
LIVE STREAMING INFLUENCER AND PRODUCT CONTENT AS DETERMINANTS OF PURCHASE INTEREST SHOPEE CONSUMERS IN TASIKMALAYA CITY

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Abstract

Objective – The aim of this research was to determine the influence of Live Streaming Influencers and Product Content on Customer Buying Interest toward Shopee Consumers in Tasikmalaya City.

Design/Methodology/Approach – This quantitative research was aimed at an online survey of 127 respondents who used Shopee accounts for online shopping. Sample data was collected through purposive sampling and analyzed using Multiple Linear Regression via SPSS.

Findings – The research outcome show that Live Streaming Influencers have no effect on Customer Buying Interest. Meanwhile, Content of Product has a significant effect on Customer Buying Interest. Then Live Streaming Influencers and Content Of Product together have a significant influence on Customer Buying Interest.

Conclusion and Implications – The findings of this research indicate that Live Streaming carried out by Influencers did not necessarily a guarantee for attracting buyers who have certain intentions about the products they want. Then by diverse and interesting product content, consumers gain literacy according to their needs for product information.

Keywords: Live Streaming Influencer, Content Of Product, and Customer Buying Interest

INTRODUCTION

In the research currently being carried out, the author found that there was a phenomenon of product sales using live streaming media which was currently being carried out by influencers both on the TikTok and Shoppe platforms. Then the urgency of this research was the existence of streaming sales via social media which continues for developing into live streaming commerce, where there was a collaboration of electronic commerce that combines real-time social interaction with digital marketing. Live streaming commerce was increasingly being used to increase customer engagement, product promotion, ease transactions, and enhance a more interesting online shopping experience. Although on the other hand, trading products using traditional methods that did not involve technological facilities has been quite impacted due to changes in consumer shopping

patterns. This research aims to determine the magnitude of the influence in the life streaming influencer and content of product variables which encourage an increase in customer buying interest. Furthermore, in the problem solving approach, the action taken to increase customer buying interest is by using the live streaming method in delivering product content. Furthermore, several previous studies found that there was a state-of-the-art regarding the impact of influencers' live streaming sales methods for selling products. The journals that support this research are (Agistiani; Fahimah, 2023) which states that Live Streaming Influencers and Content Products influence purchasing decisions.

METHODS

In the research that will be carried out, the research object used is the community in the Tasikmalaya City environment. The research method used is quantitative descriptive with multiple linear regression analysis as an analytical technique used to test the determination of each proposed variable. The research method uses quantitative research. The sampling technique used the Cochran formula with a tolerance limit of 5% so that the sample was obtained as many as 127 people.

Tabel 1. Variable Identification

Variabel	Defenisi	Indikator Variabel
Live Streaming Influencer (X1) Suhyar et al., 2023	Live streaming was a type of selling goods through e-commerce media with interesting real time interactions	<ol style="list-style-type: none"> 1. Video and Audio Quality 2. Time spent watching streaming 3. User Interaction Content Of Product
Content Of Product (X2) Huang, 2020	Product content was information related to a product that is presented on a social media platform	<ol style="list-style-type: none"> 1. The product content watched on Shopee was according to your needs 2. The information provided in the product content was correct and trustworthy. 3. Explanations about the product were written in simple and easy to understand language
Customer Buying Interest (Y) Suhatman et al., 2020	Purchase interest as a tendency to listen and pay attention to certain moments in a product that consumers have experienced direct benefits from (Suhatman et al., 2020).	<ol style="list-style-type: none"> 1. Other people's preferences 2. Exploration

Source: Concepts developed in this research, 2024

RESULTS AND DISCUSSION

After a while it could be know that the validity and reliability tests carried out, with the Cronbach Alpha value for all variable indicators more than 0.90, the reliability should be said to be perfect. Then the calculated R value / corrected item - total correlation of all variable indicators was

more than R Table (0.174), so it might be said that all indicators were declared valid. Then, from the normality test carried out, it was known that if the points or data were close to or follow the diagonal line, it could be concluded that the residual values were normally distributed. Furthermore, from the multicollinearity test, the VIF value for each variable was below 10 ($2.048 < 10.00$), so referring to the basis for decision making in the multicollinearity test, it could be concluded that there were no symptoms of multicollinearity in the regression model. Then from the heteroscedasticity test, based on the SPSS scatterplot output above, it was known that: (1) data points spread above and below or around the number 0; (2) dots do not collect only at the top or bottom; (3) the distribution of data points did not form a wavy pattern that widens then narrows and widens again; and (4) the distribution of points was not patterned

