

THE EFFECTS OF SOCIAL MEDIA ON CONSUMER PURCHASE INTENTION

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh media sosial Shopee live streaming Mother of Pearl oleh Tasya Farasya terhadap Minat Beli. Penelitian ini dilakukan pada pengguna Shopee di Indonesia. Populasi penelitian terdiri dari konsumen yang pernah melakukan pembelian produk Mother of Pearl. Metode penelitian ini menggunakan pendekatan kuantitatif. Data dikumpulkan melalui survey online dengan metode purposive sampling. Analisis data dalam penelitian ini dilakukan dengan menggunakan model persamaan struktural Partial Least Square (PLS) 3.2.6. Penelitian ini menemukan bahwa keahlian berpengaruh signifikan terhadap kepercayaan dan minat beli. Sementara itu, jadwal live streaming tidak berpengaruh signifikan baik terhadap kepercayaan maupun minat beli. Selain itu, penelitian ini mengindikasikan bahwa kepercayaan memiliki peran sebagai variabel mediasi pada pengaruh layanan purna jual dan minat beli. Namun, hubungan antara jadwal live streaming dan niat beli tidak dimediasi oleh kepercayaan. Hasil ini menunjukkan bahwa keahlian memiliki dampak yang signifikan untuk meningkatkan minat beli. Dengan menggunakan keahlian akan memberikan pengetahuan yang relevan untuk menarik orang untuk mengetahui produk tersebut. Berbeda dengan penelitian sebelumnya, jadwal live streaming tidak memiliki hubungan yang signifikan terhadap kepercayaan dan minat beli. Hal ini dapat dikatakan bahwa faktor lingkungan mempengaruhi proses pengambilan keputusan konsumen, bukan jadwal live streaming.

Kata Kunci: Media Sosial, Shopee, Live Streaming, Keahlian, Layanan Purna Jual, Jadwal Live Streaming, Kepercayaan, Minat Beli.

Abstract

This research aims to analyze the effect of social media: Shopee live Mother of Pearl streaming by Tasya Farasya on Purchase Intention. This study was conducted on Indonesian Shopee users. The population of the research consists of consumers who never purchase Mother of Pearl products. The method of this study uses a quantitative approach. Data were collected through online survey by purposive sampling. Data analysis in this study was carried out using a structural equation model of Partial Least Square (PLS) 3.2.6. This study found that expertise has a significant effect on trust and purchase intention. Meanwhile, Live streaming schedule has no significant effect both on trust and purchase intention. In addition, this study indicated that trust has a role as a mediating variable on the effect of post sales service and purchase intention. However, the relationship between live streaming schedule and purchase intention is not mediated by trust. This result revealed that expertise has a significant impact to increase purchase intention. Using expertise will provide relevant knowledge to attract people to know the product. Contrast with the previous research, live streaming schedule have no significant relationship on both trust and purchase intention. It can be argued that environmental factors influence consumer decision making process, not the live streaming schedule.

Keywords: Social Media, Shopee, Live Streaming, Expertise, Post Sales Service, Live Streaming Schedule, Trust, Purchase Intention.

1. INTRODUCTION

In a short sense Electronic commerce is defined as buying and selling of goods or services using the internet, and the transfer of money and data execute these transactions. E-commerce is often used to refer to the sale of physical products online, but it can also describe any kind of commercial transaction that is facilitated through the internet. The term was coined and first employed by Dr. Robert Jacobson, Principal Consultant to the California State Assembly's Utilities & Commerce Committee, in the title and text of California's Electronic Commerce Act, carried by the late Committee Chairwoman Gwen Moore (D-L.A.) and enacted in 1984. According to Forrester Research, 75% of Internet surfers used "Social Media" in the second quarter of 2008 by joining social networks, reading blogs, or contributing reviews to shopping sites; this represent a significant rise from 56% in 2007. The growth is not limited to teenagers, either; members of Generation X, now 35-44 years old, increasingly populate the ranks of joiners, spectators, and critics, It is therefore reasonable to say that Social Media represent a revolutionary new trend that should be of interest to companies operating in online space or any space for that matter.

