

Sales Improvement Strategy of Jazahijab on Tiktok Shop: An Analysis of The Effectiveness of Live Streaming As A Marketing Medium

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Abstract

The rapid growth of TikTok Shop as a social commerce platform has reshaped consumer behavior, especially through the use of live streaming in online shopping. This study aims to analyze the effectiveness of JazaHijab's live streaming strategy in boosting sales on TikTok Shop. The research objectives include identifying the current strategy, examining the factors influencing consumer purchase decisions, and formulating an optimal live streaming strategy to increase engagement and conversion. Using a qualitative descriptive approach and the Gioia Method, the study collected data through observation, semi-structured interviews, and performance documentation across four TikTok Shop accounts. The analysis is supported by SWOT and TOWS frameworks to derive strategic recommendations. The findings reveal that live interactivity, promotion, and product information clarity are the most influential factors in driving consumer purchases. Responsive and engaging hosts foster trust and emotional connection, while exclusive time-limited promotions and detailed product presentations enhance perceived value and urgency. However, inconsistencies in content standardization, suboptimal feature utilization, and technical disruptions hinder performance across different accounts. The study concludes that a structured live streaming strategy—supported by content SOPs, enhanced host training, real-time product visuals, and promotional calendars—can significantly improve sales performance. These insights contribute to the growing literature on digital marketing and offer practical guidance for MSMEs in optimizing TikTok Shop as a sales channel.

INTRODUCTION

In recent years, e-commerce in Indonesia has experienced rapid growth along with increasing internet penetration and smartphone usage. Based on the results of the APJII survey entitled "*Indonesia Internet Penetration Survey 2024*" released in February 2024, the internet penetration rate in Indonesia continues to experience a significant increase. The results of the APJII survey stated that in 2023, the internet penetration rate in Indonesia was around 215.6 million people (78.19% of the population) and in 2024 it was 221.5 million people (79.5% of the population). Figure I.1 shows the growth of the internet penetration rate in Indonesia which continues to increase from year to year. This is aligned with the growing trend in Southeast Asia where internet access and digital skills among the population have been improving significantly (Raimo et al., 2023; Lim et al., 2021). Likewise, data on active smartphone users in Indonesia reached 354 million devices in 2023 based on data submitted by Google through its research entitled "*Think Tech, Rise of Foldables: The Next Big Thing in Smartphone*". Indonesia is ranked fourth in the world as the country with the largest mobile phone market after China, India, and the United States. This figure is more than the total population of Indonesia which was 278.69 million people in the same year based on data from the Central Statistics Agency (BPS). This means that one person in Indonesia can have more than one mobile phone. Meanwhile, mobile phone users in Indonesia are also projected to grow threefold in 2025. This mobile saturation provides a strategic advantage for digital marketing and e-commerce platforms (Syaifullah et al., 2021; Lee & Kim, 2020).

This is also followed by e-commerce in Indonesia which continues to increase both in terms of the number of users and in terms of total transactions. Based on Statista Market Insights data, the number of e-commerce users in Indonesia reached 178.94 million people in 2022. This figure increased by 12.79% from the 2021 data of 158.65 million users. In 2023, this figure will continue to increase to 196.47 million people and is predicted to reach 244.67 million people in 2027. Figure I.2 explains in

more detail the number of e-commerce users in Indonesia. The increasing availability of digital payment platforms, improved logistics, and competitive pricing contribute to this consistent growth (Putri & Arifianto, 2022; Hartanto & Susilo, 2020). The increase in the number of e-commerce users has also driven the growth of the overall e-commerce transaction value. Based on data from the Ministry of Trade, Indonesia's total e-commerce transactions in 2022 will be 476.3 trillion (an increase of 18.8% from the previous year), in 2023 it will be 533 trillion (an increase of 11.9% compared to 2022) and in 2024 it will be 487 trillion (an increase of 2.8% from 2023). Rapid digital adoption is also influenced by the convenience of home delivery, personalized marketing, and the growth of micro-entrepreneurs using online platforms (Wibisono et al., 2022; Aji et al., 2020).

The increase in the number of users and e-commerce transactions is not only contributed by e-tailing (conventional e-commerce), but also thanks to the emergence of social commerce, which combines social media elements with online shopping activities. The most prominent example is TikTok Shop, which allows users to find, interact, and buy products directly through the TikTok application. Unlike conventional e-commerce platforms such as Shopee or Lazada, TikTok Shop relies on short video content lasting 15 seconds–10 minutes and live streaming as the main marketing strategy. This marketing strategy has proven highly effective among younger demographics who are more responsive to visual and real-time content (Zhou et al., 2023; Zhang & Lin, 2021). Social commerce enhances user engagement and personalization, leading to higher conversion rates and brand loyalty (Kusumasondjaja & Tjiptono, 2022; Kim & Johnson, 2016). Moreover, live streaming commerce encourages impulse buying and strengthens trust through influencer endorsements (Chen et al., 2021). Figure I.3 shows data on the value of the e-commerce market in Indonesia from both e-tailing and social commerce. As Indonesia's digital economy matures, regulations and data protection frameworks are also beginning to catch up with market practices, improving consumer confidence (Yuliana et al., 2021; Nugroho et al., 2023).

This data shows a new consumer pattern from mere transactions to a more interactive digital experience, where social commerce such as TikTok Shop plays an important role in shaping new shopping patterns. TikTok has grown rapidly as a social media platform based on short videos and live streaming, supported by intelligent algorithms, fast-changing trends, and high accessibility. The We Are Social and Meltwater (2024) report noted that the number of TikTok users globally reached 1.58 billion, with the majority aged 18–34 years. Data from DataReportal as of July 2024 shows that Indonesia has the largest number of TikTok users in the world, reaching 157.6 million, surpassing the United States by 120.5 million (See Figure I.4). This increase is influenced by high internet penetration and mobile phone usage. In addition to being a medium for entertainment, TikTok is also a very potential place to sell. Many influencers are successful thanks to their content, and this platform is increasingly being used for e-commerce through the TikTok Shop feature. With rapid user growth, TikTok plays an important role in digital marketing and content-based marketing strategies and live streaming in Indonesia.

The rapid development of TikTok has not only had an impact on the consumption of entertainment content, but has also changed consumer behavior patterns in shopping online. With the increasingly strong integration between social media and e-commerce, this platform has become one of the main factors driving the trend of social interaction-based shopping. This change shows a shift in consumer behavior in searching for and purchasing products. If previously consumers shopped more through marketplaces or offline stores, now they increasingly rely on recommended content from influencers, product reviews in the form of short videos, and direct interaction through live streaming before making purchasing decisions. And this is all in the TikTok feature.

Live streaming plays an important role in creating a more interactive shopping experience, allowing potential buyers to see product details directly, ask sellers questions, and get attractive price offers during the live streaming session. The advantage is the interactivity that allows the audience to see the product directly, listen to detailed explanations, and make purchases without having to leave the session (TikTok Shop - Tokopedia Academy, 2024). This marketing format has been proven to increase consumer confidence and encourage consumers to buy immediately, especially for fashion products that require clearer visualization. With more and more businesses adopting the live streaming strategy, competition on TikTok Shop is getting tighter, so each store needs to find the right strategy to attract attention and increase audience engagement in order to optimize their sales.

