

WILL TIKTOK USERS TAKE ADVANTAGE OF THE LIVE-SHOPPING FEATURE IN ONLINE SHOPPING?

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ABSTRACT

Live shopping is a breakthrough and has become a new trend in recent years. Many applications add live shopping features to be able to compete with their competitors and increase transactions made by users. TikTok is one of those apps with live streaming functionality. The researcher conducted this research to study the elements that influence the Buy Intention of consumers shopping directly on TikTok because this function is popularly discussed and used. This research was conducted using an online questionnaire containing 18 questions with a scale of 1-5. The results of the questionnaire obtained 110 valid data. After the data is collected, the research is continued using PLS-SEM based on the TAM model which has seven research hypotheses. The results of the analysis using the SmartPLS software show that Trust, information quality, convenience, usability, and Attitude have a positive effect on Purchase Intentions. After conducting the analysis, the researchers also offered suggestions and feedback to the TikTok business or application, especially for the live streaming function, to improve the quality of the feature according to the analysis findings. Some of the suggestions and feedback offered are: 1) Improving the security of personal data, transaction processing, and conformity of product information. 2) Improving the accuracy of information and conformity of information. 3) Improving convenience and usability by making the application interface more straightforward but with complete information. 4) Improving the quality of information by checking the quality of information.

Keywords: *Live Shopping, Purchase Intention, Consumer Attitudes, E-Commerce, Tiktok*

1. INTRODUCTION

Communication technology and the internet are currently developing rapidly. One form of technological advancement currently trending is live streaming which provides audio and visual broadcasting media in real-time with the encouragement of advanced technology[1]. Direct communication between engaged viewers and influencing live streaming that enables a two-way relationship with streamers who can recognize and reply to viewers[2]. Because it enables in-person communication between streamers and their viewers, live streaming can expand on the purpose of social networking[3]. With characteristics of mass and widespread, everyone can engage in live streaming simultaneously and impact extensive consumption to play an indirect role in promotion[4].

Along with this live-streaming trend, online shopping is the current trend in people's activities. Live shopping is a feature of offering merchandise

with direct and interesting interactions[5]. Helping businesses promote their brands better and engage with their audience requires a solid live-streaming platform[6]. TikTok is one of the apps that is now expanding quickly. More than 50% of the platform's active users are Gen Z and millennials, who are recognized for being higher interested in novelties like live streaming and having more spending power with a wide range of users[6]. In the five years since its debut, TikTok has racked up more than 1 billion users, who use the app for an average of 858 minutes per month. A fun social media platform called TikTok has a rapidly growing distribution of short films.[7].

With the development of the trend, TikTok has also grown by having a Live-Shopping feature on its application which previously only provided live-streaming. TikTok is introducing innovations for its users with TikTok Shop, which can reach TikTok sellers, buyers, and creators to provide an easy and enjoyable shopping experience through the distribution of short videos and live shopping

features on their TikTok accounts. The platform's constantly expanding ecosystem is driving TikTok Shop.

However, with the development of the implementation of the live-shopping feature, of course, there are still some problems that need to be resolved. According to VOAIndonesia.com, the relatively new live-shopping feature shows that not all users can immediately trust to buy products in this feature[8]. In addition, some items cannot be seen only from the product specifications, so merchants must convince potential consumers to be able to buy products and create user trust that encourages buyers to make transactions on the TikTok live-shopping feature [8]. Therefore, researchers also want to know whether trust in this feature affects user buying interest. Apart from trust, researchers also want to know other factors that affect buying interest in the live shopping feature on TikTok by conducting survey research using an online questionnaire. With this research it is hoped that it can increase user buying interest in shopping online on the live shopping feature of TikTok with suggestions or feedback given by the author in accordance with the results obtained from this research.

2. LITERATURE REVIEW

2.1 Live Streaming

Live streaming is a brand-new kind of digital media that enables the creation and consumption of real-time material and promotes synchronous interaction between broadcasters and the community[3]. Live Streaming can also be described as a medium that can broadcast video to an audience over long distance.

2.2 Live Shopping

Customers can place product orders through the same system, and sellers can communicate with customers in real-time via streaming. It's referred to as live shopping. People would be more likely to buy things from live streaming shopping if the information services were pleasant and allowed for merchants to communicate with customers about their wants and provide customer service. Streamers, who serve as a middleman between buyers and sellers, can use their unique position as vendors to inform and urge clients to make purchases online [9].