The live streaming economy started in 2019. With the outbreak of COVID-19 in 2020, a large number of Indonesian residents restrained from outdoor activities and started watching live streaming platforms Shopee. The data shows that there are more than 22 million Indonesian users. It shows how popular Shopee between all Indonesian citizens. One of the reason Shopee users in Indonesia are rising is because the platform itself a new way to interact with followers, and they can easily get viral quickly on the internet. Furthermore, Live streaming has its advantages when compared to other online shopping strategies. First, it is difficult for customers to rely on information derived from static images on traditional e-commerce websites (Xu, Yan, and Zhang, 2019). Second, live streaming can provide images, sound, and motion to convey product information (Wongkitrungrueng and Assarut, 2020).

There is a lot of opportunity in Indonesia's Shopee market because of that high daily active users. There are two main selling activities: live stream into streaming short video. Livestreaming is a feature where a creator/sellers can record video in a real tim real-time session and be viewed by others and potential followers can also interact in live streaming with comments sections and give reaction to react way can create an active interaction between the host /sellers and the viewers/buyers. Beside that the owner of the business can use the popular people/celebrity to increase the consumer purchase intention. Celebrity endorsement has been quite popular in the last decades (Naz & Siddiqui, 2015). Companies use the help of public figures or celebrities such as television stars, movie actors, famous athletes, and even dead

personalities to endorse brands (Shimp & Craig, 2012). Advertisement using celebrity endorsement is proved to emerge more around other advertisements and that is the reason why vendors choose to use celebrity endorsement (Bhatt, Jayswal, & Patel, 2013; Ahmed, Farooq, & Iqbal, 2014). In Shopee live streaming, viewers/buyers could ask instantly the details of the product in comment section. It is up to them whether they are want to proceed the order or left the product on the cart and check out later

2. METHOD

The method used in this research is quantitative method. This method is very appropriate for this research because it examines certain samples and populations. Data collection using questionnaire distribution with online Google form using a calculation scale of 1-5. The sampling method use is non- probability sampling with purposive sampling. In this research, researches have determined the respondent criteria. The respondent criteria in this research are: 1) Respondents must be at least 17 years old, 2) Respondents know about Shopee live streaming, Tasya Farasya, and never buy the product called Mother of Pearl before. Because the population used by researchers has no limits, the sample size must be calculated. In calculating the sample according to Hair et al., (2014) the sample size must be 100 or larger, and determining the sample size is the number of indicators multiplied by 5-10, those result is used for the number of respondents. For better research and significant result, the researcher decided to use a sample of 130 respondents. The data statistical analysis method used by author is Partial Least Square or PLS using the Smart PLS 3.0 application.

3. RESULT AND DISCUSSION

3.1. Respondent Profile

Tabel 1. Characteristics of Respondents

Characteristics	Frequently	
	n	%
Gender		
Male	22	16,90%
Female	108	83,10%
Age		
17-22	86	66,20%
23-28	36	27,70%
29-34	6	4,60%
> 35	2	2%
City Origin		
Sukoharjo	51	39,20%
Surakarta	26	20%
Karanganyar	14	10,80%

Jambi	9	7,00%
Klaten	5	3,80%
Other	25	19%
Education		
Senior High School	69	53,10%
Diploma	11	8,50%
S1	46	35,40%
Other	4	3,10%
Occupation		
Student	83	63,80%
Private employee	30	23,10%
Self-employed	9	6,90%
Public employee	3	2,30%
Housewife	1	0,80%
Others	4	3,20%
Income		
<500.000	34	26,20%
600.000-1.500.000	41	31,50%
1.600.000-3.500.000	35	26,90%
3.600.000-5.000.000	14	10,80%
>5.000.000	6	4,60%
Total	130	100%

Table shows that there are more female respondents than male respondents. Female respondents totaled 108 people or in percentages of 83,1%, while male respondents totaled 22 or 16,9% if using percentages. Table 4.2 shows that respondents with an age range of 17-22 years have a dominant number, namely 86 people or around 66,2%, then followed by an age range of 23-28 years, namely 36 people or around 27,7% and the age range 29-34 years, namely 6 or around 4,6%, and the age range 35-40 years, namely 1 people or 0,8%, then the last is respondents with an age range of >40 years, totaling 1 people or around 0,8%. Based on the data above, the domicile of respondents is dominated by Sukoharjo, namely 51 people with the percentage 39,2%. Then, domicile from Surakarta namely 26 people with the percentage 20%. Followed by Karanganyar, namely 14 people with the percentage 10,8%. the majority of people who knows shopee live streaming, mother of pearl product and Tasya Farasya are Student, namely 63,8% or around 83 people. Then there are self-employed namely 9 people with the percentage 6,9%. the majority of respondents last education is Senior High School, namely 69 people with the percentage 53,1%. Then, diploma, namely data regarding the income of respondents. Based on the data above, the respondent with 600.000-1.500.000 income are dominated, namely 41 people with the percentage 31,5%. Then the respondent with <500.000 income, namely 34 people with the percentage 26,2%. 11 people with the

percentage 8,5%. Next, S1, namely 46 people with the percentage 35,4%.

