

TikTok live Streaming: The Role of Influencers in Shaping Consumer Purchase Decision

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Abstract

This study aims to determine the role of influencers in TikTok live streaming, promotion and trust in purchase intention. The research method used in this research is descriptive quantitative. The sample in this study were 100 people. The sampling technique used is nonprobability sampling with saturated sampling. The approach used in this study was accidental sampling. The types of data used in this study are primary data and secondary data, where secondary data is used to strengthen the background of the problem. The measurement scale used is a questionnaire with a Likert scale of 1-5. The tests carried out in this study are validity and reliability tests, hypothesis testing, inner model, outer model and r square. The tool used to test the hypothesis is the Structural Equation Model (SEM) with the SPSS. The results of this study are that promotion and trust have a positive and significant effect on TikTok Live influencers in Yogyakarta, while promotion and trust have a positive effect on TikTok consumer buying interest, while the Influencer variable mediates the relationship between promotion and consumer buying interest TikTok Live in Yogyakarta.

Keywords: *Influencer, Promotion, Tust, Purchase intention, Tiktok live*

INTRODUCTION

At this time, the internet brings changes in the field of marketing, rapidly growing technological advances have an impact on the marketing field that follows modern times, the new term is usually called digital marketing, but a process in the company looks like business activities carried out electronically or other languages are called e-commerce (Harita et al., 2022). E-commerce is a concept where sellers and buyers can make transactions without having to meet, usually it is done on a website which is used as an intermediary for sellers and buyers, with the internet and technology as a promotional and marketing medium, the desired needs can be met (Kniffin & Palacio, 2018).

One of the social media that is widely used for marketing activities and is widely used to share product reviews is TikTok. TikTok is one of the social media applications that is currently favored by all groups from children to adults. The TikTok application has an important role in the business world, especially in the development of a more modern way of marketing or advertising and following trends at that time. TikTok Shop is one of the latest innovative features of the TikTok application. In accordance with the name of the feature, TikTok shop, TikTok shop is an e-commerce service found in the TikTok application. Through this feature, customers can make buying and selling transactions on the TikTok application. The presence of TikTok live streaming also builds consumer confidence when shopping online. Efforts to build trust are very important because internet media is not able to present the atmosphere and products like conventional shopping. However, the existence of the live streaming feature allows businesses to communicate in detail, demonstrate, and answer questions from potential buyers directly (Ginajar Saputra et al., 2022) The TikTok live shopping phenomenon began when TikTok first introduced the TikTok Shop feature to its users. This buying and selling activity through live streaming is often referred to as live shopping.

The use of the TikTok application as a promotional medium can also increase consumer awareness of a product brand. Consumers tend to decide to buy a product whose brand is well known to them

rather than a product whose brand is less known or even not known at all (Kusuma and Suharnomo, 2015). Purchase interest arises after an alternative evaluation process and various new consumer considerations will decide whether the product to be purchased is in accordance with what is needed. Purchase interest is influenced by the value of the product being evaluated, if the perceived benefits are greater than the sacrifice to get it, the urge to buy it is higher. Conversely, if the benefits are smaller than the sacrifice, buyers will usually refuse to buy and will generally switch to evaluating other similar products.

One form of offering a product can be done through Influencer Marketing. According to Hariyanti and Wirapraja (2018) an influencer is on social media and has many followers so that they can encourage others to take an action. Influencers can become trendsetters or become the center of attention of many people. Influencer marketing is a marketing strategy in product sales by promoting a product by someone who is considered to have influence (Lengkawati and Saputra, 2021). The phenomenon of social media influencers has a major influence on people's consumption patterns, especially the millennial generation.

As such, it is important for companies to select influencers who are reputable and can reach the relevant audience. In addition, companies should also ensure that the influencer is transparent and honest in conveying information regarding the promoted product. This transparency will strengthen consumer trust and increase their likelihood of making a purchase. In this digital era, where information can spread quickly, maintaining and building trust through influencers can be an effective strategy to increase consumers' purchase intention in live streaming e-commerce.

Literature Review

Purchase Intention

The definition of purchase intention, namely purchase interest is a behavior that arises in response to objects that show consumers' desire to make (Kotler and Keller, 2013). According to (Stevina et al, 2015), Purchase intention is the tendency to buy a brand and is generally based on the compatibility between the purchase motive and the attributes or characteristics of the brand. Kotler (2013) suggests the stages that consumers carry out in the decision-making process, starting from (a) need recognition, (b) information search, (c) evaluation of alternatives, (d) purchase, and (e) behavior after purchase.

