



FACTORS THAT INFLUENCE CUSTOMER BUYING INTEREST (CASE STUDY OF SHOPEE AND TIKTOK SHOP MARKET PLACE)

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Abstract

The increasing use of internet technology along with the development of the era has become a lifestyle for some people in Indonesia. So that it encourages marketers to create the right marketing strategy for the company. The purpose of this study is to determine the effect of live sales streamings, product reviews, and discounts on buying interest in the Shopee marketplace. And to determine the effect of influencer marketing, product quality, and product diversity on buying interest in online shopping at TikTok Shop. This study uses a quantitative research approach, which is a scientific method because it has met scientific principles in a concrete or empirical, objective, measurable, rational, and systematic manner. The data used are primary and secondary data which are then processed using SPSS 26. The population of this study was 50 people who were then used as samples with a saturated sampling technique. This study uses a quantitative research approach, which is a scientific method because it has met scientific principles in a concrete or empirical, objective, measurable, rational, and systematic manner. The data used are primary and secondary data which are then processed using SPSS 26. The population of this study was 50 people who were then used as samples with a saturated sampling technique.

The results of the study show that the Shopee marketplace is a live sales streaming that influences purchase interest with a t-count value of $7.466 > t$ table. Product reviews influence purchase interest with a t-count value of $11.466 > t$ table. Discounts influence purchase interest with a t-count value of $7.077 > t$ table. Meanwhile, the results of the study on TikTok Shop showed that based on the results of the t-test, there was an influence of influencer marketing on purchase interest with a t-count result of $4.415 > t$ table. Product quality on purchase interest with a t-count result of $5.453 > t$ table. Product diversity with a t-count result of $0.274 < t$ table had no effect on purchase interest. So it can be concluded that live sales streamings, product reviews, and discounts each have an effect on buying interest in the Shopee marketplace. As well as influencer marketing, product quality, and product diversity each have an effect on buying interest in Tiktok Shop.

Keywords: Influencer Marketing, Product Quality, Product Diversity, Live Sales Streaming, Product Reviews, Discounts, Purchase Interest, Shopee Marketplace, TikTok Shop

INTRODUCTION

The increasing use of internet technology along with the development of the era has become a lifestyle for some Indonesian people. Social media is a means used by people to interact with each other by creating, sharing, and exchanging information and ideas in a virtual network and community. The purpose of social media is to help find things of interest, share thoughts and ideas with others, and learn more about what is happening around (Kamanda, 2024). The influence of the internet on the world of business and marketing has changed the concept and view of business models. One of the striking changes is the evaluation of the interaction model, where face-to-face meetings in the upstream era have been replaced by an interaction model known as e-commerce. In Indonesia, e-commerce has experienced rapid growth driven by population growth factors, technological advances in the digital era (Syamsiyah & Nirawati, 2024).

TikTok Shop is one of the most popular e-commerce platforms today. A feature integrated with the TikTok application, a video-based social media platform that has many active users. TikTok has a social commerce feature called TikTok Shop, where creators and users can promote products and

even sell them. In the current digital era, almost everything is made easier by technology and the internet. Although influencer marketing on TikTok Shop has many opportunities, there are several problems that can affect campaign results and buyer interest. Some problems such as choosing the wrong influencer, choosing the wrong target audience or product can reduce the effectiveness of the campaign. Influencer Marketing can be interpreted as a marketing strategy that prioritizes directing specific individuals, rather than covering the entire target market. Marketing through influencers focuses on the use of influencers on social media platforms with the intention of conveying brand messages and achieving predetermined goals (Raharjo et.al., 2023). Product quality problems that can affect buyer desires include products that do not match their descriptions, products received by customers do not match the images or descriptions displayed on TikTok Shop. Product quality is the ability of a product to provide results that are in accordance with what customers expect, and can even exceed customer expectations (Tjipto & Chandra, 2016; Mahira et.al., 2021). The problem of product diversity can impact the customer shopping experience and the effectiveness of the platform as an e-commerce channel. Some problems that arise related to various products on TikTok Shop such as limitations in the variety of products available, so that customers cannot find various variants of the products they are looking for.