2.3 Technology Acceptance Model (TAM)

Davis claims that the Technology Adoption Model (TAM) is a tool that forecasts user

acceptance of a system [10]. Numerous studies show that TAM has been extensively used and validated [10].

2.4 Trust

One of the essential components of online marketing is trust, which is also a crucial precondition for customers to make purchases from online shops[11]. Customers who have faith in a brand are more likely to make repeat purchases [12].

2.5 Information Quality

The quality of information is defined as the perception that leads to the output of what is produced from an information system in the continuous decision-making of the customer to determine something[5]. Before making a purchase decision, consumers will find out information about the desired product. Good quality information gives customers privileges ranging from ease of use to exploring everything about the desired product[13].

2.6 Perceived Ease of Use (PEU)

Depending on how simple a system is to use, one may believe that adopting it will enable them to accomplish a goal [14]. Perceived ease of use is another element that encourages user or consumer trust by providing strong usability[5].

2.7 Perceived of Usefulness (PU)

According to Davis, the assumption of a person that adopting technology can increase their performance as better users[15].

2.8 Attitudes

An attitude is an assessment of whether an action is positive or negative and how the user views the outcomes of that conduct[16].

2.9 Purchase Intention

According to Delafrooz, online purchase intention is the power of consumer intention to do something determined by purchase behavior via the internet [17]. When making purchases online, potential customers are impacted by a variety of factors, including as the seller's reputation, the structural guarantee, the product's appealing electronic appearance, and online trust [18]. At a high level of Trust where satisfaction is a cognitive response based on accumulated purchase experiences, mala potential customers are loyal customers [18].

2.10 Related Work

The study by Davendra Dhagarra, Mohit Goswami and Gopal Kumar [19] in the International Journal of Medical Informatics entitled "Impact of Trust and Privacy Concerns on Technology Acceptance in Healthcare: An Indian Perspective" uses a structural equation model (SEM) to analyze structural relationships using response-based a survey of 416 patients who availed healthcare services at primary health centers in New Delhi, India. The results in this study indicate that perceived usefulness, perceived ease of use, trust and privacy concern are direct predictors of patient behavior in accepting technology in utilizing health services. This study provides an empirical contribution to the literature on the effect of trust on technology acceptance.

According to this survey [20], this study uses Technology Acceptance (TAM) to evaluate perceived usefulness and perceived ease of use. The results showed that the quality of information has a positive effect on perceived usefulness and perceived ease of use, while perceived ease of use has a positive effect on perceived usefulness.

This study [21] studies the aspects, such as Ease of Use, Privacy, Security, Efficiency, and Shopping Decisions, that affect customers' online purchases through TikTok Shop. The study's findings demonstrate that ease of use of the TikTok Shop as well as decisions about what to buy from it are influenced by efficiency, privacy, and safety concerns. Slightly different from the research that the researcher wants to aim at, this research focuses on the features of the tiktok shop only. However, this study has a weakness because this study only uses 4 independent relationships and 1 dependent variable.

Platform trust and celebrity trust are the two key elements of trust in the context of the streaming industry, and both are necessary for users to adopt and re-use certain live streaming services. The study analyzed survey information from Chinese users of live streaming services to identify characteristics that might affect user behaviors with the TAM model approach. The study's findings show that users' intentions to return to a particular platform are greatly influenced by their faith in celebrities, and that this trust is substantially more significant than that of platforms. These results also inspire several

management strategies to improve streaming platform users' loyalty [22].

This study attempts to determine the variables influencing marketplace users' purchasing intent through live shopping or live commerce. The data taken in this study were taken using questionnaires. Using Smart PLS to analyze the data, it was discovered that the variables trust, perceived enjoyment & satisfaction strongly influenced the purchase intention outcome. From the study results, hypothesis testing proves that not all of them affect the Satisfaction variable, which is an Intervening variable. The amount of the elements' direct and indirect effects on buying interest can be broken down into a number of categories. According to the data, Trust and Perceived Enjoyment are two variables that indirectly affect behavior. The influence is known based on the results of the t-statistic and the owned P value [5].

In this study [23], applying the TAM acceptance model combines brand equity and website equity as determinants of perceived usefulness and perceived ease-of-use to predict Chinese consumer intention to use m-commerce apparel. The results show that Chinese consumers' intention to use apparel m-commerce is significantly influenced by their attitude and perceived usefulness. This indicates that Chinese consumers are more likely to use apparel m-commerce when they show positive attitudes toward apparel m-commerce and perceive that using apparel m-commerce can improve their productivity.

