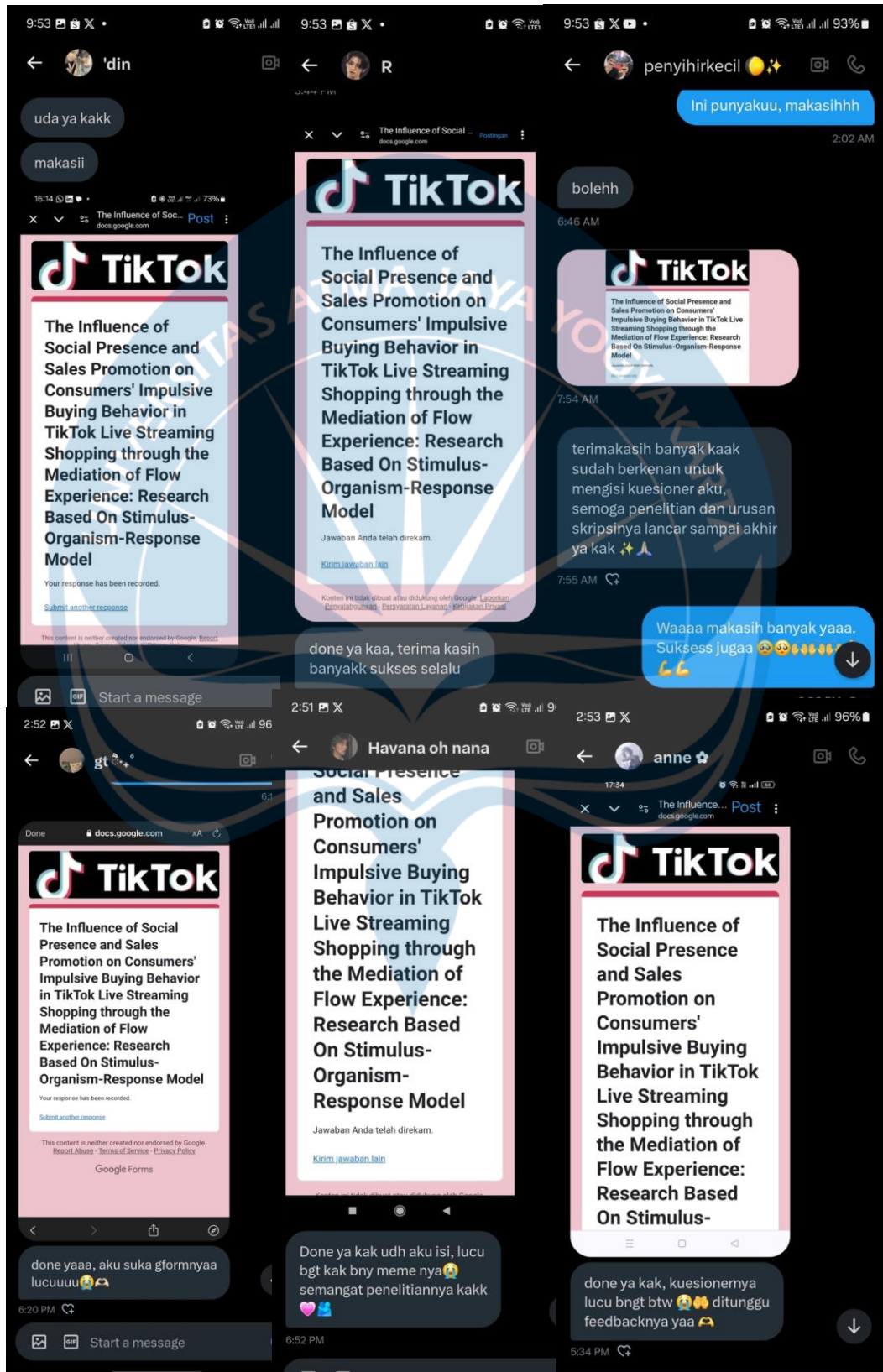
☺(´□´)☺



Appendix 2 Prove of Submission from Respondents



Continue – Prove of Submission from Respondents



Appendix 3 SmartPLS 4 (Data Processing)

Variable Indicator Data

SmartPLS 4 v.4.1.0.3

Indicators: 20
Samples: 197
Missing values: 0

Indicators (selected)

Name	No.	Type	Missings	Mean	Median	Scale min	Scale max	Observed min	Observed max	Standard deviation	Excess kurtosis	Skewness	Cronér-von Mises p value
SOP1	1	ORD	0	4.239	4.000	1.000	5.000	1.000	5.000	0.712	3.471	-1.321	0.000
SOP2	2	ORD	0	4.274	4.000	1.000	5.000	1.000	5.000	0.673	3.110	-1.099	0.000
SOP3	3	ORD	0	4.132	4.000	1.000	5.000	1.000	5.000	0.891	6.942	-1.243	0.000
SOP4	4	ORD	0	4.259	4.000	1.000	5.000	2.000	5.000	0.767	6.765	-0.857	0.000
SOP5	5	ORD	0	4.163	4.000	1.000	5.000	2.000	5.000	0.715	6.577	-0.808	0.000
SAP1	6	ORD	0	4.462	5.000	1.000	5.000	2.000	5.000	0.687	2.290	-1.377	0.000
SAP2	7	ORD	0	4.254	4.000	1.000	5.000	2.000	5.000	0.703	1.390	-0.983	0.000
SAP3	8	ORD	0	4.330	4.000	1.000	5.000	1.000	5.000	0.753	1.695	-1.206	0.000
SAP4	9	ORD	0	4.548	5.000	1.000	5.000	3.000	5.000	0.640	2.436	-1.467	0.000
FE1	10	ORD	0	4.020	4.000	1.000	5.000	1.000	5.000	0.849	1.118	-0.942	0.000
FE2	11	ORD	0	4.061	4.000	1.000	5.000	1.000	5.000	0.860	0.674	-0.899	0.000
FE3	12	ORD	0	4.508	5.000	1.000	5.000	2.000	5.000	0.601	0.638	-0.947	0.000
FE4	13	ORD	0	3.777	4.000	1.000	5.000	1.000	5.000	1.057	-0.553	-0.581	0.000
FE5	14	ORD	0	3.564	4.000	1.000	5.000	1.000	5.000	1.149	-0.646	-0.551	0.000
FE6	15	ORD	0	3.954	4.000	1.000	5.000	1.000	5.000	1.034	-0.613	-0.880	0.000
IB1	16	ORD	0	4.162	4.000	1.000	5.000	1.000	5.000	0.853	1.335	-1.289	0.000
IB2	17	ORD	0	3.345	4.000	1.000	5.000	1.000	5.000	1.240	-1.144	-0.322	0.000
IB3	18	ORD	0	3.335	4.000	1.000	5.000	1.000	5.000	1.250	-1.100	-0.302	0.000
IB4	19	ORD	0	3.680	4.000	1.000	5.000	1.000	5.000	1.244	-0.626	-0.712	0.000
IB5	20	ORD	0	3.457	4.000	1.000	5.000	1.000	5.000	1.353	-1.637	-0.539	0.000

Reset 67%

27°C Mostly clear 11:38 PM 07-Jun-24

Continue – First Outer Model

The image displays the SmartPLS 4 software interface, showing a PLS-SEM structural model and its graphical output. The model is titled "PLS-SEM: structural model pertama".

