

THE INFLUENCE OF LIVE STREAMING AND PROMOTION ON SHOPEE ONLINE PRODUCT PURCHASE DECISIONS IN BIREUEN

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Abstract

The aim of this research is to determine the effect of live streaming and promotions on online product purchasing decisions (study of shopee consumers in Bireuen). To get maximum results, the scope of data was obtained from respondents' answers through questionnaire questions distributed to 90 respondents. The data analysis technique used in this research is multiple linear regression analysis. The research results show that the live streaming variabel (X1) has a significant t effect on purchasing decisions with a value of $0.001 < 0.05$ and the promotions variable (X2) has no significant t effect on purchasing decisions with a value of $0.488 < 0.05$. Simultaneously live steaming and promotions variables have a significant effect on purchasing decisions for online Shopee products in Bireuen with a value of $0.001 < 0.05$.

Keywords: *Live Streaming, Promotion, Product Purchase Decisions*

INTRODUCTION

Along with the times, technological advances are increasingly developing in this digital era. This is also very felt by the economic sector, especially in business competition. Technological sophistication requires economic actors to continue to innovate in carrying out business strategies and are required to be able to read existing market opportunities. The most relevant business strategy that is able to answer the challenges of increasing market competition is a business strategy that is able to accommodate market criteria through the use of various types of facilities and infrastructure that are also increasingly advanced and developing. One of these strategies is a strategy in the marketing aspect using digital tools or often referred to as E-commerce.

E-commerce is the purchase or sale of goods and services over the internet using a method specifically designed to receive or order). E-commerce makes it easy for shoppers to get the products they want without having to go to a store and save time. Shopping behavior that comes directly to the store has shifted to shopping behavior through e-commerce. This creates increasingly fierce competition between e-commerce in fighting for the first place in various aspects. Shopee is a leading e-commerce platform in Southeast Asia and Taiwan. The platform is designed to provide an easy, secure, and fast online shopping experience through payments and also strong logistics support. Shopee provides various features for its users, including Shopee Live, Shopee Feed, Shopee Quiz, and also Shopee Games which aims to maintain, increase and attract consumer buying interest to create purchase decisions.

Shopee Indonesia is one of the e-commerce platforms that is included in the top 5 positions in Indonesia. Various products needed by the people of Indonesia are on the platform. Shopee as a market leader in the e-commerce industry in Indonesia continues to make various innovations in an effort to maintain its position.

LITERATURE REVIEW

The content of the literature review is a description/foundation of scientific theories related to the subject matter of the study/research, written in Times New Roman 12 font. All theoretical sources cited in this chapter must be listed in the bibliography.

METHOD

RESEARCH METHOD

Research Approach

The approach used in this study is a quantitative approach. According to Sinambela (2020), the quantitative method is a type of research that uses numbers in processing data to produce structured information.

Place and Time of Research

This research was conducted on shopee consumers in Bireuen. The research was carried out in November 2023. The time used by the researcher for this research is carried out from the date of issuance of the research permit within a period of approximately 3 (three) months, 2 months of data collection and 1 month of data processing which includes presentation in the form of a thesis and the guidance process takes place.

Research Population

According to Sekaran & Bougie (2016) population is the total number of certain people, events, or objects that are related to research in a wider scope. The population in this study is shopee consumers in Bireuen. The total number of people in this study is not known for sure because every day of course shopee consumers in Bireuen are changing and not fixed.

Sample Research

Sample is simply defined as part of the population. According to Neuman (2013) the sample is a partial or representative of the population studied. Meanwhile, according to Notoadmojo (2018), the sample is an object that is studied and is considered representative of the entire population. If we are only going to examine a portion of the population, then the study is called a sample study.

In determining the sample of this study, a non-probability sampling approach procedure was used. The type of non-probability sampling used in this study is accidental sampling. In this accidental sample determination method, the researcher took a sample that he happened to encounter at that time. As for the method of determining the sample in this study, taking the opinion of Hair et al (1998), the sample size is in the range of 5-10 times the number of parameters/indicators in one research model. The number of indicators in this research model is as many as 9 indicators, so based on the opinion of Hair et al in Ferdinand (2016), the number of samples can amount to 5-10 times the number of indicators in the model, this study takes a sample of 10 times the number of indicators ($9 \times 10 = 90$ samples)