Online shops like Shopee also have the same shortcomings as the many sellers on online shops selling the same products. Therefore, online sellers must continue to innovate in order to remain competitive in the market place. In addition to the features above, Shopee has a feature that has been in demand by customers and sellers so far, namely Live Streaming Selling where sellers selling through the Shopee platform can interact directly with consumers. Shopee as an online shop application reaches a wide audience. Shopee is also the most popular e-commerce platform in Southeast Asia and its number continues to grow (Rahmawaty et.al., 2023). There are several obstacles that affect the buying interest of Shopee e-marketplace customers, including trust in product reviews and product ratings, as well as the availability of discounts and promos that can affect customer buying interest.

The purpose of this study is to determine the influence of influencer marketing, product quality and product diversity on customer purchasing interest in TikTok Shop. And to determine the influence of live sales streamings, product reviews, and discounts on customer purchasing interest in the Shopee marketplace.

LITERATURE REVIEW

Purchase Interest

Purchase interest is a tendency and desire that strongly drives individuals to buy a product. Purchase interest is a customer behavior that occurs when customers are stimulated by external factors and come to buy based on personal decision characteristics and decision-making processes (Saputra

et.al., 2023). Customer purchase interest is the behavior of customers who have a desire to want a product that is offered (Octavianto & Wardani, 2023).

Based on the references above, the definition of customer purchase interest is interpreted as a benchmark for success in e-commerce sales by getting even more sales. According to Bakti et al. (2020), there are four indicators of customer purchase interest, namely transactional interest, referential interest, preferential interest, and explorative interest.

Influencer Marketing

Influencers are considered trustworthy, and brands use them to spread products and brand awareness and are followed by a large number of users on social networks online (De Veirman et al., 2017). Influencer marketing has become a concept that dominates marketing strategies in the digital and social media era. The main characteristic of influencer marketing involves collaboration between brands and individuals or figures who have influence and a large number of followers on social media platforms (Raharjo et.al., 2023). The main characteristic of influencer marketing is authenticity, an aspect that is a strong pillar in establishing connections between influencers and their followers. Influencers have the ability to stretch themselves through their unique and authentic styles (Adrianto & Kurnia, 2021; Raharjo et al., 2023).

Based on the above understanding, it can be concluded that influencer marketing is one of a company's marketing strategies by inviting an influencer to work together in order to increase brand awareness as well as sales that are tailored to certain targets. Influencer marketing can be measured using four indicators, namely popularity, credibility, attractiveness, and strength.

Product Quality

Product quality is one of the important things that prospective buyers examine when they are going to buy something, either in the form of goods or services. Therefore, from this, the company must prepare high-quality products, so that the product becomes a popular product compared to the quality of competitors' products. If this is already owned by the company, the product quality is in accordance with the needs needed and also expected by prospective buyers when deciding to purchase an item that they will buy. In improving the quality of high-quality products, companies must continue to work hard to improve and create new innovations in the quality of the product itself in the purchasing decisions of prospective customers. (Sari & Prihartono, 2021). Product quality is quality that includes efforts to meet or exceed customer expectations; quality includes products, services, people, processes, and the environment; quality is a condition that is always changing (Inkiriwang et.al., 2022). Product quality is the ability of a product to provide results that are in accordance with what customers expect, and can even exceed customer expectations (Tjiptono & Chandra, 2016; Bakti et al., 2021).

Based on the above understanding, it can be concluded that product quality is something interesting or different from other products. Product quality indicators are durability, reliability, product suitability, and ease of use.

Product Diversity

Product diversity refers to the availability of a wide range of products, starting with a large number of choices that can be tailored to individual preferences and needs. Product diversity is also referred to as product assortment, which refers to the accumulation of all products and things available for purchase by a particular vendor (Hansen & Saputra, 2023) Product diversity refers to the services and goods provided to customers by different vendors. The level of category diversity can be measured by the number of stock-keeping units. Companies that offer a wide selection of products can increase the number of customers who visit the store frequently and make purchases (Faradila et.al., 2022; Hansen & Saputra, 2023)

Based on the previous references, it can be concluded that product diversity refers to the entirety of goods, starting with their models, sizes, and qualities, as well as the continued availability of these goods. It also refers to the variety of products available. The higher the number and variety of goods offered for sale at a particular location, the more likely it is that customers will be happy with their purchases and return them in the future. According to Hansen & Saputra (2023), product diversity consists of indicators, namely product size, product type, product material, product design, and product quality.