Model Structure:

- Latent Variables (ORD):** SOP, FE, IB.
- Indicators (ORD):**
 - SOP: SOP1, SOP2, SOP3, SOP4, SOP5
 - FE: FE1, FE2, FE3, FE4, FE5, FE6
 - IB: IB1, IB2, IB3, IB4, IB5
- Latent Variables (SAP):** SAP.
- Indicators (SAP):** SAP1, SAP2, SAP3, SAP4

Graphical Output (Path Coefficients):

- SOP → FE: 0.502
- SOP → IB: 0.608
- FE → IB: 0.608
- SAP → SOP: 0.593
- SAP → FE: 0.494
- SAP → IB: 0.818
- SAP → SAP4: 0.768

Path Coefficients - Matrix:

	FE	IB	SAP	SOP
FE		0.608		
IB				
SAP	0.220			
SOP	0.502			

Continue – First Outer Model

The image displays three sequential screenshots of the SmartPLS 4 software interface, showing the results of a PLS-SEM analysis for a First Outer Model. A large watermark for Universitas Atma Jaya Yogyakarta is visible across the center of the screenshots.

Screenshot 1: Construct reliability and validity - Overview

	Cronbach's alpha	Composite reliability (rho a)	Composite reliability (rho c)	Average variance extracted (AVE)
FE	0.818	0.838	0.870	0.533
IB	0.902	0.921	0.928	0.723
SAP	0.609	0.669	0.769	0.464
SOP	0.769	0.775	0.843	0.518

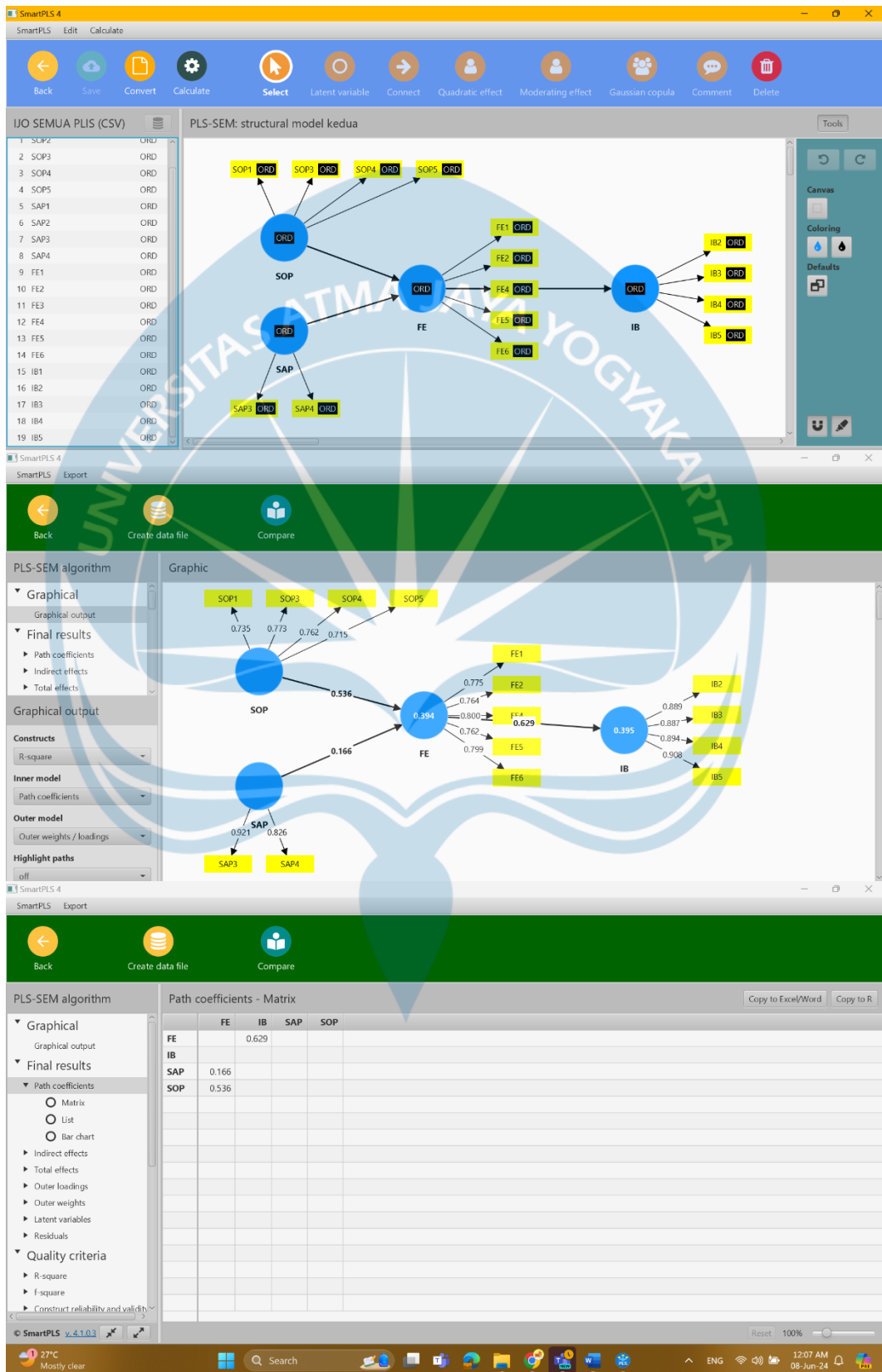
Screenshot 2: Outer loadings - Matrix

	FE	IB	SAP	SOP
FE1	0.753			
FE2	0.746			
FE3	0.465			
FE4	0.794			
FE5	0.769			
FE6	0.797			
IB1		0.682		
IB2		0.882		
IB3		0.874		
IB4		0.890		
IB5		0.904		
SAP1			0.593	
SAP2			0.494	
SAP3			0.818	
SAP4			0.768	
SOP1				0.742
SOP2				0.648
SOP3				0.740
SOP4				0.754
SOP5				0.709

