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The Effect of Live Streaming Shopping, Price, and Product Quality on Purchasing Decisions for Shopee Users in West Nusa Tenggara, Indonesia

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Abstract. The internet is now very commonly used to market a product or service. One of them can be seen through Shopee, one of the e-commerce platforms in Indonesia. This research examines the influence of Live Streaming Shopping, quality, and price on Purchase Decisions for Shopee users in NTB. This type of research is quantitative research with an associative-causal approach. The population in this study is West Nusa Tenggara people who have shopped online and actively use the Shopee application, which is unknown in number. The number of samples in this study was 120 respondents. The sampling technique in this study used purposive sampling. Data analysis in this study uses a Structural Equation Model (SEM) approach based on Partial Least Square (PLS) by utilizing SMART PLS 3.0 software. The results prove that live-streaming shopping and prices positively and significantly affect purchasing decisions by Shopee users in West Nusa Tenggara. However, the study also found that product quality did not significantly affect consumer purchase decisions. This research is expected to provide insight to Shopee and sellers who are members of Shopee to develop their business networks by paying attention to factors that will later impact consumer purchasing decisions on Shopee.

Keywords: Live Streaming Shopping; Price; Product Quality; Shopee; Purchase Decision

INTRODUCTION

The development of the internet today has caused changes in culture, lifestyle, and social behaviour in various aspects of people's lives. In this era of globalization, the internet plays an important role, and today the internet cannot be separated from everyday life. The use of the internet is also familiar with marketing a product or service. Internet users in Indonesia continue to increase year after year and have driven great potential for e-commerce in Indonesia. According to We Are Social 2021 data, the transaction value of Indonesia's digital economy in 2030 will grow eight times and be dominated by the e-commerce sector. Judging from the significant growth opportunities of e-commerce in Indonesia, more and more companies engage in e-commerce by creating online shopping sites that make it easier

for connoisseurs to shop online. This can be seen from the many online stores or marketplaces in Indonesia, such as Shopee, Tokopedia, Bukalapak, Lazada, Blibli, JD ID, Zalora, and others.

Shopee itself is one of the extensive e-commerce applications in Indonesia. The thing that makes Shopee much in demand is because Shopee has features that are in great demand by Shopee users in Indonesia, such as free shipping, COD or Cash on Delivery, vouchers, cashback, ShopeePay, Shopee Game coins, and so on [1]. In addition, there is also the Shopee Live feature, which is currently very popular among Shopee users. Shopee Live is a live-streaming video feature where sellers can sell while interacting directly with buyers using the Shopee platform. Live streaming is often called live streaming through a network broadcast to many people

simultaneously as the original event. From the merchant side, utilizing Shopee Live will increase store exposure and total sales. E-commerce can also optimize branding for their products, generating interest for consumers to follow their accounts. Then, streamers will get more accurate and detailed product reviews, and the prices offered will be much cheaper when shopping for live streaming [2].

Author [3] examined the effect of live-streaming shopping on purchase intention from the perspective of information technology affordability. The results of this study show that the affordability of visibility, the affordability of metavoicing, and the affordability of shopping guides can affect customer purchase intentions through live streaming. Research [4] also shows that live-streaming strategies can increase consumer purchase interest without interacting directly and can reduce consumer doubts. In addition, the delivery of product types impacts consumer doubts. In addition, research [5] shows that product details, interactivity, and authenticity in live videos can increase consumer buying interest by influencing consumers' sense of closeness and trust. Research [6] also supports that live streaming positively affects purchasing decisions during large-scale social restrictions. Some people still do not trust online shopping due to frequent threats/internet crimes (internet fraud/cyber fraud) for the survival of e-commerce, which becomes a negative assessment and affects purchasing decisions and buying and selling transactions of e-commerce. Therefore, a strategy to maintain trust is needed.

Another factor that can also influence purchasing decisions is price [7]. The study [8] states that prepositively affects purchasing decisions. However, research [9] says price negatively affects purchasing decisions. In addition to the price factor, product quality is equally important. According to [10], a purchase decision is a choice from two or more alternative options. One of the factors that attract consumer buying interest is product quality. According to [11], product quality is a statement of a particular brand or product's ability to perform the expected function. Author [12] found that product quality significantly affects purchasing decisions. Meanwhile, analysis [13] found that product quality did not considerably affect buying decisions. Based on the findings of research gaps and inconsistencies in the results of previous studies, the research is considered very important to

provide an overview of consumer purchase requests, especially Shopee users.

