

THE INFLUENCE OF TIKTOK LIVE SHOPPING FASHION ON PRODUCT PURCHASING DECISIONS

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Abstrak

Penelitian ini mengeksplorasi pengaruh TikTok Live Shopping dalam keputusan pembelian produk fashion. Fokus pada komunikasi persuasif dan interaksi konsumen di platform TikTok sebagai faktor kunci dalam memengaruhi keputusan pembelian. Penelitian menggunakan pendekatan kuantitatif eksplanatif dengan metode simple random sampling. Data diperoleh dari 100 responden di Kota Surakarta. Analisis data dilakukan dengan uji reliabilitas dan statistik deskriptif. Hasil menunjukkan tingkat reliabilitas yang tinggi untuk variabel Komunikasi Persuasif dan Keputusan Pembelian. Studi menunjukkan bahwa Komunikasi Persuasif dalam TikTok Live Shopping berpengaruh signifikan terhadap Keputusan Pembelian produk fashion. Hasil uji reliabilitas menunjukkan nilai Cronbach's Alpha yang tinggi, menegaskan keandalan variabel. Disimpulkan bahwa TikTok Live Shopping Fashion berpengaruh positif signifikan terhadap keputusan pembelian produk fashion online. Temuan ini memberikan wawasan penting bagi pelaku bisnis fashion dalam memahami perilaku konsumen dan merancang strategi pemasaran yang efektif di platform TikTok. Penelitian ini memberikan kontribusi berharga dalam memperluas pemahaman tentang peran TikTok Live Shopping dalam memengaruhi keputusan pembelian produk

Kata Kunci: Live TikTok, Komunikasi Persuasif, Keputusan Pembelian, SOR.

Abstract

This study explores the influence of TikTok Live Shopping on purchasing decisions for fashion products. Focus on persuasive communication and consumer interaction on the TikTok platform as key factors in influencing purchasing decisions. The study used an explanatory quantitative approach with a simple random sampling method. Data were obtained from 100 respondents in Surakarta City. Data analysis was carried out with reliability tests and descriptive statistics. The results show a high level of reliability for the Persuasive Communication and Purchasing Decision variables. The study shows that Persuasive Communication in TikTok Live Shopping has a significant effect on purchasing decisions for fashion products. The reliability test results show a high Cronbach's Alpha value, confirming the reliability of the variables. It is concluded that TikTok Live Shopping Fashion has a significant positive effect on online fashion product purchasing decisions. The findings provide important insights for fashion businesses in understanding consumer behavior and designing effective marketing strategies on the TikTok platform. This research makes a valuable contribution in expanding the understanding of the role of TikTok Live Shopping in influencing product purchase decisions.

Keywords: TikTok live, Persuasive Communication, purchasing decisions,

SOR.

1. INTRODUCTION

1.1. Background

The non-stop development of e-commerce requires agencies to continuously innovate advertising bureaucracy and models. there are many troubles within the conventional retail industry, along with excessive prices, low realizable earnings, terrible precipitation effect, and small radiation variety. With the speedy upward thrust of the community generation and mobile terminals in latest years, the direct change mode brings new opportunities for the sustainable and wholesome upgrading of e-commerce. direct trade is a new kind of social interaction platform that provides a way to promote the intake of sustainable products online (Gong et al., 2020).

It breaks through the boundaries of region and time, and creates a better direct exchange advertising machine of "private area + retail + full scene" for customers (XR geng, 2021). The motive for taking up this subject matter as a study of complexity is that the issues involved have far-reaching effects on society and the environment. Research in this topic can offer a deeper understanding of the underlying reasons, influences, and possible answers. Likewise, this theme can also be applied to the time and need to find revolutionary and sustainable answers. through this research, it is hoped that findings and guidance will be generated that can be used as a basis for higher decision-making and implementation of effective guidelines in dealing with the issue.

The phenomenon of online shopping is a significant change in consumer behavior that has changed the global trade landscape. This reality reflects how the internet and digital technology have changed the way people shop, interact with brands, and meet their needs. The phenomenon of online shopping is not just a temporary trend, but it has become a reality that changes the way businesses around the world operate and interact with consumers. Companies that are able to adapt their strategies to this reality will have competitive advantages in the ever-growing era of digital commerce.