3. RESEARCH METHODS

In this section, the researcher describes the methodology and framework used in the study and the hypotheses created from the theoretical framework model. Several collection techniques including population and sample data will also be described.

3.1 Research Type

Quantitative methods are used in collecting data in this study. Data collection was carried out by providing surveys or questionnaires to the research population consisting of Indonesian TikTok users who do live streaming shopping. While the time-lapse study is from October to January 2022. Because it is not possible to conduct research on all users, this study will use the number of samples in accordance with the growth of the minimum number of samples according to Joseph Hair with the

formula for the number of Variables $(6) \times 20 = 120$. So it is based Calculations, this study will use a minimum sample of 120 samples selected from people who are active as TikTok users and make shopping transactions through the live streaming shopping feature on TikTok.

Questionnaires were given to Indonesians who use TikTok for live-streamed purchases in order to gather data. Using an online Google Form, the questionnaire has 18 questions. The Likert scale, which is used to assess answer quality and is displayed in table 1 below.

Table 1 Skala Likert

Response	Weight
Strongly Disagree	1
Don't agree	2
Disagree	3
Agree	4
Strongly agree	5

3.2 Data Analysis

At the define step, all data and hypotheses were evaluated using the structural equation modeling with partial least squares (SEM-PLS) technique. This was tested using SmartPLS 4.0 software. It employs factors that cannot be tested and can calculate measurement errors, therefore it follows the study model we conducted. The T-Stat score is $> 1,96$ for variables that have influenced, the P-value score is 0,05 to demonstrate that variables are significant, and the valid score utilized in SmartPLS is 0.7 for each variable.

3.3 Research Indicator

The questionnaire in Table 2 served as the foundation for the indicator variables employed in the study. There are six variables with 18 indicators to be tested. Independent variables, namely Trust and Information Quality, Perceived Ease of Use, Perceived Usefulness, and Attitudes, will be tested to determine whether these variables influence Purchase Intention.

Table 2 Indicator Variable

Variable	Indicators
Trust (T) [5]	1. T1 : Conformity of product information 2. T2 : Security of personal information 3. T3 : Transaction security
Information Quality (IQ) [23]	1. IQ1: Accuracy of information 2. IQ2: Information as needed 3. IQ3: Easy information to obtain
Perceived Ease of Use (PEU) [23]	1. PEU1 : Easy to understanding 2. PEU2 : Simplicity 3. PEU3 : Ease to interaction
Perceived Usefulness (PU) [24]	1. PU1: Ease of shopping 2. PU2: Shopping process quickness 3. PU3: Shopping process efficiency
Attitudes (A) [23], [25]	1. A1: Product delivery confidence 2. A2: Benefits of the corresponding product 3. A3: Perceived product value
Purchase Intention(PUI) [5]	1. PUI1: Buying desire 2. PUI2: Decision to make a transaction 3. PUI3: Seller perception

3.4 Research Hypotheses

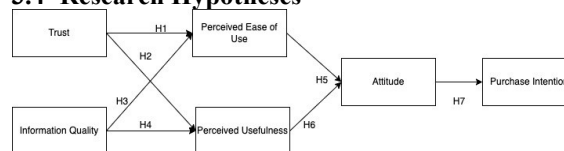


Figure 1 Research Model

Here are the hypotheses used in this study:

- Hypothesis 1(H1): Trust has a positive influence on how users of Tik Tok perceive the ease of use.

- Hypothesis 2(H2): Trust has a positive influence on how users of Tik Tok perceive of usefulness.
- Hypothesis 3(H3): Information quality has a positive influence on how users of Tik Tok perceive ease of use.
- Hypothesis 4(H4): Information quality has a positive influence on how users of Tik Tok perceive of usefulness.
- Hypothesis 5(H5): Perceived ease of use has a positive influence on how users of Tik Tok attitude.
- Hypothesis 6(H6): Perceived of usefulness has a positive influence on how users of Tik Tok attitude.
- Hypothesis 7(H7): Attitude has a positive influence on how users of Tik Tok perceive of purchase intention.

4. RESULT AND DISCUSSION

4.1 Questionnaire Findings

In this flowchart the researcher divided it into In this study, data were gathered through distributing questionnaires that had been distributed using Google Forms, an online survey tool. In this instance, the questionnaire is disseminated using various social media platforms and messaging services, including LINE and WhatsApp.