Screenshot 3: Discriminant validity - Cross loadings

	FE	IB	SAP	SOP
FE1	0.753	0.476	0.343	0.498
FE2	0.746	0.439	0.293	0.356
FE3	0.465	0.191	0.422	0.335
FE4	0.794	0.455	0.422	0.530
FE5	0.769	0.472	0.313	0.454
FE6	0.797	0.557	0.329	0.482
IB1	0.342	0.682	0.293	0.293
IB2	0.571	0.882	0.276	0.388
IB3	0.558	0.874	0.194	0.362
IB4	0.529	0.890	0.255	0.328
IB5	0.514	0.904	0.276	0.323
SAP1	0.268	0.229	0.593	0.281
SAP2	0.220	0.218	0.494	0.382
SAP3	0.441	0.257	0.818	0.370
SAP4	0.313	0.114	0.768	0.378
SOP1	0.429	0.312	0.427	0.742
SOP2	0.308	0.219	0.257	0.648
SOP3	0.491	0.287	0.295	0.740
SOP4	0.450	0.333	0.440	0.754
SOP5	0.490	0.272	0.389	0.709

Continue – Second Outer Model



Continue – Second Outer Model

The image displays three screenshots of the SmartPLS 4 software interface, showing different sections of the PLS-SEM algorithm results. A watermark for Universitas Atma Jaya Yogyakarta is overlaid on the screenshots.

Construct reliability and validity - Overview

	Cronbach's alpha	Composite reliability (rho a)	Composite reliability (rho c)	Average variance extracted (AVE)
FE	0.840	0.842	0.886	0.609
IB	0.917	0.918	0.941	0.800
SAP	0.702	0.768	0.867	0.765
SOP	0.736	0.737	0.834	0.557

Outer loadings - Matrix

	FE	IB	SAP	SOP
FE1	0.775			
FE2	0.764			
FE4	0.809			
FE5	0.762			
FE6	0.799			
IB2		0.889		
IB3		0.887		
IB4		0.894		
IB5		0.908		
SAP3			0.921	
SAP4			0.826	
SOP1				0.735
SOP3				0.773
SOP4				0.762
SOP5				0.715

Discriminant validity - Heterotrait-monotrait ratio (HTMT) - Matrix

	FE	IB	SAP	SOP
FE				
IB	0.714			
SAP	0.509	0.237		
SOP	0.766	0.483	0.629	

Continue – Inner Model

The image displays the SmartPLS 4 software interface, showing the 'R-square - Overview' and 'PLSpredict / CVPAT' sections. A large watermark for Universitas Atma Jaya Yogyakarta is visible in the background.

R-square - Overview

	R-square	R-square adjusted
FE	0.394	0.387
IB	0.395	0.392

PLSpredict / CVPAT

Graphical

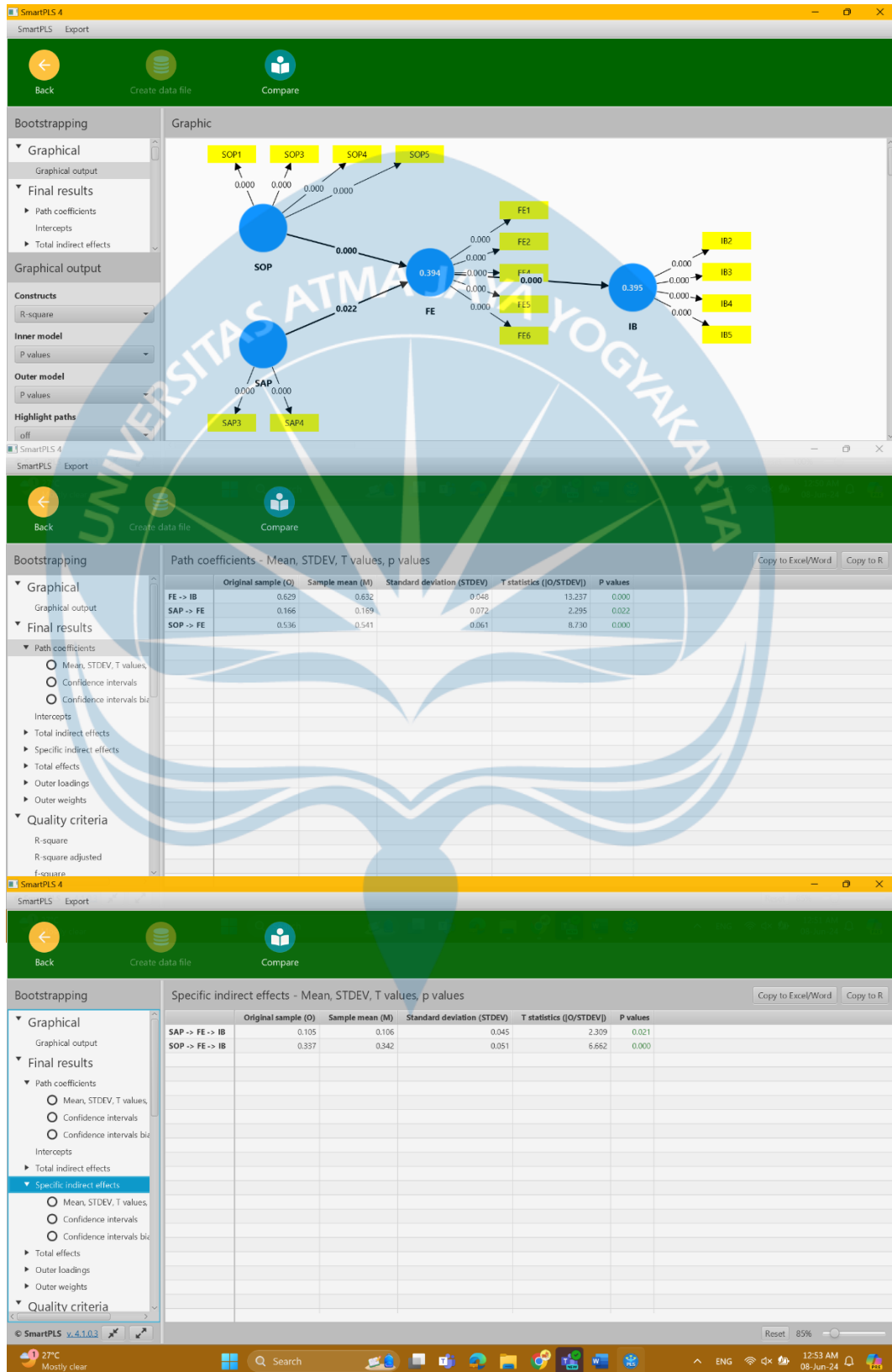
Final results

PLSpredict LV summary - PLS-SEM

	Q ² predict	RMSE	MAE
FE	0.363	0.808	0.627
IB	0.141	0.937	0.782

The interface also shows a path diagram with nodes: SOP, SAP, FE, IB, and their respective indicators (SOP1-SOP5, SAP3-SAP4, FE1-FE6, IB1-IB5).