Theory of Planned Behaviour. The author [14] first proposed the theory of Planned Behavior, a development of the Theory of Reasoned Action (TRA). The Theory of Planned Behavior's primary focus is the individual's intention to perform a particular behaviour. The Theory of Planned Behavior explains that attitudes toward behaviour are essential to predict an action. However, it is necessary to consider a person's attitude in testing subjective norms and measuring the control of the person's perceived behaviour. Suppose there is a positive attitude and support from people around, and there is a perception of ease because there are no obstacles to behaviour. In that case, a person's intention to behave will be higher [14]. The author [14] states that attitudes towards behaviour, subjective norms and perceptions of behavioural control influence behavioural preferences.

Purchasing Decision. According to [15], purchasing decisions begin with the consumer evaluation stage, which then forms brand preferences in selection and may also form the intention to buy the most preferred brand. There are several stages that consumers must do in carrying out the purchase decision process. Meanwhile, according to [16], a purchase decision is a selection of two or more alternative purchase decision options, meaning that a person can make a decision, but there must be several choices.

Live Streaming Shopping. The Live Shopping industry currently consists of three primary forms of live streaming [17]. The first type is live streaming features embedded in shopping websites (e.g., Amazon, Taobao) and shopping mobile apps. The second type is defined by [3], which was initially a social platform that introduced live streaming as a commercialization model beyond its commercialization format of ad casting. Merchants can open stores directly on social platforms like Facebook and Instagram. The third type of platform, which initially started as a direct service, gathered many loyal service users and began integrating product sales, which can be virtual or physical. However, after platforms introduce live shopping, streamers can post links to e-commerce websites while broadcasting to encourage viewers to buy [18].

Price. Pricing strategies are significant in providing value to consumers and affect product image and consumer buying decisions [19]. Price is also

related to revenue and also affects supply or marketing channels. However, pricing decisions should be consistent with your overall marketing strategy. According to [20], a price is a monetary unit or another measure (including other goods and services exchanged to obtain ownership rights or use of a good or service. So it can be said that the price depends on the seller's or buyer's negotiating ability to obtain a strike price that suits each party's wishes so that initially, the seller will set a high price. The buyer will place an offer at the lowest price.

Product Quality. The quality of a product is the ability to assess a product in carrying out its function, which is a combination of durability, reliability, accuracy, ease of maintenance, and other attributes of a product [15]. Regarding marketers, quality must be measured from the point of view of the buyer's response to quality itself. In this case, personal tastes are greatly influenced. Therefore, managing product quality must be by the expected usability.

The Influence of Live Shopping on Purchasing Decisions. According to [6], live-streaming video positively affects purchasing decisions during large-scale social restrictions. This happens because, in live video streaming marketing, there are advantages where a marketer can explain the details or descriptions of their products directly [21]. Besides that, the speed of service and rewards at the end of each session can generate motivation from consumers and are determining factors in purchasing decisions. Based on this explanation, researchers formulate a hypothesis as follows:

H1: Live Streaming Shopping positively and significantly affects Purchase Decisions.

The Effect of Price on Purchasing Decisions. Authors [15] explain that price is one element of the marketing mix that generates revenue, and another aspect produces costs. According to [22], price variables partially and significantly influence purchasing decisions. According to [23], prices help buyers decide how to obtain the highest benefits or utilities expected based on their purchasing power. Thus, prices allow buyers to determine how to allocate their purchasing power to various goods and services. The buyer compares the prices of the different available alternatives and then decides on the desired allocation of funds. So from this relationship, researchers build a second hypothesis, namely:

H2: Price has a positive and significant effect on Purchasing Decisions.

The Effect of Product Quality on Purchasing Decisions. Another factor that leads to consumer purchasing decisions is product quality. The author [24] argues that product quality is an understanding of the goods sold with superior selling value where competitors do not. Meanwhile, according to [11], product quality is the factors in an item or result that cause the goods or results to drive the goods or results by the purpose for which the goods or results are intended. The quality of that product is one of the customer's considerations before deciding to buy goods and services. So it is necessary to form a positive impression of the goods offered. This is because every consumer wants to get the quality of the product according to their expectations. So that the quality of the product will determine satisfaction for consumers who buy these goods, based on this explanation, the researcher built a third hypothesis, namely:

H3: Product quality has a positive and significant influence on Purchasing Decisions.