Direct selling of goods and services over the internet referred to as 'electronic commerce' is a process of buying and using computers as intermediaries for business

transactions. E-commerce is a new approach to doing business both electronically and using networks and the internet (Pradana Mahir, 2015). In addition to e-commerce, social media platforms that are widely accessed by the public such as Facebook, Instagram, and TikTok can also be used as business media. The main reason people turn to online stores is because they can shop without being bound by time and space, meaning it can be done anytime and anywhere. People can also compare prices and product quality from one store to another without having to go into the store. In online store marketing, there are several online media that are often used, such as TikTok live shopping.

TikTok is one of the social media that people use to conduct online buying and selling transactions. Reporting from the dataindonesia.id news page, it was found that TikTok users in Indonesia in 2024 will be 126.83 million people.



Picture 1. TikTok Users in Indonesia in Oct 21 – Jan 24

(Sumber: *We are social*)

The data proves that TikTok is an application that is loved by many people in Indonesia. TikTok wants to introduce and promote TikTok Shop even further through an online shop that will be in direct contact with consumers and TikTok users. In this study, persuasive communication is explained by Hovland, Janis, and Kelly (Rakhmatin, 2019) TikTok is a process by which a communicator conveys stimuli in the form of messages to influence the behavior of others.

TikTok itself entered Indonesia in 2017, precisely in September. In Indonesia, this platform has experienced changing dynamics, ranging from launching which

was well received by netizens to being blocked by the government. TikTok is one of the social media platforms that not only acts as a content viewer but also as a producer in shaping a work. This feature could be the reason why there are so many examples of content circulating on TikTok, because anyone can create and develop content. In addition to TikTok being included as part of social media origin, this platform is also part of popular culture origin and participatory culture.

Henry Jenkins in his book entitled "Confronting the Challenges of Participatory Culture" (Jenkins et al., 2009) defines participatory culture as a world where everyone can participate and has the capacity to produce content in the media. According to Henry Jenkins, there are four attributes of cultural pathology, namely: affiliation, self-actualization, collaboration and circulation. Affiliation means limiting, whether it happens formally or informally, expression which can mean making new and creative things, collaboration which means solving problems or creating knowledge as a team and circulation which means generating blood circulation through media. Not only stopping at TikTok as social media, it seems that now TikTok is increasingly developing its features. TikTok has been widely known as a social media that provides a lot of video content, but now the platform has a feature for users to shop through TikTok.

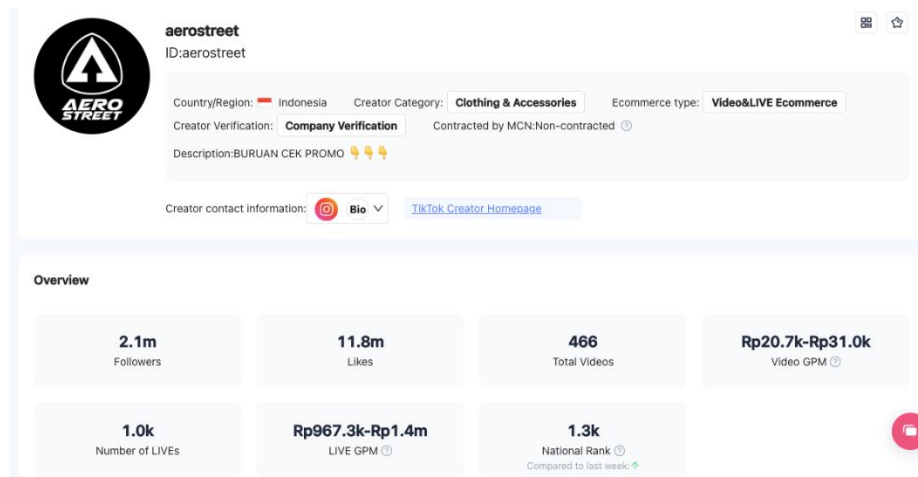
Unlike the Instagram social media platform which has a shop feature that is only a store catalog and directions to the store's e-commerce page, the shop feature on TikTok actually functions like e-commerce in general, displaying products that are sold then can be put into the basket and make payments for the items you want to buy. This feature can also be called an innovative social commerce feature to make it easier to reach buyers supported by a recommendation system and accompanied by unique content from TikTok that does not exist in other e-commerce applications, so TikTok Shop provides a means to combine entertainment and business.