Live Streaming

Live streaming is a streaming whose production process can be watched live at the same time and place and because when doing a live streaming there is no editing process where if there is an error it cannot be corrected, then planning and preparation must be prepared carefully. Over the past few years, live streamings have grown significantly because they can inform customers about products sold directly without having to open conventional outlets or stores (Putra et.al., 2023). Live streamings allow users to display product information in real-time and interact with viewers who watch the live streaming. Live streaming promotes stores and products directly to buyers, buyers can communicate directly with sellers in real-time to find out more about the product through the comments column and buy it directly without leaving the streaming page (Sari & Habib, 2023).

From the various definitions above, it can be concluded that live sales streamings are an effective marketing strategy in increasing direct interaction between sellers and customers on digital platforms, live streamings not only increase trust in products, but also build trust and increase the likelihood of purchasing, it is important for companies to utilize live sales streamings with targeted strategies and relevant content to maximize their influence on customer purchasing interest. Live sales streaming indicators include attractiveness, expertise, and trust.

Product Reviews

Reviews containing images reflect the actual quality of the goods, such as color problems, inconsistent specifications, usage problems, and high quality, and good experiences, product reviews are reviews given by customers on the product (Ilmiyah & Krishernawan, 2020). Product reviews are a feature used by customers to describe the advantages or disadvantages of a product that can be used as a source of product information, compare similar products in other online stores, and select products for purchasing decisions (Ivadah & Sharif, 2021). Product reviews are one of the factors that motivate customers to buy products in the marketplace because product reviews contain direct recommendations from customers who have purchased the product and are usually accompanied by original images and videos so that customers can see clearly (Rahmawati & Suwarni, 2023)

From the description above, it can be concluded that product reviews are an important factor in influencing customer purchasing decisions. Positive reviews can increase customer trust in the product, provide additional information needed, and help in comparing products with others. The product review indicators (Sibro & Edy, 2022) are awareness, frequency, comparison, and effect.

Discount

As a direct discount on the price of goods for the purchase of a certain number of goods within a certain period of time. According to Tjiptono (2018) a discount is a price cut given by a manufacturer to a customer as a form of appreciation for a certain purchase, from a customer who is pleasant to the seller. According to Kotler & Keller in Rusni & Solihin (2022) a discount is an adjustment to the basic price to reward customers for certain recreations, such as early bill payments, purchase volume and off-season purchases, which means a discount given in certain situations where the situation is very beneficial to the company or customer.

From the description above, it can be concluded that discounts are an effective strategy in increasing customer buying interest. Discounts provide a direct incentive for customers to make purchases at lower prices, increase the value of transaction acceleration and influence customer purchasing decisions. Discount indicators are the amount of the discount, the discount period, and the type of product that gets the discount.

METHOD

The type of research used is quantitative research. In the quantitative research approach is a method based on the philosophy of positivism, as a scientific method because it has met scientific principles in a concrete or empirical, objective, measurable, rational, and systematic manner (Sugiyono, 2019). According to Sugiyono, Population is a generalization area consisting of subjects or objects that have certain qualities and characteristics that are applied by researchers to be studied and then conclusions are drawn. The population of this study were students who used the Shopee and

TikTok Shop applications on campus who had shopped as many as 50 people. According to Sugiyono, the Sample was Uniba Students Part of the number and characteristics possessed by a population. In this study, the sample collection technique was carried out by saturated sampling, namely the sample determination technique if all Shopee users were used as samples, especially those in the campus environment were used as samples. Another term for the data sample studied by the author was 50 respondents. The descriptive statistical test can be done with the SPSS 26 program. The Statistical Package for the Social Sciences is software that aims to analyze data, while the data presentation uses tables. The data analysis method used in this study is quantitative, using multiple linear regression analysis and hypothesis testing. Quantitative data analysis is a form of analysis that uses numbers and statistical calculations (Sugiyono, 2019)

