



THE INFLUENCE OF LIVE VIDEO STREAMING, TRUST, AND PRICE FEATURES ON PURCHASING DECISIONS FOR TIKTOK E-COMMERCE CUSTOMERS

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Article info	ABSTRACT
<p>Corresponding Author:</p> <p>Rini Hardiyani rinihardiyani@gmail.com Politeknik Negeri Jember</p>	<p>This study aims (1) To determine the effect of live video streaming on e-commerce purchasing decisions on TikTok. (2) To determine the effect of Trust on e-commerce purchasing decisions on TikTok. (3) To determine the effect of price on e-commerce purchasing decisions on TikTok. The research method used is a quantitative method. Data collection is used in this study using a questionnaire (google form). The number of samples in this study was calculated using the Slovin formula and obtained 96 respondents who were TikTok e-commerce users. The data processing method in this study used SPSS software version 20.0. The results of the study showed that (1) Live Video Streaming has a significant effect on Purchasing Decisions. (2) Trust does not have a significant effect on Purchasing Decisions. (3) Price has a positive effect on purchasing decisions.</p> <p>Keywords: <i>Live Video Streaming; Trust; Price; Purchase Decision</i></p>
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INTRODUCTION

The development of digital technology has brought significant changes in carrying out all activities, especially those related to business. Apart from running a business offline, social media has become an alternative that is widely used to run a business online. The buying and selling business is something that many people do to fulfill their needs, where sellers and buyers no longer need to meet in person, especially through e-commerce platforms. Online buying and selling activities carried out through e-commerce platforms have several benefits both for sellers who can promote their products through social media and for buyers who don't need to bother going to the shop in person because they can shop wherever they are (Sankist, 2022).

One e-commerce platform that is being widely used by the public is the TikTok application. The TikTok application continues to innovate to meet the needs of the business world regarding marketing or advertising methods that are more modern and follow existing trends. As shown in the graph below, TikTok platform users continue to increase every year.

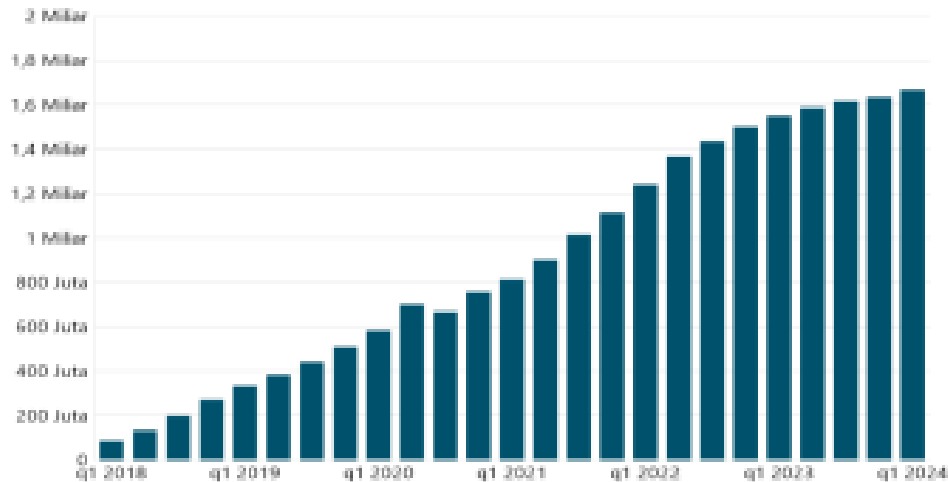


Figure 1. Number of marketplace accesses

Source: Databoks <https://databoks.katadata.co.id/tags/user-tiktok/>, accessed on 20 November 2024

TikTok is one of the most popular and popular applications in the world. In fact, as of July 2024, Indonesia is in first place with the most TikTok users in the world with 157.6 million TikTok users (Restu, 2024). Initially TikTok was known as a short video sharing application accompanied by music, filters and several other creative features (Adawiyah, 2020) but now it has developed into an e-commerce that offers various interesting features, one of which is the live streaming feature.

