


The effect of live selling on purchase intention in students at telkom institute of technology Purwokerto

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Article Info	ABSTRACT
Keywords: Live Selling, Purchase Intentions, Students, internet, interaction	Internet used for most Indonesians has become a lifestyle. Many young generations often carry out buying and selling transaction via e-commerce at social media, which is turns changes people's shopping lifestyles. This was reinforced during the COVID-19 pandemic, more people's using E-Commers and creating direct sales features that could increase people's desire to buy goods. This research aims to analyse the influence of Live Selling, namely live broadcasts that allow sellers and buyers to interact directly. Where seller make sales by displaying the products offered to buyers buy products during live selling, namely interactivity, visualization, Entertainment and Professionalization. This research used quantitative research with random sampling techniques and 116 respondents were successfully collected for measurement. Data processing gives the following result (1) interactivity variable has a positive effect on purchase intention (2) Visualization variable has a positive effect on purchase intention (3) entertainment variable has a positive effect on purchase intention, (4) professionalization variable has a positive impact on purchase interest. Live Selling that fulfils these four components can increase purchasing intentions among students in ITTP.
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INTRODUCTION

In direct sales, everyone can see the products being sold simultaneously with Live Selling. The communication tools used in this business are connected both by cable and non-cable. Sellers use live selling to sell goods to buyers to find out how many customers will buy the product. Some people in Indonesia and throughout the world have made using the internet a lifestyle. With this increase, many young people often carry out sales and purchase transactions via e-commerce via social media, which in turn changes people's lifestyles when shopping.

Online shops are sellers who interact with customers via social media. Online shops have the advantage of being easy to access and making it easier for everyone to find out about the products offered and allowing customers to make purchases without visiting the shop directly.

Due to the COVID-19 pandemic, the Indonesian government implemented PKKM or restrictions on community activities and asked people to comply with health protocols. In this way, more and more people tend to use E-commerce and create direct sales features that are very popular so that this increases people's desire to buy goods.(Sun et al., 2019). One example of implementing Live Selling is giving virtual prizes such as price discount coupons or free shipping (postage) to customers who buy during live streaming, so that this encourages customers' desire to buy goods.(Su et al., 2020). With Live Selling, buyers can make purchases directly by selecting the shop they want or that they think is interesting to look at. Purchase procedures can also be carried out via Live Chat so that sellers can keep records of purchases(Wongkitrungrueng et al., 2020).

Through good visualization where the seller explains every aspect of the product as if they could see it directly, buyers will get more information about the product and be more confident about buying(Wongkitrungrueng et al., 2020). This research is to test the results of previous research carried out with student subjects in Batam by(Ma et al., 2022)and this time it was carried out with a narrower population, namely in Purwokerto with the subjects being students at the Telkom Purwokerto Institute of Technology.

METHODS

Literature Review

Purchase Intention Theory

The buying and selling interactions that take place during Live Selling involve buying intentions. Purchase intention is a term used to describe a customer's willingness or willingness to buy a product or service in the future, both in the near and long term. In fact, purchase intention is a key factor in determining purchasing behavior, because consumers who have high purchase intention are likely to follow through on their purchase. Purchase intention is determining the decision to purchase an alternative brand among various other alternative brands.(Kottler & Keller, 2016).

Live selling also relates to purchase intentions, just like direct buying and selling interactions. Purchase intentions continue to arise and are used as information for individuals or groups of people to determine whether an idea requires further development to determine the results of the research or not. Internal factors such as attitudes, evaluations and other consumer behavior can influence customers' purchasing intentions to find out and predict their behavior(Peña-García et al., 2020).

Interactivity Effects

People's need for social interaction is very important in encouraging them to use live streaming(Hamari & Sjöblom, 2017), interactivity and presence allow for smooth and effective communication so should be considered(Bao et al., 2016). Interactivity is a characteristic of Live Selling in Live Streaming like other e-commerce media. The level of interaction that occurs when communicating between sellers and buyers is called interaction(Nasution et al., 2020)Previous research shows that interactivity is closely related to positive attitudes such as trust and satisfaction(Bao et al., 2016). In e-marketplaces, interactivity plays an important role in building good relationships between

buyers and sellers because it can help achieve high quality communication.(Ryhan & Baskoro, 2021).