TikTok conducts event programs to further introduce the TikTok Shop feature and live shopping with live shopping hosted by artists or influencers as hosts. Based on the results of data analysis and testing, it can be concluded that Live Streaming Marketing has a positive influence on purchasing decisions on brands (Liu et al., 2020). They guide live shopping by displaying several products such as fashion, beauty, kitchen products to electronic devices, of course with attractive promos.

TikTok's efforts paid off, the live shopping held with artist Nagita Slavina on 10.10 received more than 1.4 million views and experienced a 354% increase in sales through the TikTok shop (Ika, 2023). This figure is certainly a very large number, and it can be seen from this fact that many users feel comfortable and participate in choosing and shopping using the TikTok Shop feature. This increase is proof that now shopping at TikTok shop is no longer in doubt and has gained a lot of trust from users/customers (Ika, 2023).

After experiencing a drastic increase, it turns out that from this increase TikTok got a record shopping sales during the Harbolnas event or twin date shopping event. It was recorded that the live shopping hosted by Nagita Slavina managed to get 1.4 million viewers by selling products from various categories. Not only that, fashion and beauty brands also experienced an increase in sales on 10.10 with an increase of 160% and 223%.

With the success of TikTok's live shopping, along with its TikTok Shop feature, a fashion product provider account, Aerostreet, began to enter and try the TikTok Shop and live shopping feature. Previously, as of March 17, the number of followers owned by Aerostreet's TikTok account (@aerostreet) was 2.1 million followers with a total audience of 30 million.



Picture 2. Analysis results on Tiktok @aerostreet account

Source: Fast Most Tiktok Analytics

Persuasive communication in this study convinces followers or viewers to make purchasing decisions for the products offered with the indicators used as follows: high credibility owned by the communicator, the message itself, the

influence of the environment, understanding and continuity of a message. This approach makes online shop persuasive communication in offering products during TikTok Live as well as to introduce and shape purchasing decisions through TikTok Shop.

Through TikTok Live persuasive communication, viewers can get to know products and features, realize their needs, and get the information needed to make product and feature purchasing decisions. However, this will be difficult to realize without the support of credibility. High credibility when building persuasive communication will help brands, products, and features become more convincing to audiences (Seanna, 2022). In a study entitled "The Persuasive Effect of TikTok Ads: Examining the Role of Message Appeals and User-Generated Content" conducted by (Xueming Luo, 2020), This research investigates the persuasive effects of advertising on TikTok and analyzes the role of message appeal and user-generated content in influencing consumer attitudes and behavior. Research in 2019 conducted by Zhou, Qiyang entitled "Understanding User Behavior in TikTok". This research investigates user behavior on TikTok and analyzes content popularity patterns. This research identifies factors that influence the success of content on TikTok, including features such as user interaction, music effects, and relationships between users.

Purchasing decisions in accordance (Sciffman and Kanuk, 2008), can be interpreted as choosing from several alternative purchasing decisions that exist, meaning that before making a purchase, several choices of opportunities are available, so that he must choose one of them. in line with (Kotler and Keller, 2009) purchasing decisions are driven by marketing stimuli along with products, prices, distribution, and promotion. "The Role of Online Advertising in Consumer Purchasing Decisions" this study investigates the role of online advertising in its influence on consumer purchasing decisions.

The results show that relevant, engaging, and personalized online ads can have a positive influence on purchase decisions. "The Role of Social Media Influencers in Consumer Purchase Decisions" this research explores the role of social media influencers in their influence on consumer purchase decisions. The findings show that influencers can have a significant impact on purchase decisions, especially among millennials and generation Z. The results showed that online reviews have a

significant influence on consumer perceptions and purchasing decisions. In the research conducted (Surianto & Utami, 2021) that consistent persuasive communication at Shopee Live will influence purchasing decisions by 59.8%. The way Lilybelleclothing persuades its followers is by conducting direct communication that occurs during Shopee Live in order to influence followers to buy its products.

According to (Dantes, 2012) a hypothesis is a conjecture or assumption that must be tested for truth through data or facts obtained through research. According to (Sugiyono, 2009) the hypothesis is a brief solution to the components of research problems, wherein the components of research problems has been stated inside the form of questions. Hypotheses are stated to be brief due to the fact the answers given are only based on theory.

Ho: There is influence of TikTok live shopping fashion on product purchasing decisions.