The live streaming feature allows sellers to interact directly with buyers by providing a more interactive and personalized shopping experience. The presence of the Live Streaming feature on Instagram social media is an alternative solution for business actors in an effort to build consumer trust when shopping online. With Live streaming, business actors are indirectly able to present a shopping atmosphere in front of potential buyers. The live feature on social media allows business people to offer products in real time, provide detailed information about the product (product knowledge), answer questions from potential buyers or interact with potential buyers within a limited time. Live Streaming is a new trend that allows business people to real-time interact directly with consumers (Saputra, 2022). According to research by Hermalia and Ahmadi (2024), interactive live streaming sessions significantly increase consumer purchasing intentions.

Apart from the live streaming feature, another factor that influences consumer purchasing decisions is the level of trust towards sellers or e-commerce platforms, especially the Tiktok application. Trust is an important element in online transactions because consumers cannot see or touch the product directly. A high level of trust can encourage consumers to feel safe and comfortable when making purchases. This variable has been studied previously in Daiman's research et.al. (2023) that trust influences purchasing decisions in e-commerce.

On the other hand, price also plays a significant role in influencing purchasing decisions. In the highly competitive e-commerce market, consumers tend to compare prices between sellers to get the best deal. In accordance with Syabani's research et.al. (2024) if price has a significant influence on product purchasing decisions but other research is the

opposite, namely research

Maria et.al. (2023) stated that price has no influence on purchasing decisions. The combination of live streaming features, consumer trust, and competitive prices is believed to have a major impact on customer purchasing decisions on the e-commerce platform TikTok. This research aims to analyze the influence of the live streaming feature, level of trust, and price on customer purchasing decisions on TikTok e-commerce. By understanding these factors, it is hoped that the research results can provide insight for sellers and platform managers to improve marketing strategies and consumer shopping experiences.

Literature Review

Purchase Decision

Purchasing decisions are the process through which consumers choose, buy, use and evaluate a product or service offered by a seller. According to Kotler and Keller (2016), purchasing decisions consist of several stages, namely:

- 1. Problem Identification:** Consumers know and realize there is a need.
- 2. Information Search:** Consumers look for information about products that can meet these needs.
- 3. Alternative Evaluation:** Consumers compare various product alternatives available.
- 4. Purchase Decision:** Consumers make the final decision to purchase a product.
- 5. Post Purchase Behavior:** Consumers evaluate the products they have purchased based on the satisfaction they obtain.

The Influence of Digital Technology in Purchase Decisions

According to Chaffey and Smith (2017), the presence of digital technology such as social media and e-commerce has changed consumer purchasing decision patterns. Consumers now have it easier in searching for information and comparing products online before making a purchase.

Live Video Streaming

Live video streaming has now become a trend among the public because this method is widely used by business actors as a cheap and effective promotional tool (Febriah and Febriyantoro, 2023). This is one of the innovations in the field of technology. Consumers can view products in real time, interact directly with sellers, and make purchases without leaving the platform. As with research by Sulhaini et.al. (2024) that consumers or potential buyers cannot touch, smell and try the products offered on live streaming, but consumers can imagine the actual effects when using the product. live streaming can optimize the online shopping experience, both visually and audibly.

Trust

Trust is the foundation that supports relationships between individuals. Trust enables more effective communication, productive collaboration, and increased loyalty. Customer trust is an important part of every successful business relationship because it forms the foundation for long-term customer loyalty and satisfaction (Aditya, 2024: 334). Trust has several important dimensions, including (Novita and Wulandari, 2020):

- 1. Abilities**
Consumers receive a guarantee of satisfaction and level of security from the seller when making transactions.
- 2. Benevolence**
The seller's desire to fulfill consumer needs thereby creating satisfaction.

3. Integrity

Ability to convey information to consumers according to actual circumstances and conditions.

Price

According to Kotler and Keller (2016), price is the amount of money charged for a product or service, or the value given by consumers to obtain benefits from the product. Stanton (2001:312) also states that price is the amount of money that consumers exchange for goods and accompanying services that complement them. Price is the amount of value that consumers exchange for the number of benefits by owning or using a good or service. Price is something that consumers pay attention to when making a purchase. Some consumers even identify price with value (Igir et.al, 2018).