Live Selling allows buyers and sellers to interact in real time and increase purchase intent. So the following hypothesis is obtained:

Hypothesis 1 (H1): Interactive has a positive impact on purchase intention

Visualization Effects

Live streaming media, like other social media, is known to be very interactive. Two parties engage in intense and continuous interaction which causes interactivity(Kang et al., 2021). Buyers can communicate with sellers via live streaming media. At that time sellers who live stream can display their products to customers directly. This allows buyers to review live product details(Xue et al., 2020). Hypothesis as follows:

Hypothesis 2 (H2): Visualization has a positive impact on purchase intention.

Entertainment Effects

Entertainment value is to fulfill a person's sense of satisfaction and emotional satisfaction after evaluating an experience as something exciting, interesting or satisfying(Moon & Kim, 2001). When live streaming, just watching sellers wear the clothes they sell can make people interested. The experience you get when watching a fashion show is also almost the same. Sometimes live draws such as discount coupons or cash give rise to their intention to shop via Live Streaming(Pujiastuti et al., 2017). Customers will be satisfied because the prices are affordable which will encourage them to buy more goods through live streaming. Thus, the following hypothesis results were obtained.

Hypothesis 3 (H3): Entertainment has a positive impact on purchase intention

Effects of Professionalization

Due to professionalization, Stramer's attitude and way of disseminating information, knowledge and experience of using products is focused. According to Adiwijaja, individuals who are experts in the product will make buyers feel safe from the dangers associated with the product(Adiwidjaja, 2017). Streamers usually provide information in Live Streaming that can increase buyer confidence(Ma et al., 2022). Therefore the following hypothesis is obtained:

Hypothesis 4 (H4): Professionalization has a positive impact on purchase intention

This study is quantitative research using study samples originally from students at the Telkom Purwokerto Institute of Technology (ITTP) who like or have watched Live Streaming Shopping on social media that has a Live Selling platform. Based on the results of research by(Maharani & Dirgantara, 2023)explained that students have a great interest in watching Live Streaming, especially on social media with active live streaming, so that users are interested in using the application in the midst of scrolling through personalized videos. This model has independent variables, namely: Interactive, Visualization, Entertainment and Professional. The dependent variable in this model is buying interest. Figure 1 shows the study model that will be used

Research methodology

The questionnaire given to the subjects was the questionnaire used in previous research and was described as follows:

- Interactive variables are represented by 3 point statements
- The Visualization Variable is represented by 3 statement points
- The Entertainment variable is represented by 3 statement points
- The Professionalization variable is represented by 3 statement points
- The Purchase Intention variable is represented by 3 statement points

All items are measured using 5 measuring points, namely 1: strongly disagree to 5: strongly agree(Ma et al., 2022).

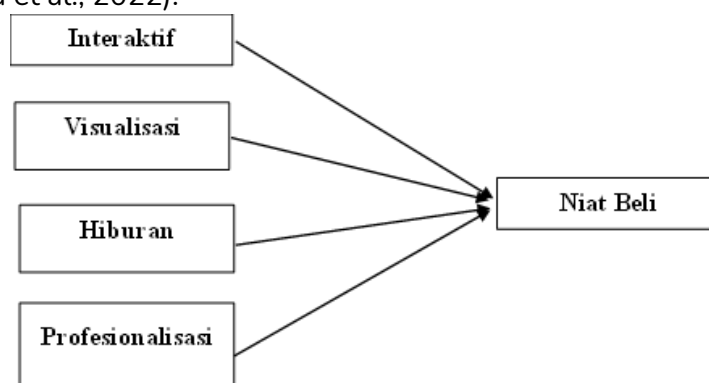


Figure 1. Research Model

Table 1. Measurement Items

Interactive (IN)	<p>Sellers really enjoy communicating with buyers during live selling</p> <p>The seller is active when responding to audience questions</p> <p>The seller provides information that is relevant to the audience's needs</p>
Visualization (VI)	<p>Live Selling provides information on how to use the products it sells to me</p> <p>Live Selling allows me to see the attributes of the products they sell</p> <p>Live Streaming helps visualize the product in the real world</p>
Entertainment (HI)	<p>Live Selling really attracts my attention</p> <p>Live Selling makes me so entertained</p> <p>Live Selling gives me satisfaction</p>
Professionalization	<p>The seller is an expert with the product being promoted</p> <p>The seller is very experienced with the products being promoted</p> <p>The seller really understands the product being promoted</p>
Purchase Intention	<p>I have the intention of buying through a live selling service</p> <p>I predict I will buy goods through live selling services</p> <p>If there is a product that I want, I will buy it through a live selling service</p>