Ha: There is no influence of TikTok live shopping fashion on product purchasing decisions

1.2. SOR Theory

In the realm of environmental psychology, Mehrabian and Russell first presented the S-O-R (Stimulus-Organism-Response) framework in 1974. This paradigm clarifies the ways in which human behavior can be influenced by the environment, or stimuli. It goes on to say that a variety of external cues function as stimuli and have an impact on people's internal experiences, which in turn cause people's reactions. The SOR paradigm is used in the field of consumer behavior in this study. This paradigm was expanded upon by the researchers to encompass a number of domains, such as brand communities, consumer behavior, impulse buying, and website experience (Armawan et al., 2022).

The S-O-R concept, which holds that the live tiktok stimulus (S) can affect consumer conditions (O), will serve as the fundamental basis for this research. This will then demonstrate the impact of potential customers' responses (R). According to the S-O-R theoretical model, which is used in this research, media exposure turns into a stimulus (S) that can affect people (O), which in turn triggers a response (R) from customers in the form of a desire to buy. (Munawwaroh, 2018) claims that an

organism can produce specific behaviors in response to a stimulus, which modifies the communicant's attitude and reaction to conform to expectations.

1.3. Persuasive Communication

Persuasive communication is a type of communication that aims to influence the attitudes, beliefs, or behaviors of others through the use of convincing strategies and arguments. The main purpose of persuasive communication is to change a person's views or attitudes to match the goals that the communicator wants to achieve. In this study, persuasive communication is explained by Hovland, Janis, and Kelly (Rakhmatin, 2019), as a process in which a communicator conveys stimuli in the form of messages to influence the behavior of others.

Persuasive communication on previous research where Lilybelleclothing tries to convince its followers to make purchasing decisions for the products offered with the following indicators: High credibility of the communicator, the message itself, environmental influences, understanding and continuity of a message. In persuasive communication, it is important to respect integrity and ethical values. Although the main goal is to influence others, communicators must be responsible for presenting accurate information, maintaining honesty, and respecting individual freedom to make their own decisions.

Persuasive communication has goals that correlate with the motivation of the person being persuaded to carry out persuasive communication. Persuasive communication to show that various content elements, the presence of rational enchantment, emotional appeal, and credibility attraction in a message content material have an effect on the opportunity of you make a decision to try the product. We additionally show the position of material non-content elements (popularity of the message, feedback obtained for the message, age of the applicant's account, previous participation sports of the applicant, message period, and the presence of pics) in influencing clients and viewers. Consequently, we contribute to the literature by way of showing how the presence of financial proof (rational enchantment), bad emotions (emotional appeal), and phrases associated with women and authenticity (credibility). In a message content at the side of non-content material factors that influence the acquisition decision of viewers and subscribers (Majumdar & Bose, 2018).

The concept of persuasive communication used in this research analysis is a strong message and credibility as well as authority. In the context of TikTok Live Shopping research, there are several persuasive communication concepts that are commonly applied to influence consumer behavior such as Direct Involvement and Interaction to live streaming audiences, Product Demonstration and no less important is Host Credibility. According to (Kotler and Armstrong, 2018) purchasing decisions are influenced by unforeseen situations, expected earnings, predicted prices, and expected blessings of a product are all factors that consumers can use to formulate their buy intentions. Meanwhile, according to (Tjiptono, 2014), purchasing decisions are a sequence of strategies that consumers undergo starting from the beginning of seeing products, seeking out information about products that customers will use to the final procedure of figuring out to buy. moreover, the signs utilized in product purchasing decisions encompass product choice, brand choice, supplier preference, purchase time, purchase quantity.

Assael developed a typology of the customer decision-making process, particularly the extent of selection making and the level of involvement in purchasing. There are four varieties of consumer buying processes, particularly complicated choice making, restricted choice making, brand loyalty, and inertia. Purchasing decisions are an important stage for customers to choose goods and services that arise through a certain process, namely: the feeling of buyer needs, activities before buying, behavior when buying, purchasing decisions, and comfort after buying (Kotler & Keller, 2016).

(Prayoga & Rachman, 2020) dividing an online consumer reviews into four types: content, credibility, timeliness and quantity. Found that content, credibility, and quantity have a positive effect on purchasing decisions, but timeliness has no significant effect on purchasing decisions. (Z. Chen et al., 2019) according to him, consumers will also be affected by the information asymmetry perspective. If they lack the necessary information, consumers will have a sense of uncertainty in decision-making.