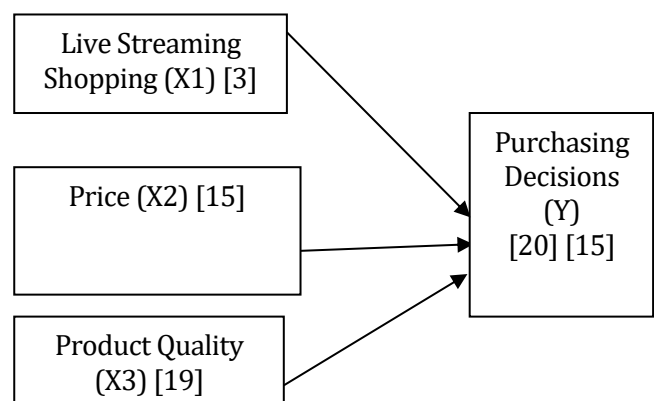


Figure 1 – Conceptual Framework

METHOD

The method used in this study is quantitative research with a causal associative approach. The population in this study is West Nusa Tenggara people who have shopped online and actively use the Shopee application, which is unknown in number. The number of samples in this study was 120 respondents. The sampling technique in this study used purposive sampling. The criteria for respondents in this study are people who live in West Nusa Tenggara, are aged 18-34 years, and have shopped online on the live streaming feature on Shopee at least twice. The data collec-

tion tool in this study used questionnaires. The questionnaire used closed-ended questions measured using a semantic differential scale of 1-7 from strongly disagree to agree strongly. Questionnaires are made in the form of Google Forms and then distributed through several social media and/or given directly. The approach taken in analyzing this research data is a Structural Equation Model (SEM) based on Partial Least Square (PLS) using SMART PLS software. The instrument quality test, which consists of validity tests and reliability tests, is first carried out. After that, it is continued with structural model evaluation tests and hypothesis tests.

Table 1 – Characteristics of Respondents

| No. | Characteristic | | Sum | % |
|-----|---------------------------|------------------|-----|------|
| 1. | Gender | Male | 54 | 45 |
| | | Female | 66 | 55 |
| 2. | Age | 17-25 | 25 | 21 |
| | | 27-36 | 65 | 54 |
| | | 36-45 | 20 | 17 |
| | | ≥45 | 10 | 8 |
| | | | | |
| 3. | Occupation | Students | 16 | 13,3 |
| | | Employee | 45 | 37,5 |
| | | Entrepreneurs | 27 | 22,5 |
| | | Others | 32 | 26,7 |
| | | Unemployed | 0 | 0 |
| 5. | Buying Frequency | One | 37 | 31 |
| | | 2-5 times | 65 | 54 |
| | | > 5 times | 18 | 15 |
| 6. | Products bought at Shopee | Fashion | 120 | 100 |
| | | Electronic | 64 | 53 |
| | | Cosmetic | 84 | 70 |
| | | Home appliances | 63 | 53 |
| | | Books, pens, etc | 21 | 18 |
| | | Other | 15 | 9 |
| 7. | Watch Time | 5-30 minutes | 60 | 55 |
| | | 1-3 hours | 30 | 25 |
| | | 1-5 hours | 2 | 2 |
| | | > 3 hours | 15 | 13 |
| | | | | |
| 8. | Regional distribution | North Lombok | 18 | 15 |
| | | West Lombok | 12 | 10 |
| | | Mataram | 22 | 15 |
| | | Central Lombok | 16 | 13 |
| | | East Lombok | 10 | 8 |
| | | Sumbawa | 10 | 8 |
| | | West Sumbawa | 10 | 8 |
| | | Bima | 18 | 15 |
| | | Dompu | 4 | 3 |

Outer/Measurement Model. The external model is measured by convergent validity, discriminant validity, and internal consistency reliability.