Unlike traditional marketing methods, live streaming allows sellers to demonstrate products in real-time, answer consumer questions, and offer attractive prices during the live stream. This provides a more personal shopping experience and increases customer trust in the products offered. Based on a study by McKinsey (2022), the sales conversion rate through live streaming can be up to 10 times higher than conventional marketing methods with a conversion rate of up to 30%. In Indonesia, the use of live streaming in e-commerce continues to increase, especially in TikTok Shop which has a unique algorithm that can display live content to a wider audience. With an effective live streaming strategy, MSMEs can attract more customers, increase engagement, and ultimately drive sales growth.

As part of its digital expansion efforts, JazaHijab, an official distributor of well-known Muslim fashion brands in Indonesia, has arrived on TikTok Shop to reach consumers who are increasingly shopping through social media platforms. There are huge opportunities available on TikTok Shop, considering the huge number of TikTok users in Indonesia and the increasing number of users who are interested in buying fashion products through video content and live streaming. By taking advantage of this trend, JazaHijab can increase visibility and sales and attract new customers with a live streaming-based marketing strategy.

JazaHijab started selling on TikTok Shop since August 2021. However, although selling on TikTok Shop has promising opportunities considering TikTok's large user base, there are many obstacles and challenges faced by JazaHijab in optimizing its sales. JazaHijab has not been able to optimize sales on TikTok Shop as JazaHijab did on Shopee. On Shopee, JazaHijab can generate sales of hundreds of millions of rupiah per month with the main strategy relying on optimizing live streaming. Meanwhile, on TikTok Shop, with the same strategy, JazaHijab can only generate smaller sales compared to those generated on Shopee.

On that basis, this study was conducted to find out the cause of the less than optimal JazaHijab live streaming on TikTok Shop which resulted in relatively small sales. The author will explain the strategies that JazaHijab has implemented in optimizing live streaming on TikTok Shop. This study will also find out what factors in live streaming influence someone to buy a product so that the author hopes to be able to formulate the best live streaming strategy that can be applied to increase JazaHijab sales, especially on TikTok Shop.

Although live streaming has been proven effective in increasing sales on various e-commerce platforms (Chandra & Esty, 2024), research that specifically analyzes the effectiveness of live streaming on TikTok Shop to increase sales of Muslim fashion brands is still limited. Most of the existing studies focus more on live streaming strategies on other platforms such as Shopee, while the impact and effectiveness of live streaming on TikTok Shop have not been widely explored in the context of the Muslim fashion business. Therefore, this study also has academic and practical urgency to fill this gap by providing deeper insights into live streaming strategies that can increase engagement and sales on TikTok Shop. The results of this study are expected to contribute not only to JazaHijab but also to other MSMEs, especially those engaged in Muslim fashion, to be able to maximize live streaming on TikTok Shop as a marketing medium that can boost sales.

For the academic world, this study is expected to contribute to the development of insight into the effectiveness of live streaming as a digital marketing medium on social commerce platforms. The author hopes that this study can be a reference for further research in the field of digital marketing, especially related to live streaming strategies on platforms that continue to grow such as TikTok Shop.

The rapid expansion of TikTok Shop as a dominant social commerce platform in Indonesia has transformed consumer behavior, creating an urgent need for businesses to optimize live streaming strategies to remain competitive. While previous research (e.g., Chandra & Esty, 2024; Hermawan, 2023) has demonstrated the effectiveness of live streaming on platforms like Shopee, few studies have explored its application specifically for Muslim fashion brands on TikTok Shop. This study addresses that gap by analyzing JazaHijab's live streaming performance, offering a novel perspective on how interactivity, host responsiveness, and real-time engagement influence consumer trust and purchasing decisions. The research aims to assess current strategies, identify key success factors, and formulate a data-driven improvement model to increase JazaHijab's sales on TikTok Shop. The findings are expected to benefit not only JazaHijab but also other MSMEs in the Muslim fashion industry by providing actionable insights to harness live streaming as a powerful digital marketing tool in the evolving e-commerce landscape.

This study aims to achieve several specific objectives based on the formulated research questions. First, it seeks to analyze JazaHijab's current live streaming strategy in enhancing its sales performance on TikTok Shop. Understanding how the brand currently utilizes live streaming will help evaluate its effectiveness and identify any existing gaps. Second, the research is intended to identify the key factors that influence consumer decisions when purchasing products through live streaming. By exploring these influencing factors, the study hopes to gain insight into consumer behavior specific to live commerce settings. Lastly, the research aims to formulate the most effective live streaming strategy that can be implemented by JazaHijab to increase its sales, particularly in the context of the increasingly competitive TikTok Shop environment.

This study is limited to analyzing live streaming activities conducted exclusively on TikTok Shop and does not extend to other e-commerce platforms such as Shopee, Lazada, or alternative sales channels. Furthermore, the scope of the research is focused on four specific TikTok Shop accounts managed by JazaHijab: NibrasHouseCilincing, EthicaJakut, NibrasSyari, and NibrasPromoTerbaru. These accounts are selected as primary research objects to maintain focus and consistency in data collection and analysis regarding the brand's live streaming strategies.

RESEARCH METHOD

This chapter explains the approach and methods used in the study to examine the effectiveness of JazaHijab's live streaming strategy on TikTok Shop as a digital marketing medium that influences consumer purchasing decisions. The methodology used is designed to provide a systematic and structured basis for answering research questions, achieving research objectives, and supporting the validity of the analysis results obtained.

This study uses a qualitative approach that focuses on an in-depth understanding of consumer behavior and business strategies through observation, semi-structured interviews, and context interpretation. This method was chosen to explore factors that are not only numerical, but also related to the experience, perception, and interaction between consumers and brands during live streaming sessions.

This chapter is divided into three main sections:

- Research Design, which explains the type and approach of the research;
- Data Collection, which describes the types of primary and secondary data collected and the techniques used to collect them; and
- Data Analysis Method, which discusses how data is analyzed both internally (strengths and weaknesses of the live streaming strategy) and externally (opportunities, threats, and consumer responses).

Through this methodology, it is hoped that the research can produce accurate, relevant, and applicable insights to formulate a more effective live streaming-based marketing strategy for JazaHijab in the current digital era.

Research Design

This research design was designed to answer the business problems faced by JazaHijab related to the effectiveness of live streaming strategies in driving consumer purchasing decisions on TikTok Shop. This study uses a descriptive qualitative approach, which aims to deeply understand consumer experiences, perceptions, and behavior as well as the company's internal strategies in implementing live streaming commerce.

The research process begins with exploring business issues through observation and collecting initial data from the performance of the JazaHijab TikTok Shop account. Furthermore, research objectives are determined which lead to the identification of key factors that influence the success of live streaming as a digital marketing medium. After that, a literature review was conducted as a theoretical basis which includes consumer behavior theory, the concept of live streaming commerce and also refers to previous studies.

In the data collection stage, two main types of sources are used:

- Primary data was obtained through semi-structured interviews with live streaming hosts and TikTok Shop JazaHijab account managers to understand internal strategies, technical constraints, and field operational experiences. Interviews were also conducted with customers

who had watched and purchased through live streaming to find out the key factors in live streaming that made them interested in making purchases.

- Secondary data includes documentation of live streaming performance during the period February to March 2025 from the four TikTok Shop accounts owned by JazaHijab, previous research results, and industry reports that support external understanding of consumer trends and the development of TikTok Shop as a social commerce platform.