3.2. Questionnaire and Measurement

3.2.1. Outer Model

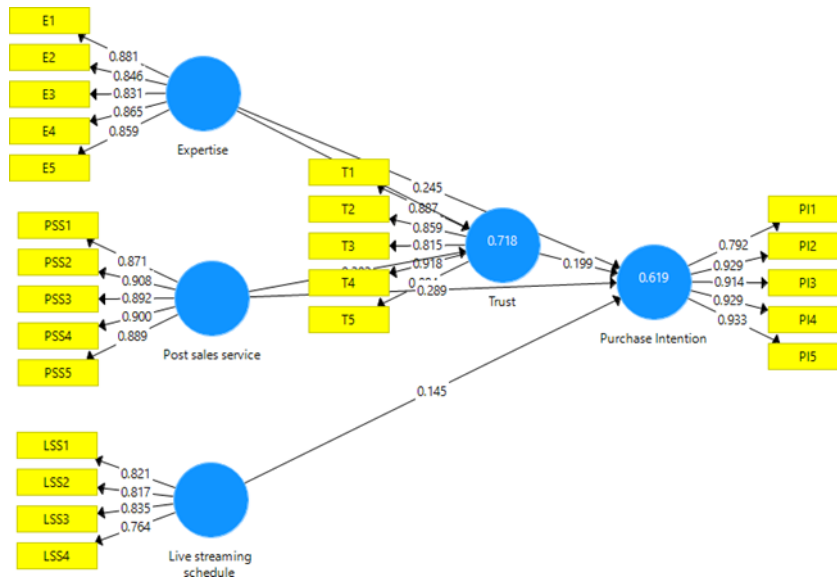


Figure 1. Outer Model

Table 1. Outer Loading

Indicator	Expertise (X1)	Description
Consumers learn about the product from online influencer	0.881	Valid
Consumers understand about the product from online influencer	0.846	Valid
The influencer to be an expert in this field	0.831	Valid
The influencers' experience judgement on this kind of product	0.865	Valid
The information that online influencer gives are valid and correct	0.859	Valid
Indicator	Post Sales Service (X2)	Description
The post sales service has many types	0.871	Valid
The post sales service is attractive	0.908	Valid
The post sales service is useful	0.892	Valid
The post sales service is beneficial	0.900	Valid
The post sales service is suitable	0.889	Valid
Indicator	Live Streaming Schedule (X3)	Description
The time of live streaming is suitable	0.821	Valid

The duration of live streaming so helpful	0.817	Valid
The duration of live streaming is enough	0.835	Valid
The frequency of live streaming	0.764	Valid
Indicator	Trust (Y1)	Description
The influencer of the product	0.887	Valid
The expertise is a beauty influencer	0.859	Valid
There will be no problem with the product	0.815	Valid
Rely on the information to make a sufficient judgment on the product	0.918	Valid
The information provided corresponds to the actual situation of the goods	0.894	Valid

At the table above, it can be concluded that the outer loading value of each indicator > 0.70, which means that these results are ideal and valid in assessing the latent construct.

Table 2. AVE

Discriminant Validity	AVE
Expertise	0.734
Post Sales Service	0.796
Live Streaming Schedule	0.655
Trust	0.766
Purchase Intention	0.812

Based on the table above, it can be seen that the AVE value in the Expertise indicator > 0.5 or amounting to 0.734. AVE value on Post Sales service Indicator > 0.5 or equal to 0.796. AVE value on Live Streaming schedule indicator > 0.5 or equal to 0.655. AVE value on the Trust indicator > 0.5 or amounting to 0.766. And the AVE value on the Purchase Intention indicator > 0.5 or amounting to 0.812. So it can be concluded that the AVE value of all indicators can be said to be valid because > 0.5.