Table 2 – Validity Measurement

| Variable | Code | Outer Loadings Value | AVE Value | Description |
|------------------------------|-------|----------------------|-----------|-------------|
| Live Streaming Shopping (X1) | X1.1 | 0.617 | 0.58 | Valid |
| | X1.2 | 0.752 | | Valid |
| | X1.3 | 0.723 | | Valid |
| | X1.4 | 0.771 | | Valid |
| | X1.5 | 0.689 | | Valid |
| | X1.6 | 0.698 | | Valid |
| | X1.7 | 0.687 | | Valid |
| | X1.8 | 0.787 | | Valid |
| | X1.9 | 0.890 | | Valid |
| | X1.10 | 0.617 | | Valid |
| Price (X2) | X2.1 | 0.792 | 0.55 | Valid |
| | X2.2 | 0.683 | | Valid |
| | X2.3 | 0.677 | | Valid |
| | X2.4 | 0.823 | | Valid |
| | X2.5 | 0.738 | | Valid |
| | X2.6 | 0.758 | | Valid |
| | X2.7 | 0.683 | | Valid |
| | X2.8 | 0.728 | | Valid |
| Product Quality (X3) | X3.1 | 0.668 | 0.51 | Valid |
| | X3.2 | 0.667 | | Valid |
| | X3.3 | 0.627 | | Valid |
| | X3.4 | 0.749 | | Valid |
| | X3.5 | 0.648 | | Valid |
| | X3.6 | 0.671 | | Valid |
| | X3.7 | 0.782 | | Valid |
| | X3.8 | 0.634 | | Valid |
| Purchasing Decisions (Y) | Y1 | 0.641 | 0.55 | Valid |
| | Y2 | 0.835 | | Valid |
| | Y3 | 0.827 | | Valid |
| | Y4 | 0.785 | | Valid |
| | Y5 | 0.793 | | Valid |
| | Y6 | 0.737 | | Valid |
| | Y7 | 0.792 | | Valid |
| | Y8 | 0.683 | | Valid |
| | Y9 | 0.677 | | Valid |
| | Y10 | 0.823 | | Valid |

Based on these results, the value of outer loadings has been described as valid. Meanwhile, the method used for testing discriminant validity is to look at the output value of cross loading, Fornell-Larcker criterium and compare the value of AVE with the Rule of thumb for the root AVE > 0.5. Based on the table above, it can also be seen that the AVE value obtained in each construct is more significant than 0.5, so the AVE value of each construct in this study is included in the ex-

cellent category. In addition, the table above also shows that the composite reliability value of all variables is more significant than 0.7. Thus, the variables used in this study have met the values of composite reliability and Cronbach's Alpha and are said to have a high level of reliability.

Table 3 – Reliability Measurement

| No. | Variable | Composite Reliability | Cronbach's Alpha | Criteria |
|-----|-------------------------|-----------------------|------------------|----------|
| 1. | Live Streaming Shopping | 0.922 | 0.906 | Reliable |
| 2. | Price | 0.892 | 0.862 | Reliable |
| 3. | Product Quality | 0.894 | 0.867 | Reliable |
| 4. | Purchasing Decisions | 0.927 | 0.911 | Reliable |

RESULTS AND DISCUSSION

Inner model evaluation is a structural model that links latent variables to predict causal relationships between variables or test hypotheses. Here is an overview of the results of the bootstrapping process. The output R² value of the visiting decision is 0.694. The results showed that the construct variables of live streaming shopping, price and quality could explain the construct variables of purchasing decisions by 69.4%. In comparison, the remaining 30.6% were influenced by other factors that were not included in the variables of this study. From the results, the R² value of 69.4% is included in the category of quite strong.