Researchers have obtained as many as 154 respondents from questionnaires that have been distributed. Based on this data, 57.1% of men and 42.9% of women with an average age of 17 to 22 years old and 81.8% are domiciled outside Jabodetabek, while 18.2% are domiciled in Jabodetabek. As many as 90.9% are TikTok users, and 78.6% have shopped using the live shopping feature on TikTok.

This questionnaire has also gone through an elimination process through the validation stage with the statement that there are 9.1% who are not TikTok users and 21.4% have never shopped through the live shopping feature on the TikTok application. However, 80.7% of respondents have used other applications to shop on the same feature, namely live shopping, such as Shopee at 74.3%, Tokopedia at 10%, Instagram at 4.3% and other applications at 11.4%.

4.2 Validity Test

The two types of testing that are currently available are the discriminant validity test and the convergent validity test. The outer loading score data can be used to conduct convergent validity

testing.[26]. The respondent's comprehension of each question variable is evaluated on this test. To compare the values in the cross-loading table, a discriminant validity test was conducted in addition to the convergent validity test [27]. When a variable has a factor value load and a construct to compare other constructs, it is valid.

The convergent test's findings demonstrate that all variables are reliable because they have all above the threshold of 0.7.

Testing the Average Variance Extracted (AVE) on the latent construct follows the Convergent test. [28]. This test is crucial because the diversity of the variables increases with the significance of the manifest variable's representation. The minimum limit for this AVE test would be a nice value of 0.5.

Table 3 Ave Variance Extracted (AVE) Value Test

Variable/ Indicator	Loading Factor	AVE	Result
Trust			
T1	0,765	0,657	Valid
T2	0,793		Valid
T3	0,871		Valid
Information Quality			
IQ1	0,849	0,691	Valid
IQ2	0,805		Valid
IQ3	0,838		Valid
Perceived Ease of Use			
PEU1	0,835	0,736	Valid
PEU2	0,882		Valid
PEU3	0,856		Valid
Perceived Ease of Use			
PU1	0,872	0,780	Valid
PU2	0,880		Valid
PU3	0,897		Valid
Attitude			
A1	0,887	0,714	Valid
A2	0,839		Valid
A3	0,807		Valid
Purchase Intention			
PI1	0,880	0,774	Valid
PI2	0,906		Valid
PI3	0,852		Valid

According to table 3, each variable's loading factor value after adjustment is greater than 0.7, and each variable's AVE value is higher than 0.5. As a result, this study is reliable, qualified, and worthy of use according to the findings of the validity test on 154 respondents.

4.3 Reliability Test

The reliability test was used in this inquiry to assess the questionnaire's consistency. All latent variables must have weights of at least 0.7 to provide a reliable explanation of the dependability of Cronbach's alpha and composite reliability [29]. Table 4 displays the reliability test results.

Table 4 Reliability Test

	Cronbach's alpha	Composite reliability	Result
Attitude	0.801	0.816	Reliable
Information Quality	0.776	0.781	Reliable
Perceived Ease of Use	0.821	0.828	Reliable
Perceived Usefulness	0.859	0.861	Reliable
Purchase Intention	0.855	0.860	Reliable
Trust	0.746	0.801	Reliable

Table 4 shows that the reliability measures Cronbach's Alpha and Composite Reliability have a value greater than 0.7 in each variable, indicating that the data is reliable. It is also possible to believe in the worth of the research.

4.4 The Result of Hypotheses

Bootstrapping is done to find the relationship between each variable so that the results of this bootstrapping can show whether a hypothesis is accepted or rejected on each hypothesis seen from the P-value

Table 5 Bootstrapping Result

Hypothesis	T-Stat	P-Value
H1: T -> PEU	3,147	0,002
H2: T -> PU	2,146	0,032
H3: IQ -> PEU	4,399	0,000
H4: IQ->PU	4,898	0,000
H5: PEU-> A	2,131	0,033
H6: PU->A	5,453	0,000
H7: A->PI	8,515	0,000

As indicated in Table 5, the T-Stat value for each variable in this study is greater than 1.96 and the P-value for each variable is less than 0.05. As a result, each of the seven hypotheses in this study can be accepted. Therefore, it can be claimed that every aspect considered in this study has a big effect.