2. METHOD

The type of research used in this research is explanatory quantitative research,

researchers try to explain the cause and effect between the dependent variable and the independent variable, so that in this study an explanation is obtained and the basis why this research can be done (Morissan, 2015).

The population of this study is defined as a group or group of objects that are used as research targets. While the sample is part of the population that will be generalized as a result of research. In accordance with the title, this research was conducted on respondents domiciled in Surakarta City. This study uses probability sampling with simple random sampling technique, namely taking sample members randomly from the population without regard to the strata in the population (Sugiyono, 2021).

Thus, this study can describe the reality of information seeking behavior more broadly. The population in this study are respondents domiciled in Surakarta City, totaling 591,512 people consisting of 297,637 men, 293,874 women, and 30 middle-aged people in Surakarta City (Data from <https://id.zhujiworld.com/id/904502-surakarta/> accessed on 28/03/2024). Quantitative research requires a hypothesis, which is a temporary explanation of behavior, phenomena or circumstances that have occurred or will occur. The hypothesis contains the researcher's statement about a relationship between the variables in the study and is the most specific statement that must be proven true (Kuncoro, 2009). From this population, the sample in this study was 99.983097 which was rounded up to 100 respondents. The calculation includes the male and female population in Surakarta City, Surakarta. The number of samples was obtained using the Slovin formula with a tolerance limit of 10%, with the calculation:

$$n = \frac{N}{1 + N(e)^2} \quad \dots(1)$$

Description:

n: Sample Size

N: Population Size

e : The percentage of inaccuracy due to sampling error that can still be tolerated, the sample of this study is:

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{591512}{1 + 591512(1)^2}$$

$$n = \frac{591512}{5916,12}$$

$$n = 99,983097$$

$$n = 100 \text{ (Rounding)}$$

This type of data collection in this study uses simple random sampling because the sample is selected randomly, each element or member of the population has the same opportunity to be selected as a sample.

The data collection technique in this study is interval data sourced from primary data and secondary data. Primary data from this study was conducted using a questionnaire and secondary data from this study were journals, books, and previous research. The Likert scale used as a reference in the questionnaire is a parameter for measuring respondents' attitudes and opinions. The following is a Likert scale and its description. The following is a Likert scale and its description:

Table 1. *Skala Likert*

Score	Description
1	Strongly disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

Source: (Kurniawan & Zahra Puspitaningtyas, 2016)

Table 2. Operational Definition of Concept

Variable	Dimensions	Indicator	Item
Persuasive Communication (Source Credibility)	<i>Pesistence of source credibility effect over time</i>	Changing the Outlook	1. Watching TikTok Live regularly builds positive views of online shops 2. Watching TikTok Live admin regularly builds positive views of online shop products

			3. Watching TikTok Live admin regularly builds a positive view of TikTok Shop 4. Watching TikTok Live admin regularly builds confidence in the online shop
	<i>Introductions and credibility</i>	Knowledge, mastery, background, experience	5. Watching TikTok Live admins regularly builds confidence in TikTok Shop 6. TikTok Live admin is able to introduce the brand eloquently 7. TikTok Live admins fully master product information 8. TikTok Live admin introduces products eloquently
	<i>Message Variable</i>	Message Delivery	9. TikTok Live admin delivers messages in easy-to-understand language 10. TikTok Live admin conveys messages convincingly 11. TikTok Live admin explains about the product rinci
		Communication	12. TikTok Live admin is

		builds personal relationships	able to build an atmosphere when there are no comments 13. TikTok Live admins check viewer comments regularly
		Briefing	14. The TikTok Live admin answered the viewer's comments about TikTok Shop eloquently 15. TikTok Live admin explains the advantages of TikTok Shop interestingly
	<i>Channel Factors</i>	Famous Brands	16. Famous brand TikTok Live admin's delivery is more convincing
	<i>Channel Factors</i>	Brands that are considered close	17. TikTok Live brand is known to create more curiosity 18. TikTok Live brands are known to create a sense of closeness
Purchase Decision	<i>Problem recognition</i>	The consumer realizes his need, and the brand successfully motivates him.	19. I realize TikTok Shop makes my activities easier 20. I realize the product suits my activity needs
	<i>Information search</i>	Appropriateness of information provided to consumers	21. I know the brand and the products offered and their advantages. 22. I understand the