Influencer

Influencer is a person or figure in social media where that person has many followers, then what they say can influence the behavior of their followers (Hariyanti and Wirapraja, 2018). Influencers can be categorized as microcelebrity, which means a new style of online behavior where a person tries to increase their popularity on the internet using various kinds of technology such as videos, blogs, or social networking sites (Senft, 2008). Meanwhile, according to Brown & Fiorella (2013: 195) Influencer is "Typically a non-customer or business incentivized to recommend / create content about a business brand or product". And another definition put forward by Nick Hayes (2008: 50) defines Influencer as "A third party who significantly shapes the customer's purchasing decision but may never be accountable for it."

Promotion

According to Freddy Rangkuti (2018) Promotion comes from the word promote in English which is defined as developing or increasing. This definition, if related to the field of sales, means as a tool to increase sales turnover. Promotion refers to several company activities in providing information about

the benefits of its products or services, influencing target consumers or customers to buy these products (Nurul Huda Dkk, 2017). Promotion is one of the variables in the marketing mix which is very important for companies to implement in marketing service products. Promotional activities not only function as a means of communication between companies and consumers, but also as a tool to influence consumers in purchasing or using services in accordance with activities and needs. Promotion is a persuasive communication, inviting, forcing, urging, persuading and convincing (Rambat lupiyoadi, 2013).

Trust

Trust is the strength that a product has certain attributes. Consumers will express confidence in the various attributes possessed by a brand and the product it evaluates. These beliefs are often referred to as objectattribute linkages, namely consumer confidence about the possibility of a relationship between an object and its relevant attributes (Ujang Sumarwan, 2011). According to Maharani (2010) Trust is one party's belief in the reliability, durability, and integrity of the other party in the relationship and the belief that his actions are in the best interest and will produce positive results for the trusted party. According to Ba and Pavlou (2002: 122) defines trust as an assessment of one's relationship with others who will carry out certain transactions in accordance with expectations in an environment full of uncertainty. Consumer trust according to Mowen and Minor (2013: 201) is as all the knowledge possessed by consumers and all the conclusions made by consumers about objects, attributes, and benefits. According to Kotler & Keller (2013) consumer trust is as follows: "Trust is the willingness of a firm to rely on a business partner. It depends on several interpersonal and interorganizational factors, such as the firm's perceived competence, integrity, honesty and benevolence".

Effect of Promotion on Influencers

Promotion is an activity to make people recognize our business, recognize our products, so hopefully they will buy our products. The rise of promotional activities through e-commerce in Indonesia can be caused by various factors, one of which is the spread of branding content carried out by social media influencers. In the current era of the Industrial Revolution, the rapid development in the field of technology makes it very easy for someone to influence many people in various media and platforms such as through social networking.

H1: Promotion Influences Influencers

Influence of Trust on Influencers

Forming trust in brands is very important because today brands are evolving from functional to trust (trust in brands is the main consideration for buying products) (Edelman Trust Barometer, 2019). The use of influencers is seen as very effective in fostering strong relationships between brands and consumers (Hamalainen, 2016). Influencers can pass on information and form trust in the brand itself (Brown, D., Fiorella, 2013). The trust built by social media influencers with their followers causes the consumption of a brand to increase.

H2: Trust Influences Influencers

The Effect of Promotion on Purchase Intention

Consumer trust in a product can be created by providing / delivering products according to the specifications advertised on the company's website. Consumer trust can also be created by the honesty of producers or marketers in conveying the characteristics of the product or service being sold in detail to consumers. In addition, providing a guarantee or warranty from the company to consumers after purchasing the product will also contribute to the level of consumer confidence. Consumer buying interest is largely influenced by consumer confidence itself, to be able to attract consumer buying interest online sellers must be able to foster and increase consumer confidence. Trust is a major factor in the emergence of consumer buying interest online. According to Pavlou and Gefen (2002) a very

important factor in influencing online purchases is trust. Trust is a key factor in every online buying and selling transaction. Based on this opinion, it can be concluded that trust in E-commerce sites is a major factor in triggering consumer interest in making online purchases.