Research methods

The study used is quantitative research, using descriptive statistical analysis techniques. Because the number of samples is unlimited, namely users of the live selling platform at the Telkom Purwokerto Institute of Technology, the lameshow formula was used to get a number of 96 which was rounded to 100, with the minimum sample used being 100 individuals. Multiple linear regression test based on respondent data, then distributed in the SPSS 25.0 application.

The step of determining the sample unit is carried out through early detection of a number of individuals. The purpose of detecting people is to find out whether the individual fits the sample criteria that have been determined, for example social media users and those who have participated in live selling. Next is the distribution of questionnaires via Google Form which is distributed via student WhatsApp groups. After the data has been collected, data creation and tabulation are carried out. Fill out the questionnaire through validity and reliability testing using SPSS 25.0. The results obtained are valid where the calculated r value is smaller than the table r and is reliable. The Cronbach alpha value has a value of > 0.70 with a total sample of 100 people.

RESULTS AND DISCUSSION

Analysis of Respondent Characteristics

Respondents in this research are ITTP students who in the last month have watched live streaming shopping / live selling events on social media platforms such as Instagram, TikTok or Facebook. The questionnaire collected 126 respondents but a number of respondents were eliminated, so only 106 samples passed and were suitable for processing.

Of the 106 respondents who were ITTP students who had used the Live selling platform on social media, 63 people or 59.43% were men and 43 people or 40.57% women. The majority of respondents are male and the comparison between men and women is quite significant. This shows that there is a dominance of male students who like to watch live streaming shopping.

In this research there is an interesting finding that the majority of respondents use Instagram as the main platform to access live selling sessions. Of the social media options used, the most widely used by respondents is IG (Instagram), namely 100 people or 94.3%, after that the Tik Tok and You Tube platforms also have significant popularity, namely Tiktok is used by 62 people or 58.5% and You Tube is used by 44 people or 41.5%. Facebook has lower usage compared to other platforms. The following are several factors that can explain the dominance of the use of Instagram as the main platform, namely because of its popularity and wide reach, Instagram is very popular among students and the general public. Live selling is accessible to many people because of its good reputation and large number of users. This allows sellers to reach a wider audience. Apart from that, the features offered are also very interactive and easy to integrate with other features such as Instagram stories, IGTV and shopping tags.

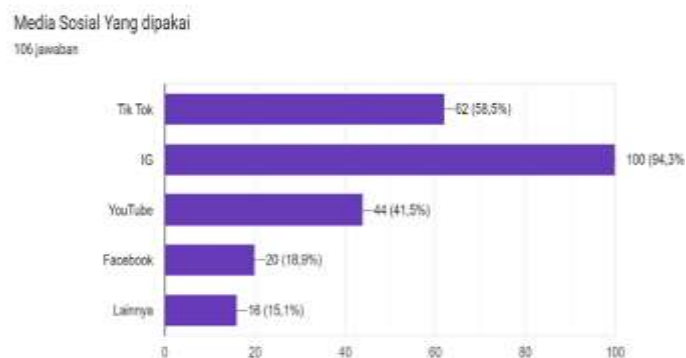


Figure 2. Social media used

Multiple Linear Regression Test

The multiple linear regression test is an effective statistical tool for understanding the correlation between two or more independent variables and 69 dependent variables in a regression model. In the study, data was analyzed using the SPSS 24 analysis tool.

Table 2. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.749a	.561	.543	1.87961

a. Predictors: (Constant), X4, X1, X3, X2

The adjusted R Square value is 0.543. This shows that the dependent variable (Interactive, Visualization, Entertainment, Professionalization) contributes 54.3% to the dependent variable (Purchase Intention). In contrast, other variables not included in this study contributed 45.7%.