Continue – Bootstrapping Method



Appendix 4 Spreading the Questionnaire

WhatsApp Message (UAJY 2020):
 Terima kasih atas partisipasinya. Gbu
 May 30, 2024
 Selamat malam temen2, aku ijin syer kuisisioner s*****i qu yach, klo ada yg memenuhi kriteria boleh isi yaa, ato kalo mau bantu ser juga boleh 😊😊
 10:42 PM ✓✓
TikTok
 The Influence of Social Presence and Sales Promotion on Consumers' Impulsive Buying Behavior in TikTok Live Streaming Shopping through the Mediation of Flow Experience: Research Based On Stimulus-Organism-Response Model
 Responden yang terhormat, Perkenalkan, ...
 docs.google.com
 Kriteria responden:
 1. Pernah nonton live streaming TikTok dalam 3 bulan terakhir
 2. Pernah beli barang di live streaming TikTok dalam 3 bulan terakhir
 https://forms.gle/82EqUQdjGXhF8dGE7
 10:42 PM ✓✓

Facebook Post (COLLE):
 [cm] Dicari ✨ 350 RESPONDEN ✨ pengguna aplikasi TikTok!
 Kriteria responden:
 1. Pernah nonton live streaming TIKTOK dalam 3 bulan terakhir
 2. Pernah beli barang di live streaming TIKTOK dalam 3 bulan terakhir
 Like/komen/rt/qrt yaa nanti sender approach!
 Translate post
 PM - 31 May 24 - 2,730 Views

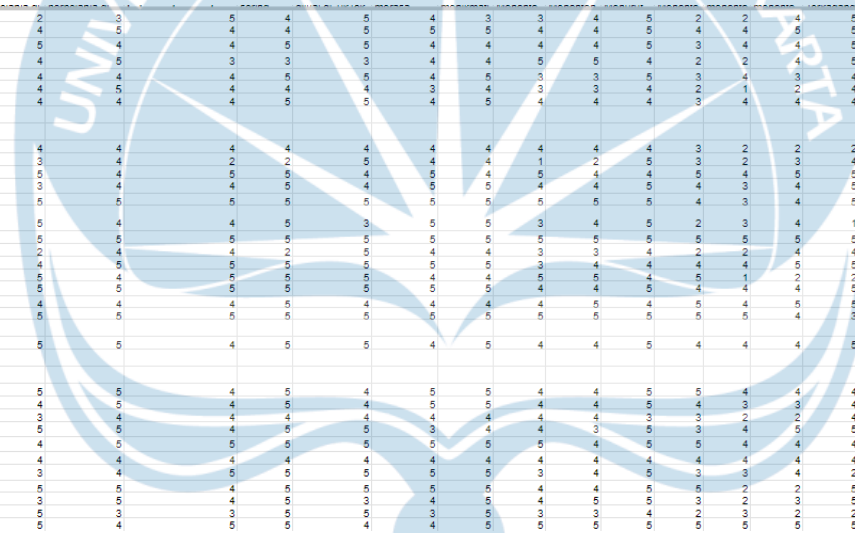
Twitter Post (COLLE):
 [cm] Yuk masih ada 🔥 300 RESPONDEN 🔥 buat skripsi senderr! Terimakasih banyak dan semoga harimu menyenangkan 😊
 Kriterianyaa:
 1. Pernah nonton live streaming TikT dalam 3 bulan terakhir
 2. Pernah beli barang di live streamin TIKTOK dalam 3 bulan terakhir
 Like/komen/rt/qrt yaa nanti sender approach!
 Translate post
 3:21 PM · 29 May 24 · 6 Views

Twitter Reply (utry.me.bish):
 Replying to @simtanpane @collegemenfess
 Ayoo barter, aku masih bu responden 🥰🥰🥰. Ini pur
 Kriteria responden:
 1. Pernah nonton live strea dalam *3 bulan terakhir*
 2. Pernah beli barang di liv TIKTok dalam *3 bulan tera
TikTok
 The Influenc Social Pres docs.goog

Survey Question:
 Apakah Anda pernah berbelanja di TikTok Live Streaming dalam kurun waktu tiga bulan terakhir?
 202 jawaban
 199 (98.5%)
 POV: EKSPRESI MELIHAT RESPONDEN 199/200

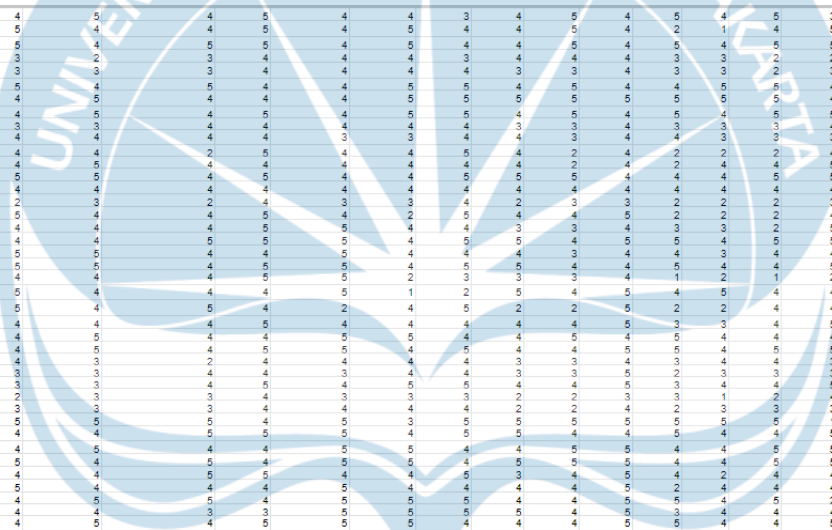
Video Caption:
 I.... just..... wanna..... graduate....
 4:43 PM · 01 Jun 24 · 5,418 Views