Thus, it could be concluded that there did not heteroscedasticity problem, so that a good and ideal regression model should be fulfilled. Then from the regression output results it was known that the calculated T value of the live streaming influencer variable (X1) and content of product (X2) was greater than the T table which is expressed as $1.665, 10.069 > 1.657$, but the significant value of the live streaming influencer variable was more than 0.05 ($0.098 > 0.05$), while the significance value of the content of product variable was smaller than the specified sig value ($0.000 < 0.05$). Furthermore, it was known that the calculated F value of the variables being tested was greater than the f table with a statistical value of $131.205 > 3.07$. So from the analysis of the regression results obtained, it could be concluded that partially live streaming influencers (X1) have no effect on Customer Buying Interest (Y), then content of product (X2) has an effect on Customer Buying Interest (Y). Furthermore, the variables live streaming influencer and content of product simultaneously influence Customer Buying Interest. From the statistical data output obtained, it was known that live streaming influencers have no effect on customer buying interest. This was caused by several factors that could influence the effectiveness of live streaming influencers in attracting buying interest, including the lack of credibility of influencers who did live streaming so that the audience was not yet fully confident of originality or relevant experience in the product category they were promoting. The impact of this results in consumers becoming skeptical of their recommendations, so they are not inspired to explore or interested in purchasing products.

Furthermore, regarding incompatibility with the target audience, this was because the audience of live streaming influencers tends did not to match the product's target market. If the product was a premium item, but the majority of the audience was a segment with low purchasing power, the promotional message will not be effectively conveyed. This has the effect of discrepancies which reduce the relevance of promotional messages, so that purchasing interest did not increase. Next, regarding overexposure or content saturation. This was because consumers may feel bored with excessive or continuous promotion via live streaming, especially if many influencers use similar methods. Then this results in boredom making consumers ignore promotional messages, so that they have no impact on purchasing interest. Next was the lack of authentic interaction. This was because if live streaming focuses too much on product promotion and lacks natural interaction with the audience, this could reduce the sense of involvement and personalization. The consequence of this was that consumers feel that live streaming events were only for selling products, not to provide added value, so they are not interested in buying. Furthermore, the product was irrelevant. This was because the product being promoted was relatively inappropriate or does not attract enough attention from the live streaming audience. Consumers did not see the need or benefits of the product, so purchase interest was not triggered. Then the Call-to-Action (CTA) was ineffective. This was because if influencers didn't provide clear or compelling direction for next

action, such as exclusive discounts or limited-time offers, consumers might lose motivation to buy. The ineffectiveness of CTAs reduces potential purchasing interest.

Then competition or more interesting alternatives. This was because consumers might be more interested in products or promotions carried out by other influencers, so that certain live streams are not successful in attracting their attention. Competitor dominance makes promotional efforts less effective. Furthermore, regarding the lack of consumer preference for live streaming, this was because some consumers might not be interested in the live streaming format as a promotional medium because it was considered time consuming or irrelevant. This promotional media becomes ineffective in reaching consumers who have other media preferences, such as short video-based social media advertisements. Furthermore, strategy or execution errors. This is because live streaming that is not well designed, such as low video quality, lack of interesting content, or an inappropriate schedule, could reduce the attractiveness of promotions. This lack of quality and strategy makes promotions unable to build purchasing interest. This was contrary to the hypothesis and previous research which states that live streaming has an effect on buying interest (Ita et al, 2023). Furthermore, regarding product content which influences customer buying interest, this was because there was clear and informative product information so that it could help consumers understand the features, benefits and value of the product. Then there was the creation of emotional value from interesting content and could build emotional connections with consumers. Then it increases consumer confidence because the content was on target, reflecting the quality of the product. Then the content of the product was also able to strengthen product differentiation in a competitive market. This was in line with research conducted by Shandrya (2023) so the hypothesis was accepted.

CONCLUSION

Live Streaming Influencers have no effect on customer interest buying, this was due to unclear video and audio quality during live stream viewing, time spent watching the stream was less than 30 minutes, as well as user interactions such as comments appearing, liking, sharing, or reactions given during streaming. Furthermore, Content Of Product influences customer buying interest. This was because, The product content watched on Shopee was in accordance with the buyer's needs or interests. The information provided in the product content was correct and trustworthy. Explanations about the product were written in simple and easy to understand language.

Regarding influencer live streaming, it would be good if there was relevance according to consumer needs, considering that product trends, both skincare, fashion, and food and drink, tend to change quickly, because they were also influenced by foreign culture, such as the Korean wave, which brings influence and creates its own trends. for young people to follow. Furthermore, the credibility of the influencer who was widely followed increases the attraction for potential consumers who have not used the influencer's recommended products before. To overcome this, a thorough evaluation is needed, such as target audience analysis, improving the quality of live streaming content, and selecting influencers who are appropriate to the product and brand.

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