			benefits of the product for me 23. I understand the benefits of TikTok Shop for me to make a purchase.
	<i>Evaluation of alternatives</i>	Satisfies a need, benefits from a product solution, becomes a useful attribute	24. I am able to find the advantages of the preferred brand's products over other brands 25. I am able to find the benefits of the product brand (@Aerostreet) that I want 26. I am able to find the advantages of TikTok Shop over other features
	<i>Purchase decision</i>	Decisions made after screening the references	27. I am interested in making a purchase through TikTok Shop 28. I will make a purchase through TikTok Shop

Source: Purchase Decision Theory, Kotler P, Keller K (2017)

After taking a sample from the respondents, a validity test will be carried out by calculating the corrected total item correlation with SPSS (Statistical Program for Social Science), statistics for windows version 21. The data is declared valid or not through the r-count value or the correlated item-total correlation value, if the r-count value > r-table then the data is said to be valid.

The search for r-table is done through a table search with the DF formula, $DF = N - 2$ (N as the number of samples) and adjusted to a significant value of 5% in the

SPSS application. Reliability test to measure the consistency and stability of respondents.

Reliability tests can be carried out simultaneously on all question items in the research questionnaire. The calculation of this reliability level uses the value formula from the Cronbach Alpha SPSS Statistics 21 for Windows application. If the results of the value show Cronbach-Alpha > 0.60, it can be said that the data is reliable or consistent and vice versa if <0.60, it is recognized that the data is not reliable or inconsistent.

Because this study has more than one variable, this study uses classical analysis (multicollinearity test, heroscedasticity test, and autocorrelation test), as well as a simple linear regression test that tries to determine whether there is an influence of one variable on another.

3. RESULT AND DISCUSSION

3.1. Research Result

In the research results chapter, an explanation can be obtained based on the distribution of questionnaires filled out by respondents which will then be processed and analyzed with the SPSS (Statistical Program for Social Science) application which is presented through frequency tables so that the data is easy to understand. This section also presents the results of the analysis in the form of testing the validity and reliability of the questionnaires distributed, including the analysis of the data obtained and the results of the discussion of the research that has been done.

3.1.1 Data Description

3.1.1.1 Gender

Based on the results of the study, the characteristics of respondents based on the Gender of Respondents can be described as follows:

Table 3. Respondent's gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	51	39.2	39.2	39.2
	Female	79	60.8	60.8	100.0

Total	130	100.0	100.0	
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Source: primary data processed 2024

3.1.1.2 Based on the table, it can be seen that the characteristics of respondents based on the Gender of the respondents, most of the respondents were female, namely 79 respondents (60.8%).

3.1.1.3 Age of Respondent

Based on the results of the study, the characteristics of respondents based on the age of the respondents can be described as follows:

Table 4. Age of Respondent

Age of Respondent		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15 - 19	10	7.7	7.7	7.7
	20 - 24	91	70.0	70.0	77.7
	25 - 29	24	18.5	18.5	96.2
	30 - 34	5	3.8	3.8	100.0
	Total	130	100.0	100.0	

Source: primary data processed 2024

Based on the table, it can be seen that the characteristics of respondents based on the age of the respondents, most of the respondents were in the 20-24 year category, namely 91 respondents (70.0%).

3.1.2 Validity Test

The thing to do before showing that all indicators of the statement are worthy of being used as research instruments is to conduct a large sample test. Significance level 5% if R count > R table then the statement is valid. Whereas if R count < r table then the statement is invalid. The following are the results of the validity test.