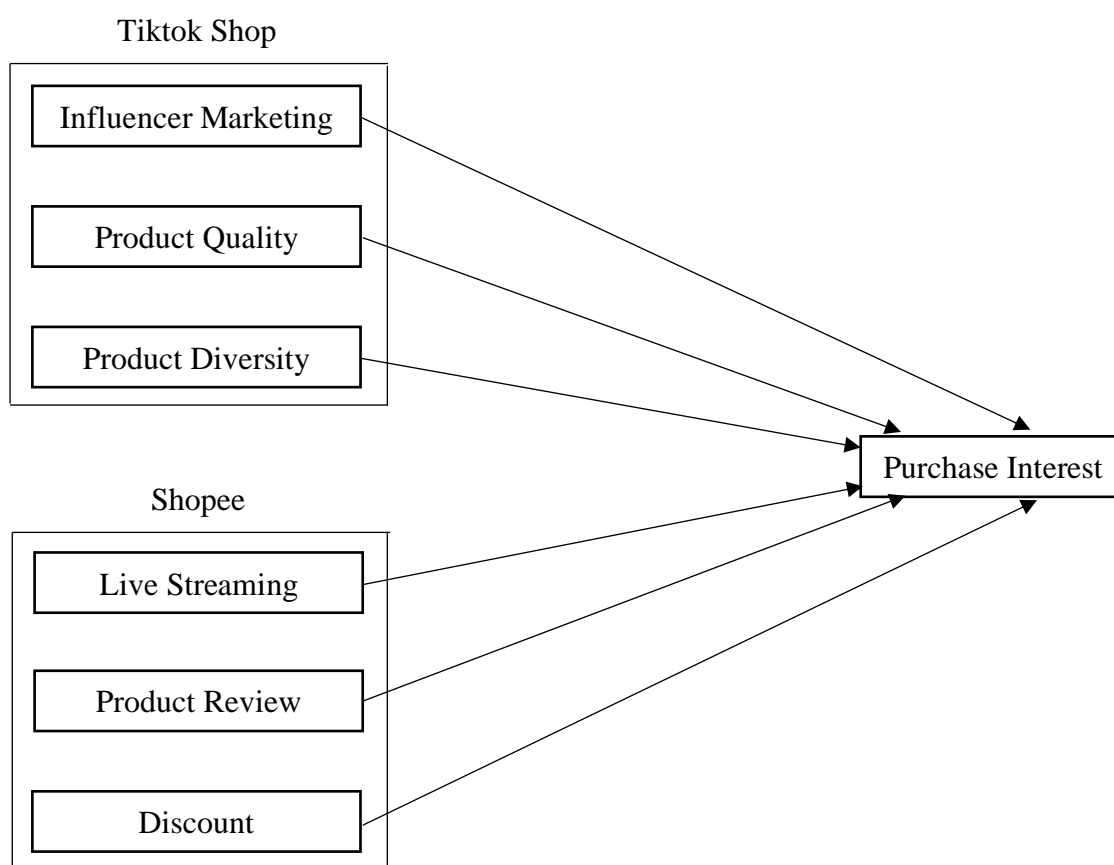


Figure 1. Research Framework

RESULT AND DISCUSSION

From the results of sampling, it can be explained that the research results for Shopee research variables include influencer marketing, product quality, and product diversity. While for Tiktok Shop, the variables include live streamings of sales, product reviews and discounts. Purchase interest on Shopee, the results of the t-test of this research variable can be seen in the following table

Table 1. Partial Test Results (t-Test)

| Coefficients ^a | | | | | | |
|---------------------------|-----------------------------|------------|---------------------------|------|-------|-------|
| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | |
| | B | Std. Error | Beta | | | |
| 1 | (Constant) | .429 | 2.816 | | .152 | .880 |
| | Influencer Marketing | .428 | .097 | .411 | 4.415 | <.001 |
| | Product Quality | .531 | .097 | .534 | 5.453 | <.001 |
| | Product Diversity | .020 | .073 | .025 | .274 | .785 |