Table 3. ANOVAa

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	455,438	4	113,860	32,228	,000b
Residual	356,826	101	3,533		
Total	812.264	105			

a. Dependent Variable: Y

Based on the table above, the analysis can be concluded:

- 1) Because F count $32.228 > F$ table $df (\alpha; k-1; nk) (0.05; 3; 102) = 2.694$, then the independent variable can be concluded Simultaneously can describe changes independent variable or the model is considered suitable or fit.
- 2) The error rate or probability is Sig. 0.000 which means < 0.05 , then it can be concluded that the model is suitable or fit.

Table 4. Coefficients a

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	2,469	1,295		1,908	,059
	X1	,246	,104	,201	2,369	,020
	X2	,155	,125	,120	2,237	,019
	X3	,854	,087	,785	9,830	,000
	X4	,032	,122	,124	2,259	,007

a. Dependent Variable: Y

Based on the table, we can conclude the achievements of hypothesis testing with analysis, namely:

- 1) The interactive variable (X1) has a significant number of $0.020 < 0.05$ or a calculated t value of $2.369 > t \text{ table df } (\alpha; nk) (0.05;106) = 1.659$. This means that there is a significant influence of the independent variables individually on the dependent variable and has a positive direction. It is possible to conclude that the hypothesis that states "Interactivity has a positive effect on purchase intention" is accepted (H1).
- 2) The visualization variable (X2) has a significant number of $0.019 < 0.05$ or a calculated t value of $2.237 > t \text{ table df } (\alpha; nk) (0.05;106) = 1.659$. This means that there is a significant influence of the independent variables individually on the dependent variable and has a positive direction. It is possible to conclude that the hypothesis that states "Visualization has a positive effect on purchase intention" is accepted (H2).
- 3) The entertainment variable (X3) has a significant number of $0.000 < 0.05$ or a calculated t value of $9.830 > t \text{ table df } (\alpha; nk) (0.05;106) = 1.659$. This means that there is a significant influence of the independent variables individually on the dependent variable and has a positive direction. It is possible to conclude that the hypothesis that states "Entertainment has a positive effect on purchase intention" is accepted (H3).
- 4) The professionalization variable (X4) has a significant number of $0.007 < 0.05$ or a calculated t value of $2.259 > t \text{ table df } (\alpha; nk) (0.05;106) = 1.659$. This means that there is a significant influence of the independent variables individually on the dependent variable and has a positive direction. It is possible to conclude that the hypothesis that states "Professionalization has a positive effect on purchase intention" is accepted (H4).

The products that respondents often see or are interested in are mostly fashion such as clothes, shoes, bags and accessories, 56%, then 24% are interested in buying facial/body care products (skincare) and the rest are interested in buying electronic equipment, cellphone accessories, game accounts. , and food.

Psychological variables in Live Selling, namely interaction, visualization, entertainment and professionalism, are very important and have very different effects from traditional E-commerce. The following are the results of research that has been carried out:

Interactive Influence on buying interest

Interactive seller has a positive effect on buying interest, this can be explained as follows: The interactive variable consists of 3 question indicators, namely: (1) Sellers really like to communicate with buyers when live selling, (2) Sellers are active when responding to audience questions and (3) Sellers provide information that is relevant to the audience's needs. The research results showed that 43.4% of respondents strongly agreed that they were interested in buying the product. As many as 59.4% strongly agreed that purchase intention increased when the seller was active in responding to audience questions and 48.1% strongly agreed that purchase intention increased when the seller provided information that was relevant to the audience's needs.

Coupled with live interactive features that support users with the ability to interact directly with sellers, provide comments and ask questions which results in a more specific user experience and can increase purchasing intentions. Interestingly, the interactions that are formed between sellers and consumers are supported by the comment feature prepared by sellers as a forum for customers to ask questions directly about the products offered or negotiate. The sensation of shopping directly is also felt so that there is a feeling of having to buy the product directly when Live Selling.

The influence of professionalization on purchase intentions

Professionalization has a positive effect on purchase intentions. There are 3 question indicators, namely (1) The seller is an expert on the goods being promoted (2) The seller is very experienced in the items being promoted and (3) The seller really understands the items being promoted. 48.1% of respondents agreed that if the seller is an expert in the product being promoted, it can increase purchase intentions. As many as 49.1% of respondents agreed that sellers who were very experienced in their products could influence them in buying the product and as many as 45.3% of respondents agreed that they would buy the product if the seller was very familiar with the product they were promoting.