Table 3. Composite Reliability

Composite Reliability	Description
Expertise	0.932 Reliable
Post Sales service	0.951 Reliable
Live Streaming schedule	0.884 Reliable
Trust	0.942 Reliable
Purchase Intention	0.956 Reliable

Based on the table above, it can be concluded that Expertise 0.935, Post Sales service 0.951, Live streaming schedule 0.884, Trust 0.942, and Purchase Intention 0.956. The data shows that Composite Reliability value of each variable is > 0.70, so it can be concluded that the variables above are reliable.

Table 4. Cross Loading

	E(X1)	PSS (X2)	LSS (X3)	T(X4)	PI(X5)
X1.1	0.881	0.630	0.611	0.724	0.611
X1.2	0.846	0.632	0.576	0.683	0.652
X1.3	0.831	0.551	0.514	0.703	0.491
X1.4	0.865	0.584	0.546	0.679	0.645
X1.5	0.859	0.673	0.624	0.728	0.643
X2.1	0.610	0.871	0.590	0.589	0.654
X2.2	0.662	0.908	0.655	0.682	0.626
X2.3	0.629	0.892	0.728	0.673	0.650
X2.4	0.646	0.900	0.685	0.660	0.654
X2.5	0.657	0.889	0.695	0.674	0.626
X3.1	0.499	0.569	0.818	0.536	0.517
X3.2	0.624	0.678	0.804	0.592	0.640
X3.3	0.548	0.629	0.842	0.560	0.517
X3.4	0.489	0.546	0.776	0.505	0.436
Y1.1	0.774	0.631	0.602	0.886	0.720
Y1.2	0.715	0.613	0.502	0.858	0.625
Y1.3	0.618	0.623	0.578	0.815	0.489
Y1.4	0.729	0.662	0.663	0.918	0.631
Y1.5	0.742	0.693	0.629	0.894	0.20

Cross loading is another method to determine discriminant validity, namely by looking at the cross loading value. If the loading value of each item on the construct is greater than the cross loading value.

Table 5. Cronbach Alpha

Cronbach's Alpha		Description
Expertise	0.909	Reliable
Post Sales service	0.936	Reliable
Live streaming schedule	0.826	Reliable
Trust	0.923	Reliable
Purchase Intention	0.941	Reliable

Based on the table, it can be conclude that Expertise is 0.909, Post Sales service 0.936, Live streaming schedule 0.826, Trust 0.923, and Purchase Intention 0.941. So, the data above show that Cronbach's Alpha each variable are more than 0.70, the data are reliable.

Table 6. VIF

	VIF
Expertise -> Purchase Intention	3.441
Expertise -> Trust	2.607
Live streaming schedule -> Purchase Intention	2.583
Post Sales service -> Purchase Intention	3.060
Post Sales service -> Trust	2.067
Trust -> Purchase Intention	3.616

Based on the data above, the multi collinearity test result show that, the inner result of expertise, Post sales service, Live streaming schedule, Trust and Purchase Intention are < 5. So, the data does not violate the multi collinearity test.