Table 5. Test results validity of the variable items of research

Variable	Item	R Count	R Table	Keterangan
	KP1	0.841	0.361	Valid
	KP2	0.898	0.361	Valid
	KP3	0.908	0.361	Valid
	KP4	0.898	0.361	Valid

Persuasive Communication	KP5	0.943	0.361	Valid
	KP6	0.867	0.361	Valid
	KP7	0.925	0.361	Valid
	KP8	0.892	0.361	Valid
	KP9	0.890	0.361	Valid
	KP10	0.876	0.361	Valid
	KP11	0.913	0.361	Valid
	KP12	0.904	0.361	Valid
	KP13	0.826	0.361	Valid
	KP14	0.879	0.361	Valid
	KP15	0.915	0.361	Valid
	KP16	0.919	0.361	Valid
	KP17	0.894	0.361	Valid
	KP18	0.909	0.361	Valid
Purchase Decision	KE1	0.881	0.361	Valid
	KE2	0.916	0.361	Valid
	KE3	0.894	0.361	Valid
	KE4	0.958	0.361	Valid
	KE5	0.922	0.361	Valid
	KE6	0.859	0.361	Valid
	KE7	0.861	0.361	Valid
	KE8	0.910	0.361	Valid
	KE9	0.932	0.361	Valid
	KE10	0.899	0.361	Valid

Source: attached SPSS Output

All of the variable statements that were provided to respondents are valid, according to the validity test results, as evidenced by the value of R count > R table (0.361). This suggests that all of the statements in the questionnaire are workable as tools for gathering research data.

3.1.3 Reliability Test

After demonstrating that each statement variable merits usage as a research tool, this is done. If the Cronbach's Alpha value is more than 0.6, the assertion can be considered credible. These are trustworthy test findings:

Table 6. Reliability Test Results Of Variable Items Of Research

Variable	<i>Cronbach's Alpha</i>	Description
Persuasive Communication	0.985	Reliabel
Purchase Decision	0.974	Reliabel

The reliability test results presented in Table 6 demonstrate that every variable in the statement has been deemed reliable, since it has satisfied the necessary threshold of Cronbach Alpha > 0.6.

3.1.4 Research Results (Hypothesis Test)

In a simple linear regression analysis model will be tested simultaneously (F test) and partially (t test). The terms of significance test of F test and t test are as follows:

Accepting H_a : if the probability (p) is ≤ 0.05 , it means that the independent variables simultaneously and partially have a significant effect on the dependent variable.

Summary of the results of simple linear regression analysis that has been done is as follows:

Table 7. Simple Linear Regression Test Results

Variable	B	t count	Sig t	Information
(Constant)	8.208			
Persuasive Communication	0.463	16.655	0.000	Significant
F count	277.400			
Sig F	0.000			
Adjusted R Square	0.736			

Source: SPSS Output

Using SPSS version 21.0 for Windows, multiple linear regression was calculated based on Table 6.1 above, yielding the following results:

$$Y = 8.208 + 0.463 X_1 + e \quad \dots(1)$$

3.1.4.1 Constants = 8.203

This means that if there is no persuasive communication variables that affect the

purchase decision, the purchase decision amounted to 8,208 units.

3.1.4.2 $b_1 = 0.463$

This means that if the persuasive communication variable increases by one unit, the purchase decision will increase by 0.463 with the assumption that other free variables remain.

3.1.5 Partial hypothesis testing (T-test)

Table 8. T-test Result

		Coefficients^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.208	2.315		3.546	.001
	Persuasive Communication	.463	.028	.860	16.655	.000

a. Dependent Variable: Purchasing Decisions

Determine the partial influence between the independent variable and the dependent variable.

Based on Table 8 above, it can be seen that the results of the significance test show that there is a probability value of $0.000 \leq 0.05$. The value can prove that "persuasive communication has an effect on purchasing decisions".

3.1.6 Coefficient of Determination (Adjusted R²)

Table 9. Coefficient of Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.860 ^a	.739	.736	2.190

a. Predictors: (Constant), Persuasive Communication

Based on Table 9 shows the magnitude of the coefficient of determination (Adjusted R²) = 0.736, which means that persuasive communication variables together affect the purchase decision variables by 73.6% the remaining 26.4% are influenced by other variables that are not included in this research model.

3.2. Discussion

TikTok Shop as a sales media proves that more sales results are obtained from this

media than using Shopee or other e-commerce. The features offered are able to attract social media users to utilize the TikTok Shop feature in it (Pratiwi et al., 2023). Product-related information is the first thing digital consumers look for. Meeting the need for information is the initial stage towards purchasing decisions. Digital consumers actively and independently seek information and compare various alternative options available (Shabrina, 2019) therefore according to (Mada & Prabayanti, 2024) live shopping can be a medium for fulfilling information needs. When purchasing via live streaming, customers may see a visual representation of the products right away and ask questions if there are any facts about the product like color, size, or other details that they are unsure about or have not been explained by the streamer.