H3: Promotion Influences Purchase Intention

The Effect of Trust on Purchase Intention

Consumer trust in a product can be created by providing/delivering products according to the specifications advertised on the company's website. Consumer trust can also be created by the honesty of producers or marketers in conveying the characteristics of the products or services sold in detail to consumers. In addition, providing a guarantee or warranty from the company to consumers after purchasing the product will also contribute to the level of consumer confidence. Consumer buying interest is largely influenced by consumer confidence itself, to be able to attract consumer buying interest online sellers must be able to foster and increase consumer confidence. Trust is a major factor in the emergence of consumer buying interest online. According to Pavlou and Gefen (2002) a very important factor in influencing online purchases is trust. Trust is a key factor in every online buying and selling transaction. Based on this opinion, it can be concluded that trust in E-commerce sites is a major factor in triggering consumer interest in making purchases online. Therefore, the hypothesis in this study:

H4: Trust Affects Purchase Intention.

Influencer Effect on Purchase Intention

An influencer is on social media and has a large number of followers so that they can encourage others to take an action (Hariyanti & Wirapraja, 2018). Many companies use influencer marketing as one of their product promotion strategies. Influencer marketing is a marketing strategy in product sales by promoting a product by someone who is considered to have influence (Lengkawati & Saputra, 2021). By using this promotional strategy, buyers will get some information about the product they choose. An influencer must also be honest in promoting the product. The message conveyed must be in accordance with what is in it, not exaggerated or reduced because it can harm customers, companies as well as influencers themselves. The ability of social media influencers to effectively create and translate marketing messages highlights their important role in understanding social media marketing rhetoric (Ge & Gretzel, 2018). Most of today's social media users already follow what they see on social media so that the role of influencers themselves is very important for companies to market their products to consumers. Therefore, the hypothesis in this study:

H5: Influencers Affect Purchase Intention

Influencers Can Mediate the Effect of Trust on Purchase Intention

The biggest concern about online shopping is the problem of unprotected privacy, compared to other problems such as selling counterfeit goods, products that do not meet standards, and others. What must be prepared is strict privacy in transactions, customer identity, and others are safe, so that customers feel the selected marketplace is private. Through this privacy, it will build trust in customers who want to shop online Chen et al., (2015). Bianchi & Andrews, (2012) suggest that trust, it will provide a sense of comfort for consumers in sharing information when making purchases based on suggestions. So with the higher value of trust in a brand, it will make us more confident to make purchases on these products without any hesitation. Clemons et al. (2016) examined that the more customers trust a marketplace, the more online purchases can increase. In addition, after shopping online, consumers will provide information to potential customers by commenting on the products they receive, giving rise to social networks (social influence).

H6: Influencers Mediate the Effect of Promotion on Purchase Intention

Influencers Can Mediate the Effect of Trust on Purchase Intention

The biggest concern about online shopping is the problem of unprotected privacy, compared to other problems such as selling counterfeit goods, products that do not meet standards, and others. What must be prepared is strict privacy in transactions, customer identity, and others are safe, so that customers feel there is privacy in the selected marketplace. Through this privacy, it will build trust in customers who want to shop online Chen et al., (2015). Bianchi & Andrews, (2012) suggest that with trust, it will provide a sense of comfort for consumers in sharing information when making purchases based on suggestions. So that with the higher value of trust in a brand, it will make us more confident to make purchases on these products without any hesitation. Clemons et al. (2016) examined that the more customers trust a marketplace, the more online purchases can increase. In addition, after shopping online, consumers will provide information to potential customers by commenting on the products they receive, causing social networks (social influence). Therefore, the hypothesis in this study:

H7: Influencers Mediate the Effect of Trust on Purchase Intention

From the explanation above, there is framework conceptual and hypothesis in research this as following:

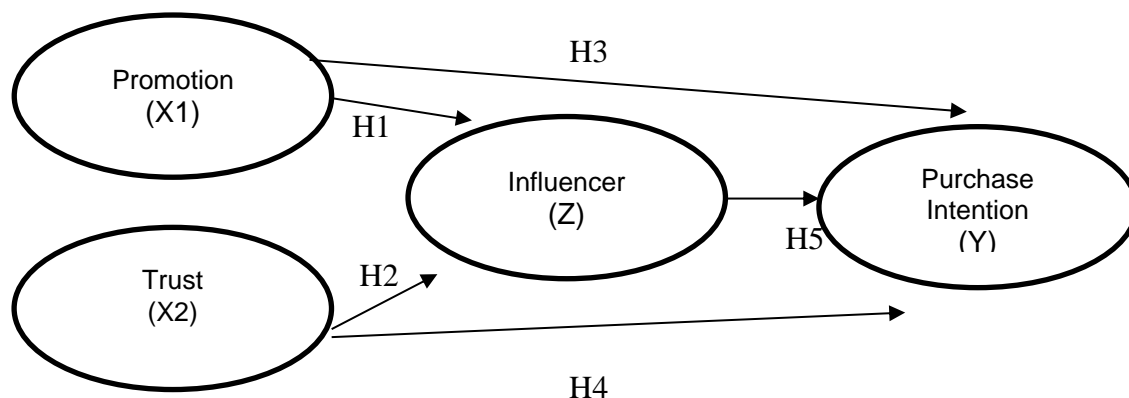


Figure 1. Framework Conceptual

METHODS

The research uses quantitative research methods. The primary data source in this study is questionnaire data regarding the variables to be tested, namely promotion, trust, influencers and purchase intention. The population used in this study are consumers / users of TikTok Live. The sampling method in this study is non probability sampling using accidental sampling technique. Data processing using the SEM-based component method with SPSS software.

RESEARCH RESULTS AND DISCUSSION

Characteristics Respondent

Table 2. Respondent Characteristics

No	Characteristics	Amount	Percentage	
1	Gender	Woman	65	65%
		Man	35	35%
		Amount	100	100%
2	Age	15-25 Years	42	42%
		26-35 Years	54	54%
		>36 Years	4	4%
		Amount	100	100%

Source: Processed data, 2024

Respondents in this study are consumers who have made purchases on Live TikTok with a total of 100 respondents. The characteristics of respondents based on age show that the majority of Live TikTok consumers are between 15 and 25 years old. Meanwhile, regarding the characteristics of respondents based on gender, many consumers at Live TikTok are female, with 65 respondents or 65% of the total respondents.

A. Descriptive Analysis Research variable

1. Validity test

Table 3. Validity test

No	Variabel	r-Count	r-Tabel	Results
1	Promotion	0,511	0,196	Valid
		0,673	0,196	Valid
		0,614	0,196	Valid
		0,532	0,196	Valid
2	Trust	0,591	0,196	Valid
		0,437	0,196	Valid
		0,639	0,196	Valid
		0,556	0,196	Valid
3	Influencer	0,401	0,196	Valid
		0,426	0,196	Valid
		0,523	0,196	Valid
		0,386	0,196	Valid
4	Purchase Intention	0,627	0,196	Valid
		0,761	0,196	Valid
		0,822	0,196	Valid
		0,633	0,196	Valid

Source: Processed data, 2024

2. Reliability Test

Table 3. Validity test

No	Variabel	Cronbach's Alpha	Reliability
1	Promotion	0,777	Reliabel
2	Trust	0,762	Reliabel
3	Influencer	0,653	Reliabel
4	Purchase Intention	0,861	Reliabel

Source: Processed data, 2024

Based on Table 3 above, the results show that all variables have a Cronbach's Alpha value > 0.60, it can be concluded that all variables in this study are reliabel.

B. Regression Analysis Test

Table 4. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.349 ^a	.122	.104	1.635
2	.469 ^a	.220	.196	2.700

a. Predictors: (Constant), Trust, Promotion

b. Predictors: (Constant), Influencer, Trust, Promotion

Based on the table above, the amount of R Square is 0.122 or 12.2% (0.122x100%). If it is closer to 1 or 100%, it is better. While the Adjusted R Square value is 0.104 or 10.4% (0.104x100%). So it can be concluded that 10.4% of influencer variables are influenced by promotion & trust. The remaining 89.6% is influenced by other variables not included in this study.

Table 5. ANOVA f test

		ANOVA ^b				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36.025	2	18.013	6.737	.002 ^a
	Residual	259.365	97	2.674		
	Total	295.390	99			
1	Regression	197.741	3	65.914	9.038	.000 ^a
	Residual	700.099	96	7.293		
	Total	897.840	99			

a. Predictors: (Constant), Trust, Promotion

a. Predictors: (Constant), Influencer, Trust, Promotion

b. Dependent Variable: Purchase Intention

Based on the table above, a significance value of 0.002 is obtained below 0.05 so that the hypothesis is accepted. This means that promotion & trust simultaneously affect TikTok Live influencers in Yogyakarta. Based on the table above, a significance value of 0.000 is obtained below 0.05 so that the hypothesis is accepted. This means that promotion, trust & influencers simultaneously affect the buying interest of TikTok Live consumers in Yogyakarta.