The collected data is then analyzed in three major parts, namely internal analysis (including Account Performance Analysis, Internal Interviews, 5M Analysis, and VRIO Analysis), external analysis (including PEST Analysis, Porter's Five Forces, Competitor Analysis) and Customer Behavior Analysis. The combination of the three analyses is used to compile a SWOT analysis, which is then developed into a TOWS analysis to formulate a proposed solution or concrete and applicable improvement strategy for JazaHijab.

This series of designs is designed to ensure that the research process not only describes the current conditions, but also provides relevant strategic directions for managerial decision making, especially in the context of live streaming marketing in the digital era. See Figure III.1 to understand the big picture of this research design.

RESULTS AND DISCUSSION

This chapter presents the research results obtained through the data collection and analysis process, and discusses the findings within the theoretical framework and research objectives. The main objective of Chapter IV is to answer the previously formulated research questions, by analyzing JazaHijab's live streaming strategy, factors that influence consumer purchasing decisions, and formulating the most effective live streaming strategy to increase sales through TikTok Shop.

Analysis

This section presents the results of the analysis of primary and secondary data collected during the research process. The analysis was conducted to provide a comprehensive understanding of JazaHijab's live streaming strategy on TikTok Shop, as well as to evaluate its effectiveness in driving consumer purchasing decisions.

The analysis is structured into three main approaches, namely internal analysis, external analysis, and consumer behavior analysis. Each approach provides a different but complementary perspective. Internal analysis focuses on the strengths and weaknesses of the organization, including operational performance, resource readiness, and JazaHijab's strategic capabilities in implementing live streaming. External analysis aims to identify opportunities and threats from the business environment that can affect the success of the live streaming strategy, such as market dynamics, technology, industry competition, and consumer trends. Meanwhile, consumer behavior analysis explores the factors that influence purchasing decisions during live streaming, based on real experiences and perceptions from customers.

These three approaches will be used as a basis for compiling a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis, which will then be developed into a TOWS analysis to formulate improvement strategies that are responsive to the actual conditions of the company and the market.

IV.1.1 Internal Analysis

Internal analysis was conducted to identify and understand factors from within the JazaHijab organization that influence the effectiveness of the implementation of the live streaming strategy on TikTok Shop. This approach aims to evaluate the strengths and weaknesses that come from the company's internal capabilities, including human resources, work methods, operational systems, and the performance of live streaming accounts and content.

To get a comprehensive picture, this analysis includes four main components. First, Account Performance Analysis is used to assess the performance of the TikTok Shop account based on relevant digital metrics. Second, Internal Interviews are conducted with live streaming hosts and account managers to explore direct experiences, technical challenges, and strategies for implementing live operations. Third, 5M Analysis (Man, Method, Material, Machine, Money) is used to assess overall operational readiness. Fourth, VRIO Analysis is used to assess whether JazaHijab's internal resources provide a sustainable competitive advantage.

Through this analysis, it is hoped that strategic insights can be found regarding the company's internal conditions that contribute to the success or obstacles in implementing live streaming as a digital marketing channel.

IV.1.1.1 Account Performance Analysis

The performance analysis of JazaHijab's TikTok Shop account was conducted to evaluate the effectiveness of the implementation of the live streaming strategy based on relevant quantitative indicators. Data was obtained from four TikTok Shop accounts managed by JazaHijab, namely NibrasHouseCilincing, EthicaJakut, NibrasSyari, and NibrasPromoTerbaru, during the period from February to March 2025. The indicators analyzed included average live duration, viewers, gross merchandise value (GMV), conversion rate, engagement, and sales effectiveness.

Data ringkasan hasil live streaming ke empat akun JazaHijab selama periode Februari – Maret 2025 disajikan dalam Tabel 1

Tabel 1. Summary of Live Streaming Results of 4 JazaHijab Accounts for the Period of February and March 2025

METRICS	NibrasHouseCilincing	EthicaJakut	NibrasSyari	NibrasPromoTerbaru
Average Duration	3:06:20	3:31:57	3:07:58	3:13:52
Average GMV	Rp 1.428.583,63	Rp 664.279,43	Rp 613.849,26	Rp 90.917,67
Average Products	84	104	103	71
Average Orders Created	7	3	3	0,4
Average Sales	6	3	3	0
Average Customers	4	1	2	0
Average Price	Rp 145.200,61	Rp 111.763,61	Rp 136.901,48	Rp 54.074,13
Average CO Rate	0,58%	2,20%	0,52%	0,47%
Average Viewers	832	121	511	330
Average Views	1026	152	604	364
Average Viewing Duration	30	95	28	15
Average Comments	126	35	63	12
Average Shares	3	1	5	3
Average Likes	515	207	532	164
Average New Followers	9	3	4	1
Average CTR	6,30%	6,20%	6,04%	5,13%
Total Live Session	83	98	155	150
Total GMV	Rp 118.572.441,00	Rp 55.135.193,00	Rp 95.146.636,00	13.637.650,00
Total Followers	21K	2779	2635	464

Sumber : Data by Researcher

Evaluation of the live streaming performance of four TikTok Shop JazaHijab accounts, namely NibrasHouseCilincing, EthicaJakut, NibrasSyari, and NibrasPromoTerbaru during the period of February to March 2025 shows that the live streaming strategy has been implemented consistently in terms of frequency and duration. However, the effectiveness of the strategy in driving sales (sales performance) still varies greatly between accounts, depending on the quality of content, interaction, and positioning of each account.

Live Frequency and Duration

All accounts ran live streaming with an average duration of 3–3.5 hours per session, with high frequency: NibrasSyari (155 sessions) and NibrasPromoTerbaru (150 sessions) were the accounts with the most live streams. This consistency shows JazaHijab's commitment to making live streaming a primary marketing channel.

Sales and GMV

In terms of sales performance, NibrasHouseCilincing recorded the best results, with an average GMV of IDR 1,428,583 per session, 6 sales per session, and a total GMV of IDR 118 million over a two-month period. In contrast, NibrasPromoTerbaru, despite going live almost every day, only recorded a total GMV of IDR 13 million and an average of 0 transactions per session. This indicates that live quantity does not guarantee conversion without the support of effective content and interaction strategies.

Product Price and Attractiveness

Interestingly, the account with the highest average price (NibrasHouseCilincing: Rp 145,200) actually had the best sales performance, while the account with the lowest price (NibrasPromoTerbaru: Rp 54,074) failed to record significant sales. This shows that low prices alone are not enough to encourage purchases if not accompanied by convincing product communication and product relevance to the target audience.

Engagement and Interaction

The quality of engagement is a key differentiator between accounts. NibrasHouseCilincing excels in almost all engagement metrics: highest average viewers (832), likes (515), comments (126), and new follower growth (9/session). While other accounts such as EthicaJakut and NibrasSyari recorded lower engagement, directly impacting stagnant conversions.

Conversion Rate and Viewing Behavior

The highest conversion rate was recorded by EthicaJakut (2.20%), although its GMV was relatively low. This is thought to be due to small but more targeted traffic, or the use of effective promotions during certain sessions. The average viewing duration was also quite high on EthicaJakut (95 seconds), indicating that viewers stayed longer for more focused content.

Conclusion: JazaHijab's current live streaming strategy shows consistency in terms of frequency and duration, but its effectiveness in increasing sales performance is highly dependent on the quality of interaction, account positioning, and content appeal. Accounts that successfully combine strong visual products, interactive host communication styles, and effective promotion management (such as NibrasHouseCilincing) show significant increases in GMV and conversions.