Continue – Raw Data



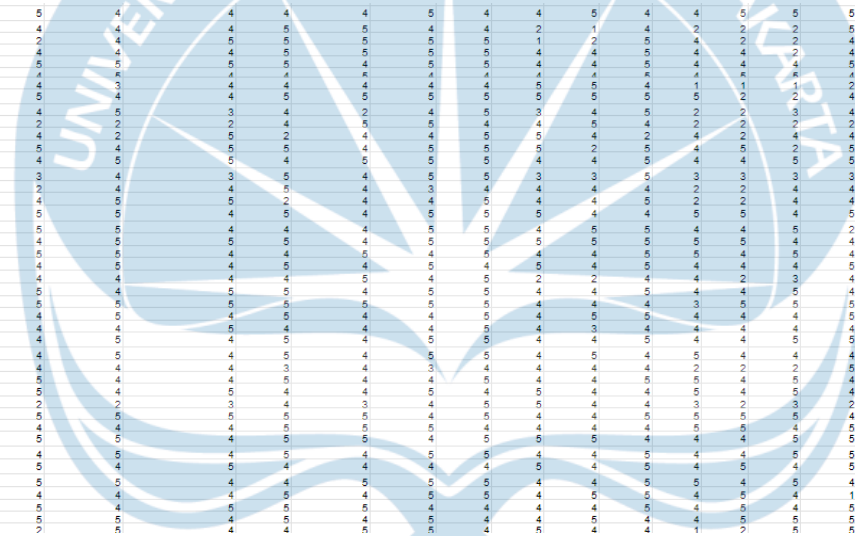
64	30/05/2024 21	Pernah	Pernah	4	5	2	3	5	4	5	4	3	3	4	5	2	2	4	5	4	4	5	4	Peremu	18-25	Pelajar	Ro	Ro	Semanc	
65	30/05/2024 21	Pernah	Pernah	5	4	4	5	5	5	5	4	4	4	5	4	4	5	5	4	4	4	5	5	4	Peremu	18-25	Pelajar	≤ Rp	< Rp	
66	30/05/2024 21	Pernah	Pernah	5	4	5	4	4	5	5	4	4	4	4	5	3	4	4	5	4	4	4	4	Peremu	>45	Karyaw	Rp	< Rp		
67	30/05/2024 22	Pernah	Pernah	5	4	4	5	3	3	3	4	4	5	5	4	2	2	4	5	5	5	5	5	Peremu	18-25	Pelajar	Rp	Rp	semang	
68	30/05/2024 23	Pernah	Pernah	4	3	4	4	4	5	5	4	5	3	3	5	3	4	3	4	2	2	1	1	Peremu	18-25	Pelajar	Ro	< Ro		
69	30/05/2024 23	Pernah	Pernah	2	4	4	4	4	4	4	3	4	3	3	4	2	1	2	4	2	1	4	4	Peremu	18-25	Pelajar	Ro	Rp	semanc	
70	30/05/2024 23	Pernah	Pernah	4	4	4	4	4	5	4	5	4	4	4	4	3	4	4	4	3	4	4	4	Peremu	18-25	Pelajar	Ro	Ro	smott	
71	30/05/2024 23	Tidak																												
72	30/05/2024 23	Tidak																												
73	30/05/2024 23	Pernah	Pernah	4	4	4	4	4	4	4	4	4	4	4	3	2	2	2	2	2	2	2	2	Peremu	28-35	Ibu	≤ Ro	< Ro		
74	31/05/2024 00	Pernah	Pernah	4	4	3	4	2	2	5	4	1	2	5	3	2	3	4	2	2	3	2	2	Peremu	18-25	Pelajar	Ro	Ro	manoa	
75	31/05/2024 00	Pernah	Pernah	5	4	5	4	5	5	4	5	4	5	4	5	4	5	5	4	5	5	5	4	Laki-laki	18-25	Pelajar	Ro	< Ro		
76	31/05/2024 01	Pernah	Pernah	4	3	3	4	4	5	4	5	4	4	5	4	3	4	5	4	4	4	4	4	Laki-laki	18-25	Pelajar	Rp	< Rp	Semanc	
77	31/05/2024 04	Pernah	Pernah	5	5	5	5	5	5	5	5	5	5	5	4	3	4	5	5	3	4	3	Peremu	18-25	Lainnya	≤ Ro	Ro	Semanc		
78	31/05/2024 04	Pernah	Pernah	5	4	5	4	5	3	5	5	3	4	4	5	2	3	4	1	1	1	1	1	Peremu	18-25	Pelajar	Ro	< Rp	semanc	
79	31/05/2024 05	Pernah	Pernah	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	Peremu	18-25	Pelajar	Ro	< Ro	Semanc	
80	31/05/2024 07	Pernah	Pernah	4	4	2	4	4	2	5	4	3	3	4	2	2	4	4	2	2	2	2	2	Peremu	18-25	Pelajar	Ro	< Ro	Semanc	
81	31/05/2024 08	Pernah	Pernah	5	5	4	5	5	5	5	5	3	4	4	4	4	5	5	5	2	5	5	5	Peremu	28-35	Kanaw	Ro	Ro	Semanc	
82	31/05/2024 08	Pernah	Pernah	4	4	5	4	5	4	4	5	5	4	5	4	5	1	2	2	2	2	1	1	Peremu	18-25	Pelajar	≤ Ro	< Ro	haloo	
83	31/05/2024 08	Pernah	Pernah	5	5	5	5	5	5	5	5	4	4	5	4	4	4	5	5	4	4	4	4	Peremu	18-25	Pelajar	≤ Rp	< Rp	WKWK	
84	31/05/2024 08	Pernah	Pernah	4	5	4	4	4	5	4	4	4	5	4	5	4	5	5	4	4	5	4	4	Laki-laki	18-25	Pelajar	Ro	< Ro	semanc	
85	31/05/2024 08	Pernah	Pernah	5	5	5	5	5	5	5	5	5	5	5	5	5	4	3	4	1	3	1	Peremu	18-25	Pelajar	Ro	< Ro	semanc		
86	31/05/2024 08	Tidak																												
87	31/05/2024 08	Pernah	Pernah	5	4	5	5	4	5	5	4	5	4	4	5	4	4	4	5	4	5	4	4	Peremu	18-25	PNS	Ro	Ro		
88	31/05/2024 08	Pernah	Tidak																											
89	31/05/2024 08	Tidak																												
90	31/05/2024 08	Pernah	Pernah	4	5	5	5	4	5	4	5	5	4	4	5	5	4	4	4	3	4	5	5	Laki-laki	28-35	Kanaw	Ro	Ro	Avo	
91	31/05/2024 08	Pernah	Pernah	5	5	4	5	4	5	4	5	5	4	4	5	4	3	3	4	3	2	4	2	Peremu	28-35	Lainnya	Ro	< Ro		
92	31/05/2024 08	Pernah	Pernah	4	3	3	4	4	4	4	4	4	3	3	2	2	4	2	2	2	2	2	2	Peremu	18-25	Pelajar	≤ Ro	< Ro	Semanc	
93	31/05/2024 08	Pernah	Pernah	5	5	5	5	5	5	5	3	4	4	3	5	3	4	5	5	5	5	5	5	Peremu	18-25	Pelajar	Rp	< Rp	Semanc	
94	31/05/2024 08	Pernah	Pernah	5	5	4	5	5	5	5	5	5	5	4	5	4	4	4	1	2	2	1	1	Peremu	18-25	Pelajar	Rp	< Rp	KUESIC	
95	31/05/2024 11	Pernah	Pernah	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	Peremu	18-25	Pelajar	Ro	Ro	semanc	
96	31/05/2024 11	Pernah	Pernah	4	4	3	4	5	5	5	5	3	4	5	3	3	4	2	2	2	2	2	2	Peremu	18-25	Pelajar	≤ Rp	< Rp	Semanc	
97	31/05/2024 13	Pernah	Pernah	4	5	5	5	4	5	5	5	4	4	5	5	2	2	5	1	2	1	2	2	Peremu	18-25	Pelajar	Ro	< Ro	luu bot	
98	31/05/2024 14	Pernah	Pernah	4	3	3	5	4	5	3	4	5	4	5	5	3	2	3	5	3	4	3	3	Peremu	<18	Pelajar	≤ Ro	< Ro		
99	31/05/2024 14	Pernah	Pernah	4	4	5	3	3	5	5	3	3	3	4	2	3	2	2	1	1	2	1	2	Peremu	18-25	Kanaw	Ro	< Ro	semanc	
100	31/05/2024 14	Pernah	Pernah	5	5	5	4	5	5	4	4	5	5	5	5	5	5	5	5	4	4	5	4	Peremu	18-25	Pelajar	Ro	Ro	hai	