Live Video Streaming Against Purchase Decisions

Live video streaming has been widely used in various applications, one of which consumers use the most is the Tiktok application. The live video streaming feature is a feature that is very influential in attracting consumers because viewers or potential buyers can interact directly and buy goods sold at the shop online without having to leave the house. This also attracts consumers to buy, so that purchasing decisions increase (Netrawati et al., 2022). Ramadhan and Hilwa's (2024) research also state that live video streaming has a significant influence on purchasing decisions. H1: Live video streaming influences purchasing decisions on the Tiktok application.

Trust Against Purchase Decisions

Trust is one of the marketing strategies carried out by companies to buyers. Many consumers choose not to make repeat purchases because of price issues. Consumer confidence in making purchasing decisions increases along with trust (Talibandang et.al, 2023). H2: Trust influences purchasing decisions on the Tiktok application

Price Against Purchase Decisions

Price is a sensitive aspect for consumers as buyers because it often determines purchasing decisions for a product offered by a shop (Febindra and Artina, 2024). Products offered on e-commerce many have similarities so that price is one of the main determinants for consumers in determining the decision to purchase a product. H3: Price influences purchasing decisions on the Tiktok application

METHOD

Type of Research

This type of research uses quantitative descriptive research where the data obtained will be described in the form of numbers. The research method used is a survey method where researchers will distribute questionnaires to respondents, namely TikTok users who have made shopping transactions via the TikTok e-commerce platform. The data analysis technique used is descriptive statistics. Descriptive statistical analysis techniques are statistics that focus on how to collect, process and analyze data without trying to draw conclusions about the population.

Research Time

This research was carried out from August - September 2024.

Population and Sample

The population of this research is Indonesian people who have shopped through the TikTok

Shop e-commerce platform. Population is a group of objects or subjects that have certain characteristics as determined by researchers for further research and conclusions are drawn (Sugiyono, 2019). The sampling technique in this research was carried out on users of the Tiktok Shop e-commerce platform who had previously made product purchase transactions or shopped through Tiktok Shop live feature. The sample is part of the existing population (Sugiyono, 2019). The sample collection method in this study used nonprobability sampling where sample collection is due to a population whose identity and numbers are unknown. If the population is large then researchers can do it purposive sampling which means that whoever the researcher meets and matches the required sample characteristics, that person can be used as a respondent in this research.

Researchers determined several criteria for sampling in this study, namely:

- a. people aged 18-45 years,
- b. Ever carried out a shopping transaction via live streaming of Tiktok shop
- c. Domiciled in Jember, East Java.

Samples were taken from a population whose exact number was unknown using the Cochran formula (Sugiyono, 2019) as follows:

$$n = \frac{Z^2pq}{e^2}$$

$$n = \frac{(1,96)^2(0,5)(0,5)}{(0,10)^2}$$

$$n = 96,04 = 96 \text{ people}$$

Information:

n : Number of Samples

q : 50% chance of error = 0.5

p : true chance 50% = 0.5

Z : Z score at a certain level of significance, Z value = 1.96 with a confidence level of 95% and: Marging of error, the maximum error rate is 10%

Based on the calculation results in the formula above, the number of samples that can be determined is 96.04 which will be rounded up to 96 respondents.

Data Collection Methods

Researchers carried out data collection methods using questionnaires to respondents who were the samples in this study. The questionnaire given to respondents is a number of questions that must be filled in and answered by respondents with the aim of analyzing the level of customer satisfaction and product quality in purchase transactions on the TikTok Shop live streaming. The way the questionnaire is distributed is carried out individually online by using application google form to various social media to reach TikTok shop users.

Data and Data Sources

1. Data Primer

Primary data is data obtained from the source directly using the questionnaire distribution method.

2. Data Seconds

Secondary data in this research was obtained from journals, books and internet media.

Data Analysis Method

The data processing method in this research uses SPSS version 20.0 software.

RESULT AND DISCUSSION

The profile of respondents in this study was found to be 72 women with a percentage of 75%, while 24 male respondents were known to be female with a percentage of 25%. The age of the respondents was predominantly in the age range of 18 years to 25 years by 62.5%, aged 26 years to 30 years by 15%, and aged >30 years by 22.5%. Based on the income factor, the respondents' monthly income is known as in the table below.