4.5 Discussions

In accordance with the output result of the path coefficient in table 5 with the determined result of the value of P which gives the result of each hypothesis obtained and tested through T-statistics, it can be said that the hypothesis results are as follows:

H1: Trust > Perceived Ease of Use

Based on the findings from table 5, the H1 analysis results demonstrate that Trust significantly influences Perceived Ease of Use. Given that the Trust strongly influences the Perceived Ease of Use, and the significance value (P-Value) is less than 0.05, which is equal to 0.002, H1 is acceptable. The results of this study confirm earlier findings that Trust significantly and favorably influences perceived usability [[19].

H2: Trust > Perceived Usefulness

Based on the findings from table 5, the H2 analysis results demonstrate that Trust significantly influences Perceived Usefulness. This indicates that the P-Value, or significance value, is 0.032, or less than 0.05. Trust has a big impact on perceived usefulness, therefore H2 is accepted. This supports earlier research's conclusions that Trust has a large and advantageous impact on perceived usefulness [30].

H3: Information Quality > Perceived Ease of Use

Based on the findings from table 5, the H3 analysis's findings reveal that Trust has a big impact on perceived usability. Because the significance value (P-Value) is less than 0.05 and equals 0.000, it can be concluded that H3 is valid. Additionally, it may be inferred that Trust has a major impact on perceived usability. This confirms past studies' results that information quality has a significant, positive impact on perceived ease of use [31].

H4: Information Quality > Perceived Usefulness

The H4 analysis results show that Trust significantly affects Perceived Usefulness based on the results from table 5. This indicates that the significance value (P-Value) is less than 0.05, which is 0.000, and that Trust significantly affects Perceived Usefulness, indicating that H4 is accepted. This confirms previous research findings that information quality significantly and positively affects perceived usefulness[31].

H5: Perceived Ease of Use > Attitude

Based on the findings from Table 5, the H5 analysis results demonstrate that Perceived Ease of Use strongly influences Attitude. This demonstrates that the P-Value, which in this instance is 0.033, is less than 0.05, indicating that the Attitude is significantly influenced by the Perceived Ease of Use, supporting the validity of H5. This is consistent with past studies' findings that Attitude is significantly and favorably impacted by Perceived Ease of Use.[32].

H6: Perceived Usefulness > Attitude

Based on the outcomes from table 5, the H6 analysis results reveal that Perceived Usefulness strongly influences Attitude. This shows that the P-Value is less than 0.05, which is equal to 0.000, therefore it can be inferred that Perceived Usefulness significantly affects Attitude, showing that H6 is accepted [32].

H7: Attitude > Purchase Intention

The H7 analysis results show that Attitude significantly affects Purchase Intention based on the results from table 5. This indicates that the P-Value is less than 0.05, which equals 0.000. It is possible to conclude that Attitude significantly impacts Purchase Intention, indicating that H7 is accepted. This confirms previous research findings that Attitude significantly and positively affects Purchase Intention [33].

5. CONCLUSION AND FUTURE WORK

In this study, the effect of live shopping on purchase intention was examined using the TAM model. Seven potential outcomes have been investigated in this study. Questionnaires were distributed to live TikTok shop users in Indonesia by producing 110 valid data. From the data collected, the test results show that information quality and trust have a positive influence on perceived usefulness and usability. In addition, perceived utility and usefulness have a positive effect on attitudes. The final point is that one's intention to buy is positively influenced by attitude.

Based on this study's results, the TikTok live streaming feature must consider factors that affect buying interest in the future. From the results of research conducted by researchers, these factors include trust, information quality, convenience, usability, and attitude. Based on the author's

analysis, things that can be done to improve or increase purchase intention include:

1. To increase user trust in the live streaming feature of TikTok is to improve the security of personal data, transaction processes, and suitability of product information. One way to increase transaction security is to remind you not to use any Wi-Fi or public Wi-Fi when making transactions.
2. The quality of information can be improved by maintaining the accuracy of the information and the appropriateness of the information needed by the customer. This can be improved by checking product quality information to filter products that have the potential to contain violations and always giving warnings to sellers to maintain product quality information.
3. What can be done to improve ease and usability is to make the application interface more straightforward yet rich in information.
4. Product improvement can be done by checking the quality of product information and giving warnings to sellers to maintain product quality information so that the value and use of the product are appropriate.

Due to the absence of external characteristics like age, gender, experience, and others, this study has several limitations. As a result, this research can examine external factors that affect how users use the TikTok program in future studies.

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