Quality information received by consumers can reduce indecision in the minds of consumers and conversely increase confidence in the brand/product. The advantages of live streaming technology, viewers and consumers can interact with streamers. Thus, streamers are allowed to build virtual social relationships with the audience and generate a sense of intimacy or emotional closeness (Hilvert-Bruce et al., 2018). In this study, live shopping is limited to live shopping that uses persuasive communication. With the ability to create attraction and interactivity, it is considered to have an important role in influencing consumers (C. Chen & Zhang, 2023). Belanche et al., (2021) stating that if the audience feels interested in the way of delivery during the live, then persuasion efforts can be easily done and ultimately lead to a purchase decision.

With the possibility to interact which is an advantage of live shopping technology, viewers/consumers can interact with streamers. Thus, streamers are allowed to build virtual social relationships with the audience and generate a sense of intimacy or emotional closeness (Hilvert-Bruce et al., 2018). Purchase decision is the action to want to buy a product or not made by consumers (P Kotler, 2008). Based on opinion (Tjiptono, 2011), there are several stages or processes that consumers go through to make a purchase decision, starting from recognizing the problem, finding out information related to the product that offers a solution, evaluating or comparing it with other alternatives, and finally taking a purchase action. To get through each of these stages, a stimulus is needed that can attract and

direct consumers to get to the last stage of purchase.

One form of stimulus that can be given is live streaming shopping where sellers (streamers) can invite potential consumers (viewers) through persuasive communication to recognize the problem and recognize the advantages of products offered in live (Mada & Prabayanti, 2024). Persuasive communication variable (TikTok Live) obtained t value known significance test results show that there is a probability value of $0.000 \leq 0.05$. The value can prove that "persuasive communication has an effect on purchasing decisions". While previous research conducted by (Febriani & Sudarwanto, 2023). With this research, the factors that influence purchasing decisions are not only through word of mouth, discounts, free shipping promos, but persuasive communication factors carried out by TikTok live hosts also have a strong influence on product purchasing decisions.

Live streaming shopping can be viewed as a form of online shopping, and online consumer confidence will also have a significant impact on increasing transaction potential (Liu et al., 2020). It is possible to conclude that factors related to purchase decisions and persuasive communication from TikTok live shopping have a substantial impact on each other. Thus, the hypothesis proposed in this study, namely "There is an influence of TikTok live shopping fashion on product purchasing decisions" is acceptable.

4. CLOSING

The study provides deep insights into how TikTok Live Shopping has become an effective platform in influencing consumer behavior in shopping for fashion products online. It was found that the presence of TikTok as an interactive social media is able to provide a more personalized and enjoyable shopping experience for consumers. The ability to view products live, listen to reviews from credible communicators, and interact with sellers and other users all contribute to shaping more convincing purchasing decisions.

The practical implications of these findings are particularly relevant for business people in the fashion and online marketing industries. They can leverage the potential of TikTok Live Shopping as a means to increase product visibility, build closer relationships with consumers, and increase sales conversion rates. By

understanding the behavioral patterns of consumers who tend to seek a more interactive and personalized shopping experience, businesses can design more effective and attractive marketing strategies to reach their target market.

Overall, the study makes a valuable contribution in broadening the understanding of the role of TikTok Live Shopping in influencing fashion product purchasing decisions. Thus, it is hoped that these findings can be a guide for businesses in optimizing the use of social media, especially TikTok, as an effective marketing tool in facing competition in the digital age. In addition, the study also provides a foundation for further research in the field of online marketing and consumer behavior in the evolving digital age.

For future research on “The Influence of TikTok Live Shopping Fashion on Product Purchasing Decisions,” some suggestions include in-depth analysis of various demographic and psychographic segments. For example, it is important to investigate how the influence of TikTok Live Shopping varies among age groups, genders, or economic backgrounds, as well as identify the audience's specific motivations for shopping through this platform compared to other platforms.

Furthermore, a focus on content and format analysis can help understand the types of content and delivery formats that are most effective in driving purchases. Research on video quality and product presentation can also provide additional information on factors that influence purchase decisions. In addition, an examination of emerging technologies such as augmented reality (AR) or virtual reality (VR) in TikTok Live Shopping, as well as the potential use of artificial intelligence for personalization, may reveal innovations that can enhance the user experience.

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