Table 1. Monthly Income

Total income	Amount	Percentage
< 1.000.000	15	16%
1.000.000-1.500.000	20	21%
1.500.000-2.000.000	44	46%
2.000.000-2.500.000	10	10%
>2.500.000	7	7%

The multicollinearity test in this research is a test to determine the relationship between independent variables (Ghozali, 2017). If a VIF value <10 is obtained, it can be concluded that there is no multicollinearity. Based on the results of the multicollinearity test table below, it shows that the VIF value of all variables is <10, which means the variables in this study are free of correlation. The following is a table of multicollinearity test results.

Table 2. Multicollinearity Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.135	1.530		1.395	.166		
	X1	.574	.086	.503	6.647	.000	.991	1.448
	X2	.167	.091	.134	1.828	.071	.740	1.351
	X3	.468	.096	.341	4.899	.000	.916	1.226

a. Dependent Variable: Y

This research's t statistical test is a test of each independent variable on the dependent variable. The t test can be said to have a significant effect if the sig value is <0.05. The following are the results of the t test table.

Table 3. Statistical Test t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.135	1.530		1.395	.166
	X1	.574	.086	.503	6.647	.000
	X2	.167	.091	.134	1.828	.071
	X3	.468	.096	.341	4.899	.000

a. Dependent Variable: Y

Based on the t statistical test table above, variable live video streaming TikTok and price have a positive and significant effect on consumer purchasing decisions so that hypotheses H1 and H3 are proven and accepted. Meanwhile, Trust does not have a significant effect on purchasing decisions, so hypothesis H2 is not proven and is rejected.

Live video streaming TikTok has a significant and positive influence on consumer purchasing decisions. This means that if live streaming is improved, then purchasing decisions consumers are also increasing. Live video streaming TikTok influences consumer purchasing decisions because this feature is very popular with TikTok users, especially people in Jember. Consumers can experience shopping online in real time while watching live video streaming TikTok. One of the advantages of live streaming is that consumers can interact directly with the seller and see the products and promotions that the seller is providing at the moment live streaming taking place. Even facilities live video streaming allows consumers to find out more detailed information about the product they want to buy, for example material, color, texture, shortcomings, advantages, size, shape and other information. Consumers can be more objective in choosing and determining whether to buy or not and can satisfy product information needs (Nilawardhani and Suharto, 2024).

Trust does not have a significant effect on purchasing decisions. This means, presence or absence trust will not influence consumers to buy products on TikTok. Therefore, trust cannot be a definite benchmark for measuring consumer decisions. Trust can arise in various ways, the thing that consumers most often see when shopping online is by looking at reviews from previous consumers who have purchased and the number of products sold in the store. Positive reviews or high ratings held by a shop do not guarantee that the products received by consumers match the reviews given by previous buyers (Baskara and Nurwidawati, 2023). Therefore, its presence or absence trust then loyal consumers will continue to buy the products offered by the shop, especially through live video streaming TikTok. This research is in line with Rorie's research et al (2022) which explains that trust has an effect but is not significant on consumer purchasing decisions.

Price has a significant and positive influence on consumer decisions. This means that price is the main factor in deciding whether consumers want to buy the product, a price that is affordable for consumers is certainly an added value for consumers to buy this product (Anto et.al., 2022).

CONCLUSION

Based on the research results, the following research conclusions were obtained: First, Hypothesis H1 was accepted, meaning that it was partially variable Live video streaming TikTok has a positive and significant influence on purchasing decisions. Second, Hypothesis H2 is rejected trust has no effect on product purchasing decisions on Tiktok. Third, hypothesis H3 is accepted, meaning that price influences product purchasing decisions on TikTok. This research has limitations, namely that the survey was carried out online which could cause this research to be biased towards actual conditions.

Suggestions for future researchers, researchers should add other factors that are more relevant and have not been studied by previous researchers so that future researchers can provide updates. Apart from that, future researchers can create models to create efforts to improve purchasing decisions in order to increase product sales online.

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