These results can explain how important the professionalization factor is in Live Selling and how this influences consumer purchasing intentions. Professionalization here means the ability of the presenter or seller to provide accurate information and manage live selling sessions with professionalism.

The seller's ability to convey products comprehensively and professionally is very important. Sellers who are able to provide in-depth, clear and structured product explanations are able to increase buyers' confidence and encourage them to buy the item. By preparing good product information before the session, using polite and clear language and answering buyers' questions appropriately, sellers can become professionals in Live Selling.

The influence of entertainment on purchase intentions.

The entertainment variable has 3 indicators (1) Live Selling really attracts the attention of the audience (2) Live Selling makes the audience entertained and (3) Live Selling gives satisfaction to the audience. . The research results showed that 36.8% of respondents said they quite agree, 33% said they quite agree that live selling which can keep the audience entertained encourages purchase intentions and 37.7% of respondents agreed that if live selling gives satisfaction then it encourages them to buy the product. The entertainment variable has a positive effect on purchase intention and can be explained as follows:

It was found that the attractiveness of the audience and the level of audience satisfaction in a live sales session greatly influenced the audience's purchasing intention. High audience appeal in direct sales increases the desire for buyers. A more enjoyable experience can be generated with content that captures the audience's attention such as innovative content, interactive games or surprising surprises. This appeal can encourage customers to stay engaged and make them more likely to consider purchasing something.

Sellers can attract customers with innovative content, interactive events or surprise special discounts for active customers. If viewers feel engaged and happy during a live selling session, they are more likely to associate the experience positively and consider purchasing. Audience satisfaction also creates an emotional connection between the audience and the brand that can influence their intention to purchase in the long term.

By understanding the preferences and tastes of the target audience, managing sessions with positive energy and responding actively to audience comments and feedback, sellers can increase customer satisfaction. It is important to remember that entertainment in Live Selling apart from providing a pleasant experience, also has an emotional connection with Live Selling content which is more likely to have strong purchasing intentions. Therefore entertainment elements must be created in a way that triggers positive emotional reactions. Sellers can build strong emotional relationships with customers through interesting stories, supportive music and emotional interactions.

By understanding and implementing entertainment elements in Live Selling, sellers can make customers have a more positive and interesting experience. In turn, this can increase customers' desire to buy goods.

The influence of visualization on buying interest.

The visualization variable has 3 indicators, namely (1) Live Selling provides information on how to use the goods it sells to buyers (2) Live Selling allows buyers to see the attributes of the products they are selling and (3) Live Selling helps visualize products according to the real world. The research results showed that as many as 53.8% agreed that live selling which was able to explain well how the product was used could increase purchase intentions. As many as 57.5% of respondents stated that they strongly agreed that the audience who could see the attributes of the goods being sold clearly were encouraged to buy the product and 49.1% of respondents strongly agree that Live Selling can visualize products as they are in the real world and can increase purchasing intentions.

The explanation of the visualization variable test which has a positive effect on purchase intention can be explained as follows: Good visualization is very important in direct sales because buyers can see product features such as color, size, texture and others. Sellers who are skilled at using visual media can create an experience that is similar to seeing the product directly in the real world. Sellers can improve their visual capabilities by using today's technology such as the use of high-quality cameras, good lighting and clear product displays.

CONCLUSION

In the study of the effect of Live Selling on buying intentions in students at Telkom Technology Institute Purwokerto (ITTP) conducted by the research team aims to determine the effect of interactive variables, visualization, entertainment and professionalization on purchase intentions, especially in students at ITTP. The research was conducted using quantitative methods, namely distributing questionnaires to 106 ITTP student respondents who had watched Live Selling. From the results of the questionnaire, the data was tested using the Cronbach Alpha method and obtained reliable data. The results of this study were concluded to be in line with previous research conducted by Zhang.et.al, although the population tested was smaller. Interactive, Visualization, Entertainment and Professionalization variables can increase purchase intention after watching live selling, especially for students at ITTP. The research conducted has limitations, namely the perception of psychological variables such as interaction, visualization, entertainment and professionalism is subjective and can be influenced by cultural factors, personal experience or other individual factors. Researchers realize that the results of the research conducted are far from perfect so that suggestions for future researchers who want to examine problems with similar topics should pay attention to the factor of emotional involvement of buyers when buying an item when Live Streaming takes place or the external factor.

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