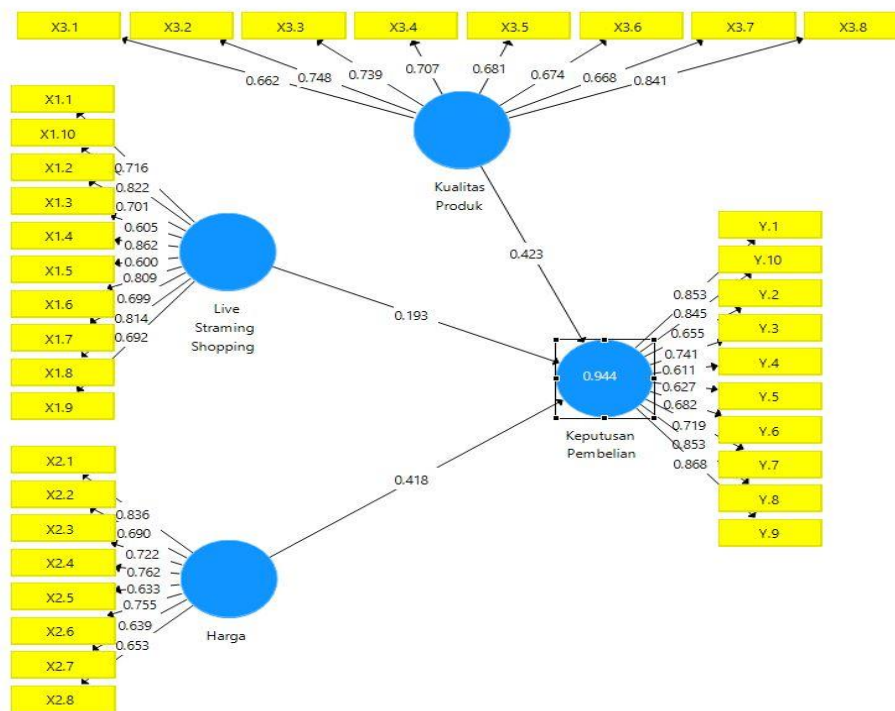


Figure 2 – Path Coefficient Model with PLS Bootstrapping

Hypothesis Test Results. A hypothesis test aims to test the veracity of a hypothesis or statement of assumptions statistically and to draw conclusions about whether to accept or reject the hypothesis or statement of assumptions. Hypothesis testing can be done through t-statistical and probability values through bootstrapping in PLS.

Table 4 – Hypothesis Test Results

| Relationships between variables | T-statistic | P-values | Description |
|---------------------------------|-------------|----------|---------------|
| X.1→Y | 2.547 | 0.011 | Significant |
| X.2→Y | 4.809 | 0.000 | Significant |
| X.3→Y | 0.402 | 0.688 | Insignificant |

The Effect of Live Streaming Shopping on Purchase Decisions. The results showed that live-streaming shopping on the Shopee application significantly

influences the purchasing decisions of Shopee users in West Nusa Tenggara, meaning that the more often live-streaming shopping is carried out, the higher the purchase decision of a product at Shopee. Shopee users in West Nusa Tenggara consider the live-streaming shopping feature attractive because many benefits are obtained. This study's results align with research conducted by [6], which states that live streaming positively affects purchasing decisions during large-scale social restrictions. This live streaming feature makes it easier for consumers to fully understand product information because consumers can directly ask about products in the comment section so that sellers can now answer what customers ask. This is by what was stated by [4], that viewers or viewers who watch broadcasts can also comment and communicate with each other through text-based chat features.

The Effect of Price on Purchasing Decisions. The test results show that low prices significantly affect purchasing decisions, meaning that the cheaper the cost offered, the higher the level of purchase decisions. The fee by Shopee is relatively more affordable, so it has a market share in West Nusa Tenggara, according to the results of a questionnaire distributed to 120 Shopee users in West Nusa Tenggara. These results support research conducted by [12, 13], which shows that it significantly affects purchase decisions. It has also long been believed that price has a crucial role in the purchasing decision-making process, namely the role of price allocation, which will help buyers get goods or services that have the best benefits by their purchasing power.

The Effect of Product Quality on Purchasing Decisions. The test results show that product quality has a negative and insignificant effect on purchasing decisions, meaning that product quality is not a significant factor in buying decisions. This indicates that most consumers who buy do not make quality the primary goal. Consumers make purchases as an obligation to meet basic needs. Author [24] argues that product quality is an understanding of the goods sold having superior selling points. Product quality is one of the customer's considerations before buying goods and services. Thus, forming a positive impression of the goods offered is necessary. This is because every consumer wants to get the quality of the product according to their expectations so that the quality of the product will determine satisfaction for consumers who buy these goods. So basically, every consumer hopes to have high-quality

products by what is expected by these consumers. However, sometimes a good quality product is characterized by its high price.

CONCLUSIONS

The results prove that live-streaming shopping has a positive and significant effect on the purchasing decisions of Shopee users in West