3.2.2. Inner Model

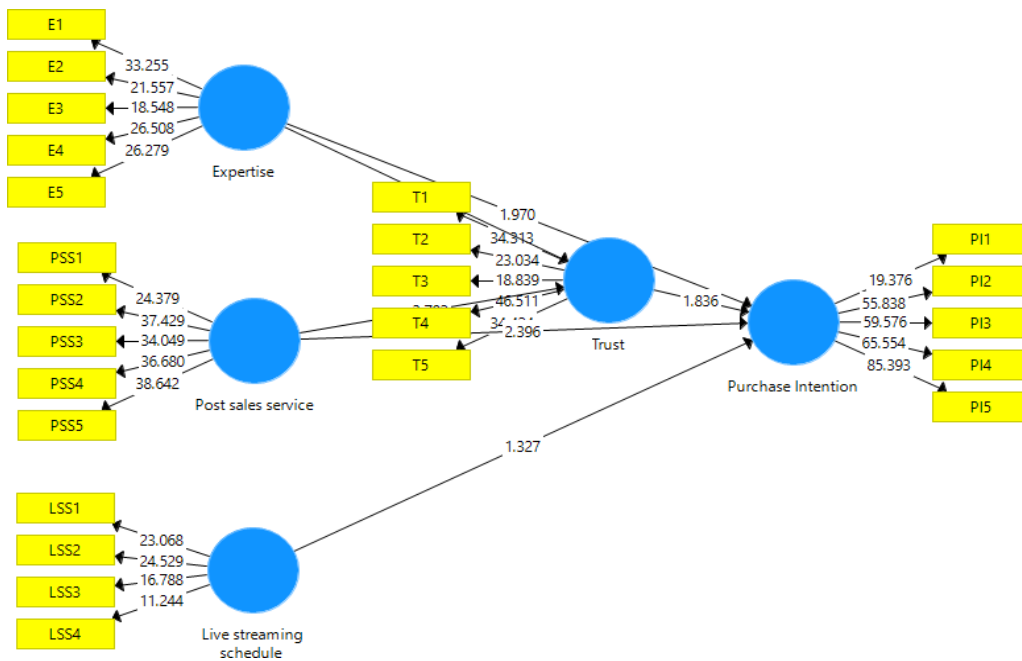


Figure 2. Inner Model

Table 7. R Square

	R Square	R Square Adjusted
Purchase Intention	0.618	0.606
Trust	0.724	0.717

Based on the data above, it can be seen that the value of R^2 on Purchase Intention is 0.618 or 61.8%. The R value of R^2 on Trust is 0.724 or 72,4%.

Table 8. Q Square

	SSO	SSE	Q² (=1-SSE/SSO)
Trust	650.000	333.541	0.540
Purchase Intention	650.000	333.541	0.487

From the data above, it can be seen that the Q value² for Trust is 0.540, which means that this model has predictive relevance because the Q² value > 0, then the Q value² for Purchase Intention is 0.487, which means that this model also indicates that it has predictive relevance.

Table 9. FIT

	Saturated Model	Estimated Model
SRMR	0.062	0.062
NFI	0.814	0.814
Chi Square	600.466	600.466

Based on the data table above, it can be concluded that the SRMR value is interpreted as fit, because it is < 0.10 , which is 0.062. Furthermore, the NFI value is also identified as fit because the NFI value > 0.1 , which is 0.814. Chi Square has a value of 600.466, this value is said to be fit and feasible because it has a range value > 0.05 (Ghozali & Latan, 2020: 78).

3.2.3. Hypothesis Test

Table 10. Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
E-> PI	0.246	0.262	0.122	2.013	0.045
E -> T	0.572	0.567	0.089	6.446	0.000
LSS -> PI	0.138	0.144	0.112	1.237	0.217
LSS -> T	0.118	0.122	0.090	1.304	0.193
PSS -> PI	0.292	0.283	0.119	2.460	0.014
PSS -> T	0.236	0.233	0.097	2.435	0.015
T -> PI	0.199	0.189	0.111	1.786	0.075

3.2.3.1. The Impact of Expertise on Purchase Intention

The results shows that the P values is 0.048 which is < 0.05 , the data shows that Expertise has a positive and significant effect of Purchase Intention, which is in line with studies like Kim and Lennon (2013) have found that the attraction of expertise is the power to guide people in a certain direction. Also in the study by Tong (2017) have found that the professionalism of an online influencer refers to the relevant knowledge, experience, or skills that the influencer possesses and disseminates to their followers or other audiences. During the process of watching an online influencer's livestream, the influencer generally gives a lot of professional introductions to their products. The more professional they are, the more consumers perceive that they already know a lot about the product, which reduces the amount of time and cost that consumers need to spend taking the time to understand the product. So from the results above, it can be concluded that indicators in expertise have an influence on purchase intention.

3.2.3.2. The Impact of Post sales service on Purchase Intention

The results shows that the P values is 0.013 which is < 0.05 , the data shows that Post sales service has a positive and significant effect of Purchase Intention, which is in line with studies like Reibstein (2002) have found that Service quality takes on increased importance for complaining consumers because of the frequency of contact they may have with a single provider, and because service quality may be the last chance the marketer has to provide satisfaction.. On-time delivery and shipping and handling are ranked moderately important to predicting customers' satisfaction as compared to price, which is often what e-commerce research has emphasized. Because just like the journal by Bitner et al (1990); Solomon et al (1985); Surprenant and Solomon (1987), A service encounter is defined as "the moment of interaction between the customer and the firm. So, if consumers perceive the post-sales services of live streaming e-commerce as better and more credible, they are relatively more willing to buy. That all above can be concluded that indicators in post sales service have an influence on purchase intention.