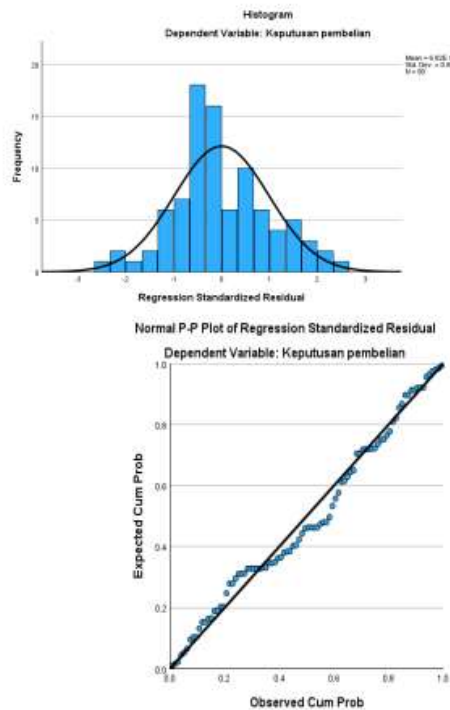
Data Analysis Method

The data collection technique in this study uses a questionnaire. Questionnaires are research instruments that are generally used for research with a quantitative approach that contains statements that are arranged in such a way about research variables (Purwanto, 2018). Questionnaires are used to find out the opinions of respondents. In this case, the respondent only answered by giving a certain mark to the alternative answer provided.

i. RESULT

Normality Test

The following is a graph of the results of data processing on variable dependent purchase decisions (Y)



Source : Primary data processed in 2024

From the results of the data processing, it can be seen that the distribution of variable data (Y) of the purchase decision follows a diagonal line on the "Normal P-Plot Of Regression Standardized Residual", therefore this model is said to be normally distributed and there is no deviation so that the data that has been collected can be continued to the next stage of the process of methods.

Multicollinearity Test

The results of the multicollinearity assumption test can be seen in the table below:

Variabel	Tolerance	VIF
Live streaming	0.600	1.666
Promotion	0.600	1.666

Source : Primary data processed in 2024

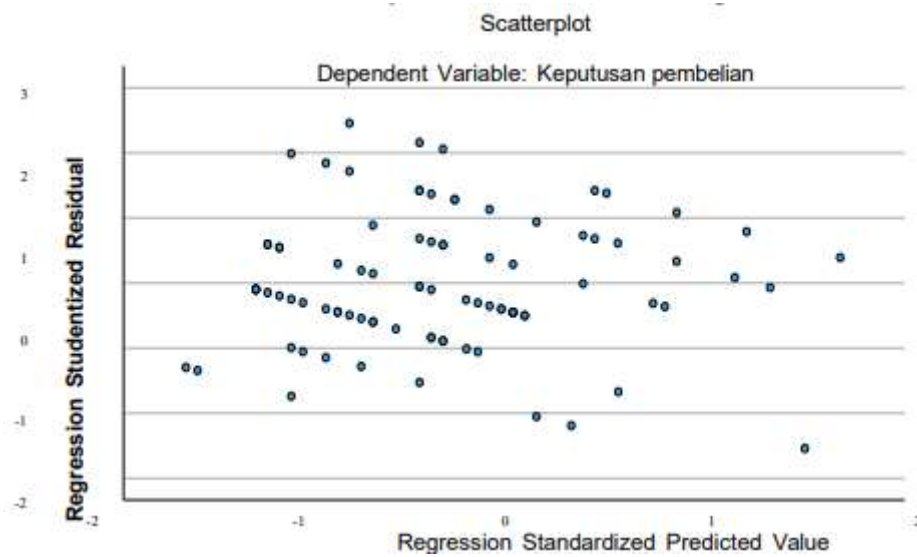
Based on the table above the results of the multicollinearity test with the help of SPSS, it can be seen that the two independent variables, namely live streaming and promotion, show a VIF <10 and nilai="" tolerance="" diatas=""> figure of 0.10. Thus, it can be concluded that the regression model is not multicollinearity, so the existing correlation model is suitable for use.