Conversely, accounts with high frequency but without a strong narrative, relevant promotions, and deep customer experience (such as NibrasPromoTerbaru) tend to fail to drive sales even though they have reached hundreds of viewers.

Thus, JazaHijab's current live streaming strategy is still inconsistent in terms of effectiveness. There needs to be content differentiation, strengthening of interaction quality, adjustment of target audience per account, and a more structured performance evaluation system so that live streaming can truly drive sales performance as a whole.

Customer Engagement Experience

Based on the results of the analysis using the Gioia Method approach, the Customer Engagement Experience dimension is divided into two main parts, namely Live Interactivity and Platform Convenience. These two subdimensions emerged from consistent patterns in respondents' statements, especially about their experience when interacting directly with the host and how easy they felt when shopping through the TikTok live platform.

This analysis shows that customer engagement in live shopping is not only about functions or features, but also involves the emotional and social side. This is very important because it can build consumer trust and confidence when making purchasing decisions.

In this dimension, Live Interactivity is seen as an important factor. Respondents felt that direct interaction with a friendly, responsive, and fun host made them feel more confident and emotionally connected. They considered that the host's responsive attitude when answering questions or greeting the audience during live was very helpful in increasing trust and positive perceptions of the store.

One of the most prominent patterns was the perception of host liveliness, which was considered to be a major draw in the live shopping experience. One respondent shared:

"The host is active. Yes, active, friendly too." (Faizah)

A similar thing was reaffirmed by another respondent:

"Yes, active, sis. In fact, you could say it's really active." (Rangga)

"The host is good, sis, he responds when we ask. I like his delivery." (Dina)

These quotes show that host engagement is not only appreciated, but expected. In this context, 'engaging' does not just mean talking often, but also includes responsiveness, a friendly tone, and how the host creates an atmosphere that invites interaction.

More than just presence, interactivity also serves as a trust-building mechanism. The ability to ask questions and get answers directly has been shown to reduce uncertainty, as reflected in the following quotes:

"Yes, it's more convincing, because the explanation is detailed regarding the ingredients, etc." (Faizah)

"I think it's more convincing if it's live. If there's a live, you can be sure that the order will be right." (Firna)

"Yes, because it's more interactive, so we trust it more, like before, we know more about our measurements, we know more about the ingredients, it's more detailed." (Soraya)

These quotes indicate that live interaction not only supports clarity of information, but also strengthens the emotional security before making a purchase. Respondents repeatedly associated live sessions with the authenticity of the product and the credibility of the host.

In some cases, trust was even directly associated with satisfaction. The sense of reassurance provided by a patient and clear host in conveying information was often considered more important than other technical aspects:

"It's important, Sis. So that you're satisfied and know what the item is like. The host is also patient if the buyer is fussy." (Dina)

"It's very important because the customer will definitely ask first, the host also has to pay attention to what is asked." (Rangga)

"It's very important because it allows them to know our body size." (Soraya)

This reflection confirms that interactivity in live commerce serves as a powerful substitute for the experience of physically seeing the product. Consumers are no longer just passive spectators, but are actively involved, asking questions, and evaluating directly. This dynamic shows that host interaction is not just a complement, but a key foundation in building customer trust in the context of live shopping. The Platform Convenience theme reflects customers' perceptions of how the TikTok live shopping experience is considered more practical than conventional e-commerce. While most respondents expressed very positive sentiments regarding the convenience offered by this platform, a closer look at the quotes reveals an interesting nuance: some respondents also expressed concerns about time pressure and technical glitches, although not to the point of disrupting the overall experience.

The pattern is fairly consistent: respondents found the live shopping process easy and helpful. Some expressed their assessments directly and directly, as in the following quote:

"Very easy." (Firna)

"Very easy and very helpful." (Soraya)

"It's easy, sis. The host also helps you check out if you're confused." (Rangga)

This statement shows that the perception of ease does not only come from the interface or technical features of the platform, but also from the presence of real-time social assistance from the host who accompanies the purchasing process. This is in line with findings in the social commerce literature that social interactivity helps strengthen the perception of ease of use.

Furthermore, convenience is also seen in terms of the direct benefits that customers get during the live event. As expressed by Faizah:

"It's easier, you can ask for a spill, the voucher adds to the discount." (Faizah)

This confirms that the convenience of the platform is not only from the technical side, but also from the economic incentives offered, such as discounts, spill vouchers, and exclusive promos that are only available during live.

However, not all respondents felt a completely smooth experience. Some began to criticize the time and pressure aspects during the live. Dina stated:

"It's easy, sis. But if there are only a few items, you have to fight over them. You have to be on standby when you're live." (Dina)

This quote shows the time burden in a real-time live commerce system, where users must be ready in terms of time and attention. This shows that convenience is conditional, depending on user readiness and product availability.

In addition, although the majority of respondents said that technical disruptions were not significant, some still noted minor obstacles. For example:

"Not during check out, there was an error like when the host was explaining the ingredients like that, maybe because of the network, so the check out was delayed for a few days." (Soraya)

"There was no error during check out, it just sometimes lags a little but not for long." (Faizah)

But interestingly, most respondents actually showed a tolerant attitude towards the disturbance, and did not consider it a major obstacle. As expressed by Rangga:

"I don't think it will have any effect, sis. If the error is thought to be from the TikTok system, I'll wait." (Rangga)

This pattern shows that the perception of comfort is maintained due to the rationalization of technical disruptions as normal, and because the overall value of the experience is still considered high.

In addition to the aspect of technical convenience, an important sub-theme emerged in the form of psychological comfort when going live compared to regular browsing. Many respondents felt that going live provided a more complete experience and felt more human:

"I prefer live, because I can see it directly." (Faizah)

"I prefer live, I can see the product and ask questions." (Dina)

"It's more comfortable live. The product is explained directly, I can see the product." (Rangga)

"It's comfortable live because I interact with the host." (Firna)

These statements show that convenience is not only functional, but also emotional and cognitive. Live shopping provides a sense of security because customers feel "present" in the interaction, not just as passive spectators as when browsing a regular catalog.

In conclusion, although the general sentiment towards the convenience of the platform tends to be very positive, this analysis shows that the perceived convenience is the result of a combination of technical functions, social interactions, transaction incentives, and emotional comfort. Although there were a few complaints about time pressure and technical glitches, these factors were not strong enough to reduce the overall perception that remained very satisfying towards the live shopping experience.

In general, Customer Engagement Experience in the live streaming shopping experience on TikTok shows a mostly positive sentiment, although there are still some critical notes from consumers.

In the Live Interactivity subdimension, all respondents said that they really liked the host's activeness during live. They felt that the way the host greeted, answered questions, and interacted in a friendly and detailed manner helped build trust and confidence before buying. This responsive interaction makes consumers feel closer emotionally, so they feel more confident in making purchasing decisions.

Meanwhile, in the Platform Convenience subdimension, respondents also appreciated the convenience offered by TikTok Shop. Many said that the checkout process was more practical, discounts were easier to access, and they felt comfortable seeing the products directly during live.

However, unlike Live Interactivity which is almost free from complaints, Platform Convenience received a few notes. Several respondents mentioned minor technical disruptions such as product fights, errors during checkout, or minor connection disruptions that sometimes occur. Even so, the majority of respondents could still understand these and considered them as part of a normal digital experience.