3.2.3.3. The Impact of Live Streaming Schedule on Purchase Intention

The result shows that the P value is 0.187 which is > 0.05 . So, the data shows that Live streaming schedule has a negative and non-significant effect on Purchase Intention. This was in line with the research by Ba and Paul (2002) which stated that platform users have their own usage habits, but most consumers use fragmented time to watch videos so as to make up for their dull time. Meanwhile the journal by Xie et al., (2019) stated that e-commerce live streaming occurs frequently after dinner and into the early hours of the morning. From a scientific point of view, the human brain is excited during the day, where the activity of the rational mind is at its height. During the night, activity in the sensory systems of the brain increases, as does emotional activity. So it is concluded that no matter when will the live streaming has it own scheduled for selling the product it will not have significant effect..

3.2.3.4. The impact of Trust on Purchase Intention

The result shows that the P value is 0.076 which is > 0.05 . So, the data shows that Trust has a negative and non-significant effect on Purchase Intention. In previous studies on consumer purchase intentions, online trust was the main barrier to user adoption of ecommerce (Gefen et al., 2003). Cheng (2013) also emphasized the importance of establishing a trusted environment with users. Since ecommerce is primarily driven by the subjective belief of consumers that once a deal is made, the other side will keep its word.

3.2.3.5. The impact of Expertise on Trust

The results shows that the P values is 0.000 which is < 0.05 , the data shows that Expertise has a positive and significant effect on Trust. In previous studies expertise is the degree to which an online influencer can provide relevant knowledge or experience that is correct and valid when consumers perceive information. The attraction of expertise is the power to guide people in a certain direction (Kim and Lennon, 2013). The professionalism of an online influencer refers to the relevant knowledge, experience, or skills that the influencer possesses and disseminates to their followers or other audiences. Rotter (1967) believed that key opinion leaders are people with certain professional knowledge or special charisma who can subtly influence others' attitudes and decisions in a certain way.

3.2.3.6. The impact of Post Sales service on Trust

The results shows that the P values is 0.015 which is < 0.05 , the data shows that Post Sales Service has a positive and significant effect on Trust. It was in line with the previous studies, customers' trust in influencers affects their purchasing intentions. If consumers perceive the post-sales services of live streaming e-commerce as better and more credible, they are relatively more willing to buy.

3.2.3.7. The impact of Live Streaming Schedule on Trust

The results shows that the P values is 0.197 which is > 0.05 , the data shows that Live streaming schedule has a negative and has no significant effect on Trust. It was in line with the previous studies, according to consumer psychology, consumers are irrational in their decision-making process and are commonly influenced by various environmental factors (Butt et al., 2022).

Table 11. Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values
E -> T-> PI	0.114	0.107	0.067	1.707	0.088
LSS => PI	0.023	0.023	0.025	0.941	0.347
PSS=> PI	0.047	0.044	0.033	1.420	0.156

From the table above we can conclude that Expertise => Trust=> Purchase Intention, Live Streaming Schedule => Trust => Purchase Intention, and Post Sales Service => Trust => Purchase Intention is not

significant indirect effect because the P values > 0.05.

4. CONCLUSION

4.1. Conclusion

This current research demonstrated the effect of social media: Shopee Live Mother of Pearl Streaming by Tasya Farasya on Consumer Purchase Intention. The results show that Purchase Intention means the willingness to make online and offline transactions. Therefore, a business should focus on strategic to improve purchase intention. This result show that the attraction of expertise is the power to guide consumer and it can be a way to improve the intention of purchase the product if the expertise is attractive, consumer will keep watching the Live Streaming, and that will make the consumer know about what Mother of Pearl product is. Based on the result of this research, the other way to attract consumer is by improving the Post Sales Service. It can help a lot because all activities that supporting consumer to make sure that product will not have any issues during its life span, such as the guaranteed by providers including manufactures, retailers, and independent services will attract consumer. Even though Live Streaming Schedule can be the guide to consumer about when will the online influencer will take a live streaming on Shopee, but in this research, Live Streaming Schedule does not have any significant impact on Trust.

4.2.MANAGERIAL IMPLICATION

The biggest effect of the 3 variables on purchase intention is post sales service with the original sample (o) 0.292. So that to improve the purchase intention of the product, the company must establish and maintain the effectiveness of expertise such as always ask the influencer to keep updating the latest trends, always maintaining interaction with consumers, creating interesting, educational, informative live streaming every day. It would be better if companies still pay attention to the Live Streaming Schedule factor as a complement. We will not know how the influence of Live Streaming Schedule in the future, will Live Streaming Schedule still not be an influence or even the opposite, therefore as early as possible, companies should consider this aspect.

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