Heteroscedasticity Test

The most common way to detect the presence or absence of heteroscedasticity is to look at the scatterplot between the predicted value of the dependent variable (ZPRED) and the residual

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SRESID. Detection of heteroscedasticity can be done by looking at the presence or absence of certain patterns in the scatterplot graph between SRESID and ZPRED. The results of the heteroscedasticity test are shown in the figure below:



Source : Primary data processed in 2024

From the figure above, it can be seen that the dots are randomly distributed, and scattered both above and below the number 0 (zero) on the Y axis. Multiple Linear Regression Analysis This analysis is used to determine the influence of variables (X1) live streaming and (X2) promotion. Based on multiple linear analysis using the SPSS program, the results can be seen in the table below.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	5.075	1.321		3.843	.001
Live streaming	.403	.105	.457	3.854	.001
Promotion	.068	.097	.083	.697	.488

Source : Primary data processed in 2024

The results of the multiple linear regression analysis of the table above can be systematically written as follows:

$$Y = 5.075 + 0.403X_1 + 0.068X_2 + e$$

From this equation, several things can be explained as follows:

1. A constant of 5.075 means that if the live streaming and promotion value is 0 (zero), then the purchase decision is 5.075.
2. The regression coefficient value of the live streaming variable is positive 0.403, meaning that if the promotion variable has a fixed value and the live streaming variable increases by 1 time or 100%, then the purchase decision increases by 0.403 or 40.3%.

- The value of the regression coefficient of the promotional variable has a positive value of 0.068, meaning that if the live streaming variable has a fixed value and the promotional variable increases by 1 time or 100%, then the purchase decision has increased by 0.068 or 6.8%.

Partial Testing (t-Test)

The t-test was used to determine the partial influence of the independent variable on the bound variable. This test is by comparing the probability value or p-value (sig-t) with a significance level of 0.05. If the p-value is less than 0.05 then Ha is accepted, and vice versa If the p-value is greater than 0.05 then Ha is rejected.

Hypothesis Test Results

Variabel	t _{hitung}	t _{tabel}	Sig.	Ket
Live streaming (X ₁)	3.854	1.662	< .001	Ha ₁ diterima
Promosi (X ₂)	0.697	1.662	0.488	Ha ₂ di tolak

Source : Primary data processed 2024

From the table above, the results of hypothesis testing can be explained as follows:

- Hypothesis testing partially the live streaming variable (X₁) has a positive and significant effect on the decision to purchase shopee online products in Bireuen, because its significance (<.001) is less than 0.05. This means that the tcount > ttable (3,854 > 1,663) so that Ha₁ is accepted.
- Testing the hypothesis that the partial promotion variable (X₂) has no effect on the decision to purchase shopee online products in Bireuen, because its significance (0.488) is greater than 0.05. This means that the tcount > ttable (0.697 < 1.663) so that Ha₂ is rejected

Simultaneous Testing (F Test)

To test the hypothesis regarding the influence of live streaming and promotion on the purchase decision of shopee online products in Bireuen. It can be seen in the table below:

Model	Sum of Squares	df	Mean Square	F	Sig
1 Regression	58.348	2	29.174	15.606	<.001 ^b
Residual	162.641	87	1.869		
Total	220.989	89			

Source: Research Results, Data Processed (2024)

Based on the results of simultaneous testing, the Fcal value was obtained of 15.606 while at the significance level = 5% it was 3.10. This shows that based on the results of statistical test calculations, it shows that Fcal > Ftabel with a probability level of < 001. Thus, the results of this calculation can be decided that the proposed alternative hypothesis is acceptable and the null hypothesis is rejected.

RESULTS AND DISCUSSION

DISCUSSION

LIVE STREAMING

Live streaming is a video feature where sellers can sell as well as interact directly with buyers using the Shopee platform. The shopee live streaming feature was first launched on June 16, 2019 which is optimized for smartphone users. Sellers can take advantage of this feature as a means to increase sales, build store exposure and optimize store branding.

According to C.-C. Chen & Lin (2018) live streaming is a real-time audio and video broadcast of a program from the internet giving the audience the feeling of being present in person at the event. Meanwhile, according to Sarah (2022), Live streaming is often referred to as a live broadcast through a network that is broadcast to many people at the same time as the original event

INDICATORS OF LIVE STREAMING

According to Fitriyani, Aditya & Erwan (2021) Live Streaming indicators are as follows:

1. Interaction: Live streaming is a forum for interaction between sellers and buyers, so that potential buyers get a clearer interaction about the product.
2. Real time: Potential buyers can ask questions by asking questions through the chat feature and will be answered by the seller during the live stream
3. Promotional tools: In the live stream, the seller will offer a promo that applies to that time. There is a time limit for prospective buyers to get a discount. This is used as a promotional tool.