Thus, it can be concluded that both subdimensions provide a positive experience for consumers. Live Interactivity acts as the main foundation of trust and emotional closeness, while Platform Convenience adds practical value, although sometimes still affected by the technical situation and stability of the platform system.

Perceived Value & Decision Drivers

In the Perceived Value & Decision Drivers dimension, the results of the analysis using the Gioia Method identified three main things that influence how consumers assess the value of a product and make decisions to buy while live, namely: price, promotion, and product information.

These three aspects emerged from consumer statements that consistently showed that they considered the price offered while live, were tempted by the type and urgency of the promo given (for example, flash sales or limited-time discounts), and were very dependent on the clarity of the product information delivered directly by the host.

This dimension shows that consumers do not only assess products in terms of price or discounts alone, but also from how clear and complete the product information they receive while live, so that they feel confident to buy immediately.

The Price subdimension in this analysis explains how consumers assess the price of a product during a live session, and how their views on price can influence their decision to buy. Based on direct quotes from respondents, most have a positive view of the price, especially because it is considered affordable, in accordance with the quality of the product, and accompanied by attractive discounts that are only available while live.

Many respondents felt that the live price was cheaper than other platforms or stores. This assessment is not only about the nominal price, but also about the value they feel from the product. As Rangga said:

"The price is interesting. It's just right, the price matches the material and quality." (Rangga)

Dina said something similar, stating:

"The price at Nibras is not too expensive, just right. Like the ingredients. Very satisfied." (Dina)

This statement shows that customers are not merely looking for the cheapest price, but rather a price that is considered fair and worth it for the quality of the product received.

Furthermore, a fairly strong pattern emerged regarding purchasing preferences during live because of the perception that prices are cheaper. Factors such as discounts, vouchers, and free shipping encourage faster purchasing decisions. As expressed by Faizah:

"It's cheaper on TikTok, because you get vouchers, free shipping, etc." (Faizah)

Soraya also confirmed this:

"Yes, that's right, I'm more interested during live because the prices are discounted a lot." (Soraya)

The existence of special prices that are only available during live creates a sense of rush for consumers to buy immediately. This shows that price not only functions as an economic consideration, but also triggers buying behavior that is influenced by time.

Interestingly, although the price during live is considered more profitable, some respondents are still willing to buy outside the live session. This pattern shows that purchasing decisions do not depend entirely on promotional prices. Respondents emphasized loyalty factors, product quality, and satisfaction as the main reasons for continuing to make purchases even though the price is not much different. As explained by Dina:

"Yes, because once you buy it, you're immediately satisfied. So you keep buying there." (Dina)

Rangga also stated:

"If I feel comfortable shopping there and the items are good, I will still buy them." (Rangga)

Firna even emphasized that the urgency of the need is also a consideration:

"Sometimes I don't have time to watch it live. So because I want to wear the clothes quickly or someone asks for them, they are often sold again. So I like to order quickly without having to wait for the live." (Firna)

This pattern shows that the perception of price in live commerce is flexible: although discounts are attractive, purchasing decisions are still influenced by broader perceived values, including convenience, past experiences, and urgency of need.

Thus, it can be concluded that prices in live shopping are not only seen as numbers. Prices also reflect consumers' perceptions of value, their previous experiences, and the time situation when the live takes place. Positive sentiment from consumers shows that pricing strategies and discounts during live are effective in strengthening the value of the product in the eyes of customers. However, the final decision to purchase is also influenced by other factors, such as loyalty to the store and long-term satisfaction.

The Promotion subdimension in live shopping plays an important role in creating a sense of urgency to buy immediately (purchase urgency) and adding value to consumers. From the interview results, it was found that various types of promotions such as discounts, flash sales, free shipping, bundling, and giveaways are considered strong triggers that encourage consumers to make purchases immediately.

Overall, consumer responses to promotions were very positive. However, there was some disagreement about how much the promotions actually influenced the decision to purchase directly.

Most respondents considered the variety of promotions offered during the live session to be the most engaging element of the overall experience. Faizah explained:

"Because there are vouchers too, then discounts, price cuts, free shipping." (Faizah)

This statement shows that consumers are not only interested in one type of promo, but rather in a combination of various promotions that, when combined, create the impression that they are getting a lot of benefits. As Dina said:

"The most interesting thing is the giveaway." (Dina)

Meanwhile, Rangga focuses more on the practical side of the promo, namely promotions that directly reduce shopping costs:

"What's most encouraging is this, product discounts and free shipping." (Rangga)

This pattern shows that consumers like different types of promotions, and they complement each other. They respond positively to promotions that are direct and easy to understand, such as clear discounts or bonuses during live events.

Furthermore, promotions not only influence consumer choices, but can also directly encourage them to buy immediately. Faizah even conveys this very clearly:

"90%, rather than running out, because if you wait sometimes the voucher disappears." (Faizah)

This suggests that promotions can create a sense of scarcity and loss aversion, which are two important psychological factors in impulsive shopping behavior. Soraya supports this view by saying:

"50 percent, the influence is very big." (Soraya)

Meanwhile Dina also stated:

"It's big, Sis. The price becomes lower. Especially if there's free shipping, just check out." (Dina)

These quotes show that discounts are not only considered as a logical benefit, but also able to trigger consumer emotions and make them make decisions to buy faster.

Although most respondents said that promotions during live encouraged them to buy immediately, there were also a few who were more careful. For example, Rangga said:

"I'm encouraged, but I'll have a look first." (Rangga)

This shows that even though promotions are considered effective, some consumers still think before buying. This is important because it proves that strong promotions do not immediately make people buy without considering first, especially for more rational consumers.

However, most respondents admitted that time limits and exclusive promotions during live were important factors that drove quick purchasing decisions. As Faizah explained:

"Yes, I really felt it, so I wanted to check out quickly." (Faizah)

And supported by Soraya who stated:

"Yes. Yes, that's right." (Soraya)

Thus, promotions in live shopping not only provide price benefits, but also build an emotional and psychological atmosphere that encourages consumers to act immediately. Strategies such as limited-time discounts, direct price cuts, and surprises such as giveaways have proven effective in converting purchase intentions into real actions quickly and enthusiastically.

The Product Information subdimension emphasizes the importance of clear and complete product information delivered directly by the host during the live session. From the interview results, most respondents felt that product explanations during live were the main factor that helped them make purchasing decisions.

They explained that verbal and visual information provided by the host, especially about the material, size, color, and model of the product greatly influenced their beliefs before checking out.

Faizah emphasized the importance of clarity in conveying information by saying:

"Yes, it's clear, detailed, and understandable to the customer." (Faizah)

The emphasis on the aspect of clarity also appears in other statements:

"It's just right and detailed. The host is good, I like it. Sometimes when I'm relaxing I also join live." (Dina)

"It's clear, the host often gives details. That's why it's good." (Rangga)

"Clear, very clear." (Soraya)

These quotes show that complete product information explained coherently by the host during live not only helps consumers understand logically, but also provides a sense of comfort that makes them more confident in the products offered.

In addition to clarity, the information provided during live is also considered very helpful in encouraging direct purchasing decisions. As conveyed by Faizah:

"It's really helpful, 100% really helpful." (Faizah)

Dina added a visual aspect as part of the ease of understanding the product:

"Yes, it really helps. You can see the item directly, especially if you hold it. Makes you like it." (Dina)

Rangga also reinforced the importance of details:

"Really helps. Explains the details of the product, ingredients, etc. Encourages you to shop." (Rangga)

This pattern shows that product information is not just a complement to live interactions, but is an important part that can change doubts into purchasing decisions. A complete product explanation that is clearly delivered by the host can replace the experience of seeing the product directly like when shopping in a physical store.