Table 6. Coeficients t test

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.022	1.433		7.689	.000
	Promotion	.185	.088	.216	2.111	.037
	Trust	.152	.076	.205	1.999	.048
1	(Constant)	.043	3.003		.014	.989
	Promotion	.338	.148	.226	2.279	.025
	Trust	.265	.128	.205	2.067	.041
	Influenser	.355	.168	.204	2.119	.037

a. Dependent Variable: Influencer

b. Dependent Variable: Purchase Intention

c.

Based on the table above, it can be seen:

a) The Effect of Promotion on Influencers

Based on the results in the table above, the significance value is 0.037 <0.05 so that the hypothesis is accepted. This means that there is an influence of promotion on influencers in Yogyakarta. The magnitude of the effect of promotion on influencers is 0.185 or 18.5% (0.185x100%).

b) The influence of trust on influencers

Based on the results in the table above, the significance value is 0.048 <0.05 so that the hypothesis is accepted. This means that there is an influence of trust on influencers in Yogyakarta. The magnitude of the influence of trust on influencers is 0.152 or 15.2% (0.152x100%).

c) The Effect of Promotion on Buying Intention

Based on the results in the table above, the significance value is 0.025 <0.05 so that the hypothesis is accepted. This means that there is an effect of promotion on consumer buying interest in TikTok Live in Yogyakarta. The magnitude of the effect of promotion on buying interest is 0.338 or 33.8% (0.338x100%).

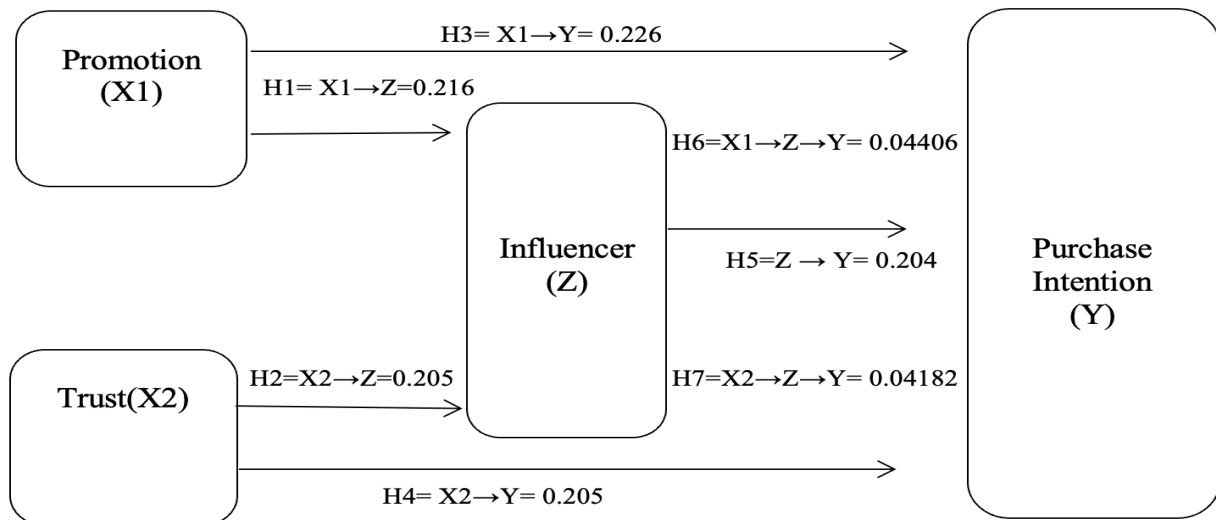
d) The Effect of Trust on Purchase Intention

Based on the results in the table above, a significance value of 0.041 <0.05 is obtained so that the hypothesis is accepted. This means that there is an influence of trust on consumer buying interest TikTok Live in Yogyakarta. The magnitude of the effect of trust on purchase intention is 0.265 or 26.5% (0.265x100%).

e) Influencer Effect on Purchase Intention

Based on the results in the table above, the significance value is 0.037 <0.05 so that the hypothesis is accepted. This means that there is an influence of influencers on consumer buying interest in TikTok Live in Yogyakarta. The magnitude of the influence of influencers on buying interest is 0.355 or 35.5% (0.355x100%).