PROMOTION

Promotion comes from the word promote in English which is interpreted as developing or improving. Promotion is one of the components of the marketing mix that functions to achieve various communication goals with consumers. Thus promotion must be carried out in harmony with product marketing, pricing, distribution and actions that target prospects and customers.

According to Alma (2016) promotion is a type of communication that describes the products and services sold with the aim of attracting, remembering, and persuading potential consumers. Promotion can be said to be a marketing communication tool that functions to disseminate information, influence, or remind the market about products or services produced by companies so that they are willing to accept, and buy, Latief (2018).

PROMOTION INDICATORS

Promotion indicators according to Armstrong and Kotler (2019) are as follows:

1. Advertising, is a form of non-personal promotional channels using various media to stimulate purchases
2. Sales promotion, is one of the company's efforts to encourage the purchase or sale of products, one of which is by giving discounts.
3. Public relations is a company's effort to promote or protect the image of a company or product with various programs that have been designed by the company.

PURCHASE DECISION

A purchase decision is a decision-making process by consumers that combines knowledge to choose two or more available product alternatives that are influenced by several factors. According to Buchari Alma (2016), a purchase decision is a consumer decision that is influenced by the economy, finance, technology, politics, culture, products, prices, locations, promotions, physical

evidence, people, and processes. So as to form an attitude for consumers to process all information and draw conclusions in the form of responses that appear what products to buy.

According to Tjiptono (2015), defining a consumer's purchase decision is a process where consumers know their problems, look for information about certain products or brands. Meanwhile, according to Kotler and Keller (2016), consumer purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences to satisfy their needs and desires.

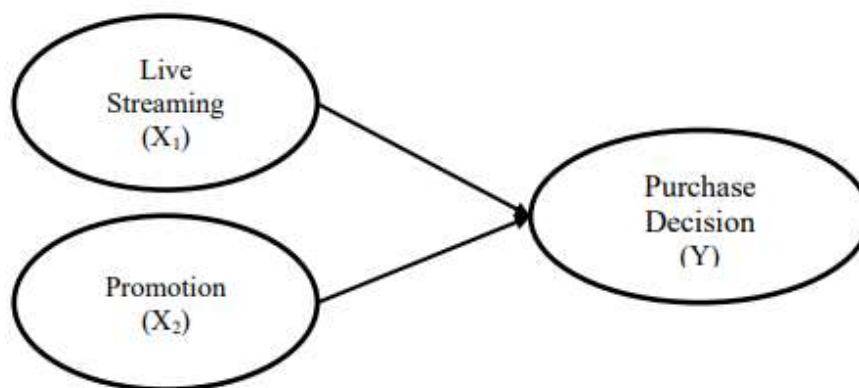
Purchase Decision Indicators

According to Thompson (2016) there are 4 indicators in purchase decisions, namely:

1. As needed. Customers make purchases because the products offered are as needed and easy to find the goods they need.
2. Have benefits. The products purchased are very meaningful and beneficial to consumers. Accuracy in purchasing products. Product prices are in accordance with product quality and in accordance with consumer desires.
3. Repeat purchases. A situation where consumers are satisfied with previous transactions so they intend to always make transactions in the future.

Conceptual Framework

A framework of thinking is a model or description in the form of a concept that explains the relationship between one variable and another. The variables that will be studied in this study are live streaming (X₁), promotion (X₂), and purchase decision (Y). Based on this, the framework of thinking formed in this study is as follows:



Research Hypothesis

Ha1: There is an influence of live streaming on the decision to buy shopee online products in Bireuen.

H01: There is no influence of live streaming on the purchase decision of shopee online products in Bireuen
Ha2: There is an influence of promotions on the purchase decision of shopee online products in Bireuen.

H02: There is no influence of promotion on the decision to buy shopee online products in Bireuen

Ha3: There is an influence of live streaming and promotions on the decision to buy shopee online products in Bireuen.

H03: There is no influence of live streaming and promotions on the decision to buy shopee online products in Bireuen.

CLOSING

Conclusion

Based on the research that has been conducted by the researcher, the following conclusions can be drawn:

1. Live streaming variables have a positive and significant effect on the decision to buy shopee online products in Bireuen.
2. Promotion variables do not have a significant effect on the decision to buy shopee online products in Bireuen.
3. The live streaming variable had a positive and significant effect on the decision to purchase shopee online products in Bireuen and the promotional variable did not have a significant effect on the decision to purchase shopee online products in Bireuen.

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