However, some respondents also expressed doubts, because the information delivered by the host is not necessarily even or as clear in all live sessions. For example, Faizah said:

"No, it depends on the host. If it's clear, we'll be interested." (Faizah)

Rangga also admitted that there was a moment of doubt before the information was conveyed in full:

"Yes, sometimes I have doubts, so I ask again. If I understand, the doubts are gone." (Rangga)

Although most respondents reported no serious confusion, the presence of doubts in certain situations suggests that the consistency of information delivery from the host is critical to building consumer trust in the product.

Thus, the Product Information subdimension in live commerce acts as a bridge between digital information and real purchasing decisions. Information that is delivered clearly, completely, and interactively can strengthen consumers' perceptions of the product's value and reduce doubts. Although there were some differences in the quality of delivery between hosts, overall, the product information provided during live proved to be an important key in helping consumers purchase quickly and confidently.

In general, the Perceived Value & Decision Drivers dimension shows that most respondents gave positive responses, especially in three main subdimensions: price, promotion, and product information. Although their contributions vary, the three support each other in forming value perceptions and driving purchasing decisions.

In terms of price, respondents are not only interested in cheap prices or discounts during live, but they also consider product quality as the main reason before buying. So even though it is not always the cheapest, the product is still purchased if it is considered worthy.

For promotions, most respondents said that promotions such as discounts, vouchers, free shipping, or giveaways trigger quick purchases because they create a fear of running out or fear of missing an opportunity. However, there are a small number of respondents who still think rationally before buying, which shows that the effectiveness of promotions still depends on the character of each consumer.

Meanwhile, product information delivered verbally and visually during live—especially about materials, sizes, colors, and models—was considered very helpful in eliminating doubts and increasing trust. However, respondents also noted that the quality of information delivery could vary between hosts, and this is still an important note.

Therefore, it can be concluded that the perception of value in live shopping is formed from a combination of price, attractive promotions, and clear and convincing product information. The three work together and play a direct role in encouraging fast and confident purchases from consumers.

Trust

In the Trust dimension, the results of the analysis using the Gioia Method approach show that trust is the main theme that stands alone and is not divided into other sub-themes. This is because all respondents agree that trust is the main basis for making purchasing decisions during live events.

However, at the first level, this trust is formed from three important aspects that complement each other:

1. Confidence that the product received will be in accordance with what is displayed during the live,
2. The decision to continue purchasing even though there is a little doubt about the suitability of the product,
3. The role of testimonials or direct reviews from customers during the live which strengthens the sense of trust.

These three aspects show that trust in the context of live commerce is not something static, but is formed dynamically through a combination of product visual appearance, social interaction with the host, and shared experiences from other buyer communities.

One of the most prominent aspects is consumer confidence that the product received will be the same as the one seen during live streaming. This is the main foundation in forming their trust when shopping through live streaming. From the interview data, it can be seen that the majority of respondents stated that they believed that the product they saw during live streaming would match the product that was actually sent.

This pattern also shows that visualization during live streaming is not only a means of promotion, but also functions as a guarantee of product quality and credibility directly. Respondents said that live streaming provides advantages in terms of more transparent visuals, an advantage that is not possessed by ordinary photo catalogs. Faizah also explained:

"If it's not live, you can only see photos, but if it's live, you can see the shape directly." (Faizah)

This statement shows that direct visual display during live streaming helps reduce consumer doubts about the product. Consumers feel more confident because they can directly see the shape, color, and texture of the product through explanations and demonstrations from the host, so the risk of misunderstandings as often occurs in photo catalogs can be minimized.

This trust also grows from consistent real experiences, where the product received matches what is shown during live. As Dina said:

"It's always been the same, the ingredients and products. That's why I always buy from Nibras." (Dina)

This testimony shows that repeated positive experiences make consumers more trusting and loyal. When the product received matches the one displayed during live, this creates a sense of long-term trust, which ultimately strengthens the relationship between consumers and brands on the live commerce platform.

However, there are also respondents who show a more cautious attitude. As conveyed by Rangga:

"I think it's the same. If it's not the same, it can make customers disappointed." (Rangga)

Although Rangga's statement sounds neutral, he emphasizes the importance of consistency in the visual appearance of the product. According to him, even a small mistake can have a big impact on customer trust.

This statement also shows that even though consumers trust, that trust is still situational and depends on how honest and accurate the visual information conveyed during live is.

Trust in live commerce does not always appear without doubt. In fact, what is interesting about this dimension is that consumers still want to buy even though they are doubtful whether the product meets their expectations. In this case, trust is not something absolute, but rather a psychological process that is formed from experience, views on the brand, and belief in the seller's honesty.

Respondents also showed that they continued to make purchases even though they were hesitant. Faizah, for example, said:

"Ya kadang ada, tapi karena udah lihat aslinya, jadi tetap coba aja beli." (Faizah)

This quote shows that doubt does not always make consumers cancel a purchase, as long as they can see the product directly through visuals during live and get a fairly convincing initial impression. Visual

displays during live help reduce doubts, so consumers still dare to buy even though they are not 100% sure.

The same thing was also conveyed by Dina, who was initially hesitant, but finally felt satisfied after buying:

"No, sis, but I took a look first. I was a little scared, but it turned out to be suitable and I was satisfied." (Dina)

This pattern shows a shift from doubt to satisfaction, which occurs because consumers can see and prove the product being offered directly. In other words, trust is not formed because there is no doubt, but because real experience has proven their expectations.

Meanwhile, Rangga said that even though he had felt doubtful, the live session actually helped him be more confident in making decisions:

"I have. But I remember when it was live, I saw it again, then I bought it because I was sure." (Rangga)

This statement shows that the decision to buy is the result of personal consideration, where consumers re-evaluate the information they get during the live to overcome the fear that the product does not meet expectations. This shows that the experience during the live can be used as an important reference that can be recalled to help strengthen confidence when buying.

Firna also said that her trust arose because she expected the seller to be professional:

"Keep buying. Because traders also maintain quality, maintain their name. Is it possible if what the consumer ordered is not appropriate?" (Firna)

This quote adds an element of business ethics in building consumer trust, namely when the seller's reputation and responsibility are considered as a guarantee that the product being sold is of good quality. Consumers trust because they assume that the seller will not damage their reputation by providing a product that is different from the one displayed live.

Although most quotes highlight the condition of "even though they are hesitant, they still buy," there are also respondents who are truly convinced from the start and never doubt the suitability of the product:

"No, I never had any doubts because it was appropriate." (Soraya)

Soraya's statement confirms that in some cases, consumer trust is strong and does not easily waver even though there are concerns or doubts.

In live commerce, direct customer testimonials during live (real-time) are one of the most important factors in building and strengthening trust in products and sellers. Data shows that reviews from other buyers delivered during live have a big emotional influence, because they help consumers feel that the product is genuine, quality, and trustworthy.

Most respondents even said that they were encouraged to buy or felt more confident after seeing positive testimonials from other buyers who were also watching the live session. Faizah also said that she often felt emotionally affected by other customer testimonials during live.