a. Dependent Variable: Purchase Interest

Source: Processed Data, 2024

After the testing that has been done in this study, Influencer marketing is an influence that can be considered in attracting buying interest. The influence of influencer marketing on buying interest. The results of the hypothesis test of the influencer marketing variable have a significance level of 0.001. This means that the influencer marketing variable has a significant effect on buying interest because the level of significance owned by the variable is less than 0.05. Judging from the $t\text{-count} > t\text{-table}$ value, namely $4.415 > 0.2000$, meaning a significant effect. Furthermore, the test that has been carried out in this study shows that product quality is an influence that can be considered in attracting buying interest. The influence of product quality on buying interest. The results of the hypothesis test, the product quality variable has a significance level of 0.001. This means that the product quality variable has a significant effect on buying interest because the level of significance owned by the variable is less than 0.05. Judging from the $t\text{-count} > t\text{-table}$ value, namely $5.453 > 0.2000$, meaning a significant effect. Then the test that has been carried out in this study shows that product diversity is an influence that can be considered in attracting buying interest. The effect of product diversity on purchasing interest has a significance level of 0.0001. This means that the product diversity variable has a significant effect on purchasing interest because the level of significance owned by the variable is smaller than 0.785. Judging from the $t\text{-count value} > t\text{-table}$, namely $274 > 0.2000$, meaning a significant effect.

Purchase interest in TikTok Shop, the results of the t-test of this research variable can be seen in the following explanation. The t-test is intended to determine how much influence a variable of live sales streamings, product reviews and discounts individually has in explaining the purchase interest variable. Significance test by comparing the probability value of 0.05 with the probability value of sig. if the probability value of 0.05 is less than or equal to the probability value of sig or ($0.05 \leq \text{sig}$), then H_0 is rejected and H_a is accepted, meaning it is not significant. If the probability value of 0.05 is greater than or equal to the probability value of sig or ($0.05 \geq \text{sig}$) then H_0 is accepted and H_a is accepted, meaning it is significant.

Table 2. Live Streaming t-Statistic Test

| Coefficients ^a | | | | |
|---------------------------|-----------------------------|---------------------------|---|------|
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |

| | | B | Std. Error | Beta | | |
|---|----------------|--------|------------|------|-------|------|
| 1 | (Constant) | 15.911 | 2.861 | | 5.561 | .000 |
| | Live Streaming | .606 | .081 | .733 | 7.466 | .000 |

a. Dependent Variable: Purchase Interest

Source: Processed Data, 2024

Based on the table above, it shows the results of the t-test (partial) that the significance value of the influence of live sales streamings on purchasing interest is $0.000 < 0.05$ and the calculated t value is $7.466 > t_{table}$, so H_0 is rejected and H_a is accepted. So that live sales streamings have a positive and significant effect on purchasing interest.

Table 3. t-Test Results for Product Review Variables

| Coefficients ^a | | | | | | |
|---------------------------|----------------|-----------------------------|------------|---------------------------|--------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 8.048 | 2.549 | | 3.158 | .003 |
| | Product Review | .578 | .050 | .856 | 11.466 | .000 |

a. Dependent Variable: Purchase Interest

Source: Processed Data, 2024

Based on the table above, it shows the results of the t-test (partial) that the significance value of the influence of product reviews on purchase interest is $0.000 < 0.05$ and the calculated t value is $11.466 > t_{table}$, so H_0 is rejected and H_a is accepted. Product reviews have a positive and significant effect on purchase interest.

Table 3. Results of the t-test for the Discount Variable

| Coefficients ^a | | | | | | |
|---------------------------|------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 13.595 | 3.339 | | 4.072 | .000 |
| | Discount | .611 | .086 | .715 | 7.077 | .000 |

a. Dependent Variable: Purchase Interest

Source: Processed Data, 2024

Based on the table above, it shows the results of the t-test (partial) that the significance value of the influence of discounts on purchasing interest is $0.000 < 0.05$ and the calculated t-value is $7.077 > t_{table}$, so H_0 is rejected and H_a is accepted. So discounts have a positive and significant effect on purchasing interest.

CONCLUSION

Based on the discussion above, the results of this study can be concluded as follows:

1. The results of the study on TikTok Shop show that based on the results of the t-test, there is an

- influence of Influencer Marketing on Purchase Interest with a t-count of 4.415 > t-table. Product Quality on Purchase Interest with a t-count of 5.453 > t-table. Product Diversity with a t-count of 0.274 < t-table has no influence on Purchase Interest.
2. The Shopee Marketplace is a Live Sales Streaming that influences Purchase Interest with a t-count of 7.466 > t-table. Product Reviews influence Purchase Interest with a t-count of 11.466 > t-table. Discounts influence Purchase Interest with a t-count of 7.077 > t-table.

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