Continue – Raw Data



101	31/05/2024	16	Pernah	Pernah	4	5	4	5	4	4	3	4	5	4	5	4	5	3	2	4	3	3	Peremou	18-25	Pelajar/	Ro	< Ro	semant		
102	31/05/2024	16	Pernah	Pernah	5	4	5	4	4	5	4	4	5	4	2	1	4	5	2	4	4	2	Peremou	18-25	Pelajar/	Rp	< Rp	SEMAH		
103	31/05/2024	17	Pernah	Pernah	4	5	5	4	5	4	4	4	5	4	5	4	5	5	4	5	4	5	Peremou	18-25	Pelajar/	Ro	< Ro			
104	31/05/2024	17	Pernah	Pernah	4	4	3	2	3	4	4	4	3	4	4	3	3	2	2	2	4	4	3	Peremou	18-25	Pelajar/	Ro	< Ro	sava	
105	31/05/2024	18	Pernah	Pernah	3	3	3	3	3	4	4	4	3	3	4	3	3	2	3	3	3	3	3	Peremou	18-25	Karyaw	Rp	< Rp		
106	31/05/2024	18	Pernah	Pernah	4	4	5	4	5	4	4	5	5	4	5	4	5	5	4	5	5	4	4	Peremou	18-25	Pelajar/	Ro	Ro		
107	31/05/2024	16	Pernah	Pernah	4	5	4	5	4	4	4	5	5	5	5	5	5	5	4	4	4	4	4	Laki-laki	18-25	Pelajar/	Rp	< Rp		
108	31/05/2024	16	Pernah	Pernah	4	5	4	5	4	5	4	5	4	5	4	5	4	5	5	4	5	5	5	Laki-laki	18-25	Pelajar/	Ro	< Ro	Makasi	
109	31/05/2024	20	Pernah	Pernah	4	4	3	3	4	4	3	3	4	3	3	3	3	4	3	3	3	3	3	Peremou	18-25	Pelajar/	Ro	< Ro	boleh	
110	31/05/2024	20	Pernah	Pernah	4	4	4	4	4	4	3	3	4	4	3	4	3	3	4	4	4	4	4	Peremou	18-25	Pelajar/	Ro	< Rp		
111	31/05/2024	20	Pernah	Pernah	5	4	4	2	5	4	4	5	4	2	4	2	2	2	4	4	2	4	4	Peremou	18-25	Pelajar/	Ro	< Ro		
112	31/05/2024	20	Pernah	Pernah	4	4	4	4	4	4	4	4	2	4	2	4	2	4	4	5	2	4	4	Peremou	18-25	Pelajar/	Ro	< Ro		
113	31/05/2024	21	Pernah	Pernah	4	5	5	5	5	4	5	5	5	4	4	4	5	5	4	4	4	4	4	Peremou	18-25	Pelajar/	Ro	Ro	semant	
114	31/05/2024	22	Pernah	Pernah	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	Peremou	>45	Ibu	> Rp	Ro	Seman	
115	31/05/2024	22	Pernah	Pernah	4	3	2	3	2	3	3	4	2	3	3	2	2	2	3	2	2	2	2	Peremou	18-25	Pelajar/	Ro	< Ro	Seman	
116	31/05/2024	22	Pernah	Pernah	4	4	5	4	4	5	4	2	5	4	4	5	2	2	2	4	2	2	1	1	Peremou	18-25	Pelajar/	Ro	< Ro	
117	31/05/2024	23	Pernah	Pernah	4	4	4	4	4	5	5	4	3	3	4	3	3	2	5	4	4	4	4	4	Peremou	18-25	Pelajar/	Ro	< Ro	semoo
118	01/08/2024	02	Pernah	Pernah	4	5	4	5	5	4	5	5	5	4	5	5	4	5	5	4	4	5	5	Peremou	18-25	Pelajar/	Ro	< Ro	halii	
119	01/08/2024	05	Pernah	Pernah	5	4	5	5	4	4	4	4	4	4	4	3	4	4	2	1	4	2	2	Peremou	18-25	Pelajar/	Ro	< Ro	Seman	
120	01/08/2024	07	Pernah	Pernah	4	4	5	5	4	5	5	4	5	4	4	5	4	4	5	4	5	5	4	Peremou	18-25	Pelajar/	Ro	Ro		
121	01/08/2024	08	Pernah	Pernah	4	4	4	4	4	4	5	5	2	3	3	3	4	1	2	1	2	4	2	2	Peremou	18-25	Pelajar/	Rp	Rp	semant
122	01/08/2024	11	Pernah	Pernah	5	5	5	4	4	4	5	1	2	5	4	5	4	5	4	4	4	4	5	5	Peremou	18-25	Pelajar/	Ro	< Rp	
123	01/08/2024	11	Pernah	Pernah	4	4	5	4	5	4	2	4	5	2	2	2	2	4	4	2	2	4	4	Peremou	18-25	Pelajar/	Rp	Rp		
124	01/08/2024	11	Pernah	Pernah	4	5	4	4	4	5	4	4	4	4	4	5	3	3	4	5	2	3	2	5	Peremou	18-25	Pelajar/	Ro	< Ro	
125	01/08/2024	11	Pernah	Pernah	4	4	4	5	4	4	5	4	4	5	4	5	4	4	4	4	5	5	4	Peremou	18-25	Pelajar/	Ro	< Ro	kaa	
126	01/08/2024	12	Pernah	Pernah	5	5	4	5	4	5	4	5	4	4	5	4	5	5	4	2	5	3	Peremou	18-25	Pelajar/	Ro	< Ro			
127	01/08/2024	12	Pernah	Pernah	3	3	4	3	2	4	4	4	3	3	4	3	4	4	3	3	2	2	2	2	Peremou	18-25	Pelajar/	Ro	< Ro	Seman
128	01/08/2024	13	Pernah	Pernah	4	4	3	3	4	4	4	3	4	3	5	2	3	3	3	2	2	2	2	2	Peremou	18-25	Wiraw	Ro	< Ro	
129	01/08/2024	15	Pernah	Pernah	4	3	3	3	4	4	5	4	4	4	5	3	4	4	5	4	3	3	4	Peremou	18-25	Pelajar/	Ro	< Ro	Seman	
130	01/08/2024	15	Pernah	Pernah	4	4	2	3	3	4	3	3	2	2	3	3	1	2	4	2	4	3	2	Peremou	18-25	Pelajar/	Ro	< Ro	Seman	
131	01/08/2024	16	Pernah	Pernah	1	4	3	3	3	4	4	4	2	2	4	2	3	3	3	1	1	1	1	1	Peremou	18-25	Pelajar/	Ro	< Ro	Seman
132	01/08/2024	16	Pernah	Pernah	5	5	5	5	5	4	5	5	5	5	5	5	5	5	1	1	1	1	1	1	Laki-laki	26-35	Karyaw	Ro	< Ro	
133	01/08/2024	16	Pernah	Pernah	5	5	4	4	5	5	5	5	4	5	4	5	4	4	5	4	4	4	5	Peremou	18-25	Pelajar/	Rp	Rp	KAK	
134	01/08/2024	17	Pernah	Pernah	4	5	4	5	4	4	5	5	4	5	5	4	4	5	5	4	2	2	2	2	Peremou	18-25	Pelajar/	Ro	< Ro	Seman
135	01/08/2024	17	Pernah	Pernah	4	4	5	4	5	4	5	5	5	5	4	4	5	5	4	4	5	4	5	4	Peremou	18-25	Pelajar/	Ro	Ro	
136	01/08/2024	17	Pernah	Pernah	4	3	4	4	5	5	4	4	5	3	4	5	4	2	4	4	5	2	4	1	Peremou	18-25	Pelajar/	Ro	< Ro	Seman
137	01/08/2024	17	Pernah	Pernah	5	5	5	4	4	4	4	4	4	4	5	2	4	4	4	2	4	2	4	4	Peremou	18-25	Pelajar/	Ro	< Ro	Haloo
138	01/08/2024	17	Pernah	Pernah	4	4	4	5	5	4	5	5	4	4	5	6	4	5	2	4	2	5	2	2	Peremou	18-25	Lainnya	Ro	< Ro	semant
139	01/08/2024	18	Pernah	Pernah	4	5	4	3	3	5	5	5	5	4	5	3	4	4	4	3	3	4	2	Peremou	18-25	Pelajar/	Ro	< Ro	Seman	
140	01/08/2024	18	Pernah	Pernah	5	5	4	5	5	5	4	4	4	5	5	4	4	5	4	4	4	4	5	Peremou	18-25	Pelajar/	Rp	Rp	SEMAH	

Continue – Raw Data



141	01/08/2024 18	Pernah	Pernah	4	4	5	4	4	4	4	5	4	4	5	4	4	5	5	5	4	4	5	5	Peremou 18-25	Pelajar/ > Rp	Rp	SEMANG		
142	01/08/2024 19	Pernah	Pernah	4	5	4	4	4	4	5	4	4	2	1	4	2	2	2	5	2	4	5	2	Peremou 18-25	Pelajar/ Ro	< Ro	Semano		
143	01/08/2024 19	Pernah	Pernah	4	4	2	4	4	5	5	5	1	2	5	4	2	2	4	1	1	1	1	1	Peremou <18	Pelajar/ & Ro	< Ro	semano		
144	01/08/2024 19	Pernah	Pernah	5	4	4	4	4	5	5	5	4	4	5	4	4	2	4	2	1	2	4	4	Peremou 18-25	Pelajar/ & Ro	Ro	HARUS		
145	01/08/2024 19	Pernah	Pernah	5	4	5	5	5	5	5	5	4	4	5	4	4	4	5	5	4	5	5	5	Peremou 18-25	Pelajar/ & Ro	Ro	Halo		
146	01/08/2024 19	Pernah	Pernah	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	Peremou 18-25	Pelajar/ & Ro	< Ro	semano		
147	01/08/2024 20	Pernah	Pernah	4	4	4	3	4	4	4	4	5	5	4	1	1	1	2	3	2	2	2	2	Peremou 18-25	Pelajar/ & Ro	< Ro	semano		
148	01/08/2024 21	Pernah	Pernah	4	5	4	4	4	5	5	5	5	5	5	5	2	2	2	4	2	2	4	4	Peremou 18-25	Pelajar/ Rp	< Rp	Semang		
149	01/08/2024 21	Pernah	Pernah	2	3	4	5	3	4	2	4	5	3	4	5	2	3	4	5	3	2	5	Peremou 18-25	Pelajar/ & Ro	Ro	semano			
150	01/08/2024 22	Pernah	Pernah	4	4	2	2	4	5	5	4	4	5	4	2	2	2	2	2	2	2	2	2	Laki-laki 18-25	Pelajar/ Ro	Ro	semano		
151	01/08/2024 22	Pernah	Pernah	4	5	4	2	5	2	4	4	5	5	4	2	4	2	4	4	2	5	2	1	Peremou 18-25	Pelajar/ & Ro	< Ro	Semang		
152	02/08/2024 01	Pernah	Pernah	5	4	5	4	5	5	4	5	5	5	2	5	4	5	2	5	4	2	1	2	Peremou 18-25	Pelajar/ & Ro	< Ro	Semano		
153	02/08/2024 01	Pernah	Pernah	4	4	4	5	5	4	5	5	5	4	4	5	4	4	5	5	4	4	4	5	Peremou 18-25	Pelajar/ Rp	Rp	semang		
154	02/08/2024 04	Pernah	Pernah	4	4	3	4	3	5	4	5	5	3	3	5	3	3	3	3	1	1	4	4	Peremou 18-25	Pelajar/ Ro	< Ro	SEMANG		
155	02/08/2024 05	Pernah	Pernah	5	4	2	4	4	5	4	3	4	4	4	4	2	2	4	4	2	2	2	2	Peremou 18-25	Pelajar/ Ro	< Ro	semano		
156	02/08/2024 06	Pernah	Pernah	4	4	4	5	5	2	4	4	5	4	4	5	2	2	4	4	2	2	2	2	Peremou 18-25	Pelajar/ & Ro	Ro	semano		
157	02/08/2024 06	Pernah	Pernah	5	4	5	5	4	5	4	5	5	5	4	4	5	5	4	5	4	5	4	5	Peremou 18-25	Pelajar/ & Rp	< Rp	semang		
158	02/08/2024 06	Pernah	Pernah	5	4	5	5	4	4	4	5	5	4	4	5	5	4	4	5	2	1	2	1	1	Peremou 18-25	Pelajar/ & Ro	< Ro	semano	
159	02/08/2024 07	Pernah	Pernah	5	4	4	5	5	5	4	5	5	5	5	5	5	4	4	4	4	4	4	4	4	Peremou 18-25	Pelajar/ Ro	< Ro	SEMANG	
160	02/08/2024 07	Pernah	Pernah	5	4	5	4	4	5	4	5	4	4	5	5	4	5	4	5	4	5	4	5	4	Peremou 18-25	Pelajar/ & Ro	< Ro	semano	
161	02/08/2024 08	Pernah	Pernah	5	5	4	5	4	5	4	5	4	5	4	5	4	4	4	5	4	4	4	4	5	Peremou 18-25	Karyawan	Ro	< Ro	Semano
162	02/08/2024 08	Pernah	Pernah	4	5	4	4	4	4	5	4	5	2	2	4	4	2	3	4	1	2	2	2	2	Peremou 18-25	Pelajar/ & Ro	< Ro	semano	
163	02/08/2024 08	Pernah	Pernah	5	4	5	4	5	5	4	5	5	4	4	5	4	4	5	4	5	4	5	4	4	Peremou 18-25	Pelajar/ Ro	< Ro	Hali	
164	02/08/2024 08	Pernah	Pernah	3	4	5	5	5	5	5	5	4	4	4	3	5	5	5	5	5	5	5	4	4	Peremou 18-25	Pelajar/ & Ro	< Ro	SEMANG	
165	02/08/2024 08	Pernah	Pernah	5	5	4	5	4	5	4	4	5	4	5	5	4	4	4	5	4	5	4	5	5	Peremou 18-25	Pelajar/ Ro	Rp	semang	
166	02/08/2024 11	Pernah	Pernah	4	5	4	5	4	4	4	4	5	4	3	4	4	4	4	4	2	2	3	2	2	Peremou 18-25	Pelajar/ & Ro	Ro	JHJHA	
167	02/08/2024 12	Pernah	Pernah	5	4	4	5	4	5	4	5	5	4	4	5	4	4	5	5	4	5	4	5	4	Peremou 18-25	Pelajar/ & Rp	Rp	Semang	
168	02/08/2024 12	Pernah	Pernah	5	4	4	5	4	5	4	5	4	5	4	5	4	4	4	4	4	5	4	4	5	Peremou 18-25	Pelajar/ Ro	Ro	Semano	
169	02/08/2024 12	Pernah	Pernah	4	4	4	4	4	3	4	3	4	4	4	4	2	2	2	5	4	4	5	5	5	Peremou 18-25	Pelajar/ & Ro	< Ro	semano	
170	02/08/2024 12	Pernah	Pernah	4	5	4	5	4	4	5	4	5	4	4	5	5	4	5	4	5	4	5	4	4	Peremou 18-25	Pelajar/ & Ro	< Ro	Tekno	
171	02/08/2024 12	Pernah	Pernah	4	5	5	4	5	4	4	4	5	4	4	5	4	5	4	4	5	4	5	4	5	Peremou 18-25	Pelajar/ & Ro	< Ro	semano	
172	02/08/2024 13	Pernah	Pernah	4	4	2	2	3	4	3	4	5	5	4	4	3	2	3	2	2	3	2	3	3	Laki-laki <18	Pelajar/ & Ro	< Ro	Semano	
173	02/08/2024 14	Pernah	Pernah	4	4	5	5	5	5	4	5	4	4	5	5	5	5	4	5	5	5	5	5	5	Laki-laki 30-45	Ibu > Ro	> Ro	Smile	
174	02/08/2024 14	Pernah	Pernah	4	5	4	5	5	5	5	5	4	4	4	5	5	4	5	5	4	4	4	4	5	Peremou 18-25	Pelajar/ & Ro	< Ro	semano	
175	02/08/2024 14	Pernah	Pernah	4	4	5	5	4	5	5	4	5	5	5	4	4	4	5	5	4	4	5	4	4	Peremou 18-25	Pelajar/ Rp	Rp	Semang	
176	02/08/2024 14	Pernah	Pernah	5	4	4	5	4	5	4	5	4	4	5	4	4	5	5	4	4	4	4	5	5	Peremou 18-25	Pelajar/ & Ro	< Ro	semano	
177	02/08/2024 14	Pernah	Pernah	4	4	5	4	5	4	4	4	4	5	4	5	4	5	4	5	5	5	5	5	5	Laki-laki 30-45	Lainnya & Rp	< Rp		
178	02/08/2024 15	Pernah	Pernah	5	4	4	5	5	4	4	5	5	4	4	5	4	5	4	5	4	5	4	5	4	Peremou 18-25	Pelajar/ Ro	< Ro		
179	02/08/2024 15	Pernah	Pernah	4	4	4	4	4	5	4	5	5	4	5	4	5	4	1	1	1	1	1	1	1	Peremou 18-25	Pelajar/ & Ro	< Ro	Semano	
180	02/08/2024 15	Pernah	Pernah	4	5	4	4	5	5	4	4	4	4	5	4	5	4	5	4	4	4	4	4	4	Laki-laki 18-25	Pelajar/ & Ro	< Ro	Babus	
181	02/08/2024 17	Pernah	Pernah	5	4	5	4	4	5	4	4	4	5	4	4	5	5	5	4	5	4	5	4	4	Peremou 18-25	Pelajar/ & Ro	< Ro	Kuesion	
182	02/08/2024 18	Pernah	Pernah	4	5	2	5	4	4	5	5	4	5	4	4	1	2	5	5	4	2	4	4	4	Peremou 18-25	Pelajar/ Ro	< Ro	semano	