"It has an influence, sometimes they say it's good, they've checked out, so we're carried away too." (Faizah)

This statement confirms that consumer trust is not only formed from the host's explanation or the visual appearance of the product, but also from social influence, namely when prospective buyers feel more confident because they see other people also buying and feeling satisfied. In this case, testimonials function as social proof that creates a shared shopping atmosphere, so that consumers are encouraged to believe and buy like others.

Dina added that customer reviews not only make her believe, but also become an initial reference before deciding to buy:

"Look at the rating first, the positive and negative sides. Buy one first, it turns out to be good." (Dina)

This shows that testimonials not only serve as an emotional boost, but also as a source of additional information that helps consumers assess risk, especially when they are still in the early stages of considering a purchase.

Rangga also emphasized the importance of testimonials as a bridge of trust in online shopping:

"Very influential. Testimonials are important, especially for online shopping." (Rangga)

From this quote, it is clear that testimonials are considered as a substitute for physical experience that cannot be obtained when shopping online. Because consumers cannot touch or try the goods directly, they rely heavily on the opinions of others who have tried the product.

Reviews that are detailed and explain the experience clearly are also highly considered by respondents. Firma, for example, stated:

"Oh yes, it has an effect, for example, there are comments like this, oh this is good, the material is comfortable to wear, right, it's not hot." (Firma)

This statement emphasizes that the quality of the testimonial content is also very important. Reviews that not only say "satisfied", but also explain the reasons and experiences of use (for example: "the material is cool and comfortable to wear") provide a more convincing effect because they present a real picture of the benefits of the product.

Soraya summarizes this with a short but powerful statement:

"Yes, it has an effect." (Soraya)

While brief, this statement fits a general pattern in the data: real-time live testimonials are seen as a major factor in building trust. Sometimes, they are even more influential than the host's own promotions or explanations.

The Trust dimension in the context of live shopping on platforms such as TikTok shows a generally positive and stable sentiment pattern. However, this trust is also complex and formed from a fairly deep psychological process. First, trust arises because consumers feel that the products displayed during the live match what they receive. This is reinforced by live visuals that are considered transparent and honest, in contrast to photo catalogs that are often questionable. This consistency between expectations and reality is an important basis for customer loyalty.

Second, although in some cases consumers feel hesitant, most are still willing to take the risk of purchasing because of previous positive experiences, assessments of the seller's reputation, and beliefs built from direct observation during the live session. This pattern shows that trust in live commerce is dynamic and develops through interaction, not something absolute.

Third, testimonials from customers delivered directly during live sessions have proven to be very important in strengthening trust. Both as social proof and as a source of additional information that is considered more honest and trustworthy. Testimonials delivered spontaneously, descriptively, and emotionally during live sessions also strengthen social bonds between consumers, creating a mutually convincing shopping atmosphere. Thus, trust in live shopping is not formed alone, but arises from the interaction between product visualization, personal experience, and real-time social support in an interactive environment built by live sessions.

Based on an in-depth analysis of the results of interviews with five consumers using the Gioia Method approach, it can be concluded that not all consumer behavior factors have an equally strong influence on purchasing decisions during TikTok Shop live streaming. Several themes stand out as the main triggers for purchases, while others play a supporting role.

Live Interactivity, as part of the Customer Engagement Experience dimension, is the most dominant factor agreed upon by all respondents (5 people: Dina, Faizah, Firma, Soraya, and Ranga). Respondents felt that the host's activeness in greeting, answering questions, and conveying information directly provided a sense of comfort and built trust. Responsive interactions are considered to be able to replace the physical shopping experience in stores.

Meanwhile, Platform Convenience was also appreciated by 4 respondents, but was considered only as a complement. Ease of navigation and product display were preferred, but their influence was highly dependent on technical conditions and broadcast time. This shows that technical convenience alone is not enough to be the main reason for making purchasing decisions.

In the Perceived Value & Decision Drivers dimension, the Promotion and Product Information subdimensions were equally recognized by all respondents as factors that drive purchases. Exclusive promotions during live, such as discounts, vouchers, and giveaways, create emotional effects such as urgency (scarcity) and fear of missing out (FOMO), which strengthen the urge to buy instantly. On the other hand, the clarity of product information from the host, especially regarding the material, size, and model of the product, is also considered crucial because it increases trust and reduces doubts.

The Price subdimension, although mentioned by 4 respondents, is not always a dominant factor. Consumers value reasonable and fair prices, not just cheap prices. They also consider product quality and actual needs.

In the Trust dimension, the Product Match Confidence and Real-Time Testimonials themes were considered very important by almost all respondents (5 and 4 people respectively). Live product visualization and testimonials from other customers provide additional validation that strengthens confidence. However, Trust Despite Doubts was only supported by 3 respondents, indicating that despite doubts, purchasing decisions are still influenced by personal experience and store reputation, rather than complete trust in the platform system.

Therefore, it can be concluded that direct interaction with the host, live promotions, and clear and real-time product information delivery are the three main elements that most drive purchasing decisions. Meanwhile, factors such as platform convenience, price, and user testimonials serve as reinforcements, but do not directly determine the final decision.

IV.2 SWOT Analysis

SWOT analysis is used in this study to identify strengths, weaknesses, opportunities, and threats that affect JazaHijab's live streaming strategy on TikTok Shop. By combining findings from internal and external analysis, as well as in-depth interviews, this SWOT analysis serves as a basis for developing improvement strategies that are more responsive to the dynamics of the live commerce market.

Strengths

One of JazaHijab's main strengths lies in the frequency and consistency of live broadcasts through four active TikTok Shop accounts. Performance data shows that accounts such as NibrasHouseCilincing are able to maintain long live durations every day, expanding opportunities for interaction with a wider audience. In addition, the friendly, active, and responsive communication style of the host is considered very helpful in building emotional closeness and consumer trust.

JazaHijab also has strong brand equity because it is the official distributor of well-known Muslim brands such as Nibras, Ethica, Seply, and others, which increases credibility during broadcasts. Internal system support such as the implementation of an incentive system or performance bonus for hosts also strengthens the spirit and consistency of implementing live streaming.

Weaknesses

On the other hand, JazaHijab faces a number of significant operational weaknesses. One of them is the lack of standardization of content and visual branding between accounts, so that the live display is still improvisational and not uniform. Several accounts also show suboptimal use of TikTok features, such as pinned products, vouchers, and countdowns. This has an impact on the low conversion rate in several live sessions.

In addition, technical obstacles such as checkout system errors and the potential for accounts to be banned during live are also obstacles that have not been handled systematically. Synchronization between product stock and TikTok's storefront is also not optimal, which risks reducing customer trust.

Opportunities

From the external side, TikTok's massive user growth among Gen Z and millennials provides a great opportunity for market expansion. The trend of interactive shopping and social commerce in Indonesia is in a growth phase, and consumers are increasingly comfortable making transactions in real time.

In addition, government support for the digitalization of MSMEs can also be used to increase internal capacity, including digital marketing training, improving content quality, and customer data management strategies. TikTok also routinely updates Shop features that can be used to drive engagement and sales.

Threats

However, JazaHijab also faces a number of external threats. One of them is the very high level of competition on TikTok Shop, where many competitor accounts are aggressively hard selling and using features more strategically. Dependence on one digital platform also makes JazaHijab vulnerable to changes in algorithms and platform policies, including the potential ban on TikTok Shop as has happened.