C. Path Analysis Figure



1. H1: Promotion Affects Influencers

Based on the test results, promotion has a significance value of $0.037 < 0.05$ so that the hypothesis is accepted. The coefficient value of the product quality variable is 0.185 so the initial hypothesis is in accordance with the research results. This means that partially promotion has a positive and significant effect on TikTok Live influencers in Yogyakarta.

2. H2: Trust Affects Influencers

Based on the test results, trust has a significance value of $0.048 < 0.05$ so that the hypothesis is accepted. The coefficient value of the product quality variable is 0.152 so the initial hypothesis is in accordance with the research results. This means that partially trust has a positive and significant effect on TikTok Live influencers in Yogyakarta.

3. H3: Promotion Affects Purchase Intention

Based on the test results, promotion has a significance value of $0.025 < 0.05$ so that the hypothesis is accepted. The coefficient value of the product quality variable is 0.338 so the initial hypothesis is in accordance with the research results. This means that partially promotion has a positive and significant effect on consumer buying interest in TikTok Live in Yogyakarta.

4. H4: Trust Affects Purchase Intention

Based on the test results, trust has a significance value of $0.041 < 0.05$ so that the hypothesis is accepted. The coefficient value of the product quality variable is 0.265 so the initial hypothesis is in accordance with the results of the test.

research. This means that partially trust has a positive and significant effect on consumer buying interest in TikTok Live in Yogyakarta.

5. H5: Influencers Affect Purchase Intention

Based on the test results, influencers have a significance value of $0.037 < 0.05$ so that the hypothesis is accepted. The coefficient value of the product quality variable is 0.335 so the initial hypothesis is in accordance with the research results. This means that partially influencers have a positive and significant effect on consumer buying interest in TikTok Live in Yogyakarta.

6. H6: Influencers Mediate the Effect of Promotion on Purchase Intention

Based on the test results from the path analysis, it is known that the direct effect between promotion and purchase intention is 0.226 and the value of the indirect effect between promotion and purchase intention through influencers is 0.044 and from the results of the sobel test calculation, the z value is

2.038 > 1.98 at the 5% significance level. So it proves that influencers are able to mediate the relationship between the influence of promotion on consumer buying interest TikTok Live in Yogyakarta.

7. H7: Influencers Mediate the Effect of Trust on Purchase Intention

Based on the test results from the path analysis, it is known that the direct effect between trust and purchase intention is 0.205 and the value of the indirect effect between trust and purchase intention through influencers is 0.0418 and from the results of the sobel test calculation, the z value is 2.078 > 1.98 at the 5% significance level.

CONCLUSIONS

Based on the results of hypothesis testing, it can be concluded that promotion and trust have a significant influence on TikTok Live influencers in Yogyakarta. In addition, both factors also have a significant positive influence on consumer purchase intention on TikTok Live in Yogyakarta. In addition, influencers themselves have a significant effect on consumer purchase intention.

Furthermore, influencers play a mediating role in the relationship between both promotion and trust with consumer purchase intentions. This implies that the impact of promotion and trust on purchase intentions is not only direct but also occurs indirectly through the influence of TikTok Live influencers. This highlights the crucial role of influencers in enhancing the effectiveness of promotional activities and building consumer trust, ultimately driving higher purchase intentions on TikTok Live in Yogyakarta.

Suggestions

To enhance consumer purchase intentions on TikTok Live, businesses should focus on strategic promotional activities and building trust, leveraging influencers to mediate these efforts effectively. By collaborating with trusted and popular influencers, businesses can amplify their promotional messages and foster a stronger connection with their target audience, ultimately driving higher purchase intentions.

Recommendations

For future research, it is recommended to explore the impact of different types of promotional strategies on consumer purchase intentions, considering variables such as content format, frequency, and influencer characteristics. Additionally, examining the long-term effects of trust and influencer collaboration on brand loyalty and consumer retention in various geographic locations and demographics would provide valuable insights for businesses seeking to optimize their marketing strategies on platforms like TikTok Live.

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