Consumers are also increasingly sensitive to technical experience and price, which makes trust very easy to shake if there are disruptions such as late delivery or inaccurate product descriptions.

IV.3 Business Solution

This section presents business solutions designed to address the main issues faced by JazaHijab in optimizing its live streaming strategy as a digital marketing medium on TikTok Shop. The solutions are compiled based on the results of a comprehensive analysis covering internal, external, and consumer behavior dimensions, to ensure that the strategies offered have a strong empirical basis and are contextual to business conditions.

By considering the dynamics of competition on the TikTok Shop platform, changes in consumer preferences, and identified internal strengths and weaknesses, the solutions proposed do not only focus on operational improvements, but are also directed at improving customer experience and creating sustainable competitive advantages.

Through an integrative approach, this section aims to provide a strategic direction that is responsive and adaptive, both in increasing the effectiveness of live streaming performance, strengthening trust and engagement, and in responding to increasingly dynamic market changes in the digital commerce era.

IV.3.1 TOWS Matrix

This section presents the TOWS analysis as a strategic framework for formulating comprehensive business solutions based on the results of identifying internal and external factors from the previous SWOT analysis. The TOWS approach is used to combine strengths, weaknesses, opportunities, and threats in a matrix that allows the formulation of strategies that are responsive and relevant to JazaHijab's actual conditions on the TikTok Shop platform.

By mapping the relationships between these SWOT factors, the TOWS Matrix aims to produce alternative strategies that are not only able to utilize existing potential and opportunities, but also minimize risks and obstacles that can interfere with the effectiveness of live streaming implementation. The strategies formulated in this section are the basis for more tactical and adaptive decision-making, especially in facing increasingly competitive and dynamic digital competition.

IV.4 Implementation Plan and Justification

This section presents a strategic implementation plan based on solutions formulated through SWOT and TOWS analysis. This plan aims to optimize the potential of internal strengths and external opportunities, as well as proactively mitigate weaknesses and threats in the implementation of JazaHijab's live streaming strategy on TikTok Shop.

1. Strengthening the Quality and Consistency of Live Streaming Broadcasts

Implementation Action:

- Create and implement live content SOPs for all hosts (including rundown, communication style, visual format).
- Conduct regular training for TikTok Shop hosts and admins.
- Establish a regular live performance evaluation system based on KPIs such as GMV, viewers, likes, CTR, and conversion rate.

Justification:

Internal analysis shows that JazaHijab's main strength lies in the frequency and warm and responsive communication style of the hosts. However, weaknesses such as inconsistent content and lack of systematic training hinder optimal results. SOPs and training will standardize the quality of broadcasts without compromising the personal style of the hosts, while increasing the effectiveness of engagement and conversion.

2. Optimizing TikTok Features to Increase Conversions

Implementation Action:

- Maximize the use of features such as pinned products, countdown timers, and flash sales in all live sessions.
- Maximize the live streaming advertising budget.
- Implement a real-time stock and product data integration system with the TikTok Shop storefront.

Justification:

Internal and external interviews show that the use of TikTok features is still inconsistent and not optimal. In fact, this feature greatly influences impulsive purchasing decisions. This strategy will address internal weaknesses in utilizing features and maximize opportunities from the ever-growing TikTok Shop ecosystem.

3. Product Information Quality Improvement and Real-Time Visualization

Implementation Action:

- Supplement verbal product descriptions while live with detailed information such as materials, sizes, and models.
- Provide a uniform and professional product branding visual template.

Justification:

The dimensions of “Trust” and “Product Information Quality” have been proven to greatly influence consumer purchasing decisions. Visual and verbal explanations directly increase consumer trust and minimize doubts (trust despite doubts). Uniform visualization also supports the credibility of the JazaHijab brand on digital platforms.

4. Promotion Campaigns and Strategic Collaborations

Implementation Action:

- Designing a live streaming promotional calendar with various combinations of exclusive promos (vouchers, discounts, bundling).
- Collaborating with Key Opinion Leaders (KOL), brand partners, and public figures relevant to the Muslim fashion segment.

Justification:

Gioia’s findings show that the “Promotion” dimension has a strong impact on driving impulsive decisions while live. Strategic collaborations and exclusive promotions expand audience reach and create a FOMO (fear of missing out) experience, which increases the urgency of purchasing.

5. Improving Data-Based Strategy Monitoring and Adaptation Systems

Implementation Action:

- Develop internal dashboards to monitor live performance in real-time and historically.
- Use monitoring results to re-arrange weekly strategies, featured content, and adjust airtimes.

Justification:

Internal interviews revealed that performance evaluations have not been conducted systematically. Data-based monitoring would enable quick, accurate, and adaptive decision-making to changes in consumer behavior and TikTok algorithms.

6. Mitigating Technical Risks and Operational Disruptions

Implementation Action:

- Provide a pre-live technical checklist to prevent errors during broadcast.
- Prepare a quick handling procedure when there is a disruption such as checkout error, connection, or banned system.

Justification:

External threats such as technical disruptions and TikTok algorithms have a significant impact on consumer trust and comfort. These mitigation procedures will keep the consumer experience positive and maintain operational stability.

CONCLUSION

This study aims to analyze the effectiveness of the live streaming strategy implemented by JazaHijab as a digital marketing medium in encouraging consumer purchasing decisions through the TikTok Shop platform. This study uses a qualitative approach with the Gioia analysis method, supported by SWOT and TOWS analysis as a strategic framework in formulating the right business solutions. Based on the findings, it can be concluded that there are three main dimensions that are most dominant

in influencing consumer purchasing decisions during live streaming sessions, namely live interactivity, promotion, and product information. The live interactivity dimension refers to the quality of two-way communication between the host and the audience during the live session. Responsive, friendly, and informative hosts have been shown to be able to create a pleasant shopping atmosphere and build consumer trust in products and brands. In addition, promotional factors such as discounts, vouchers, bundling, and flash sales during live streaming also play an important role in encouraging impulsive purchasing decisions. Product information delivered directly and in detail by the host, both verbally and visually, provides a more comprehensive understanding to consumers and increases the level of trust in the products offered.

The main advantages of JazaHijab's live streaming strategy lie in the high frequency of broadcasts, the communicative and interactive style of the host, and the support of various well-known Muslim fashion brands such as Nibras, Ethica and Seply. In addition, the internal incentive system given to the host also contributes to the enthusiasm and consistency in implementing the live streaming strategy. However, a number of weaknesses were found that need to be fixed, including the lack of standardization of content between accounts, the less than optimal use of TikTok features such as pinned products, countdown timers and TikTok ads, and recurring technical problems such as stock discrepancies and disruptions during the checkout process. On the external side, JazaHijab has a great opportunity to develop a live streaming strategy along with the increasing number of TikTok users, especially from generation Z who are a potential market in the Muslim fashion industry. The TikTok Shop features that continue to develop and the government's support for the digitalization of MSMEs are also opportunities that should be maximized. However, there are also threats that must be anticipated, such as the increasing level of competition in TikTok Shop, dependence on platform algorithms, and the risk of losing consumer trust due to bad shopping experiences.

Based on the results of the SWOT and TOWS analysis, the recommended strategies include the preparation of live streaming SOPs, regular host training, optimization of TikTok Shop features, preparation of promotional calendars, strengthening the performance evaluation system, and integration of real-time stock systems. These strategies are expected to help JazaHijab in increasing the effectiveness of live streaming and strengthening its position in the social commerce-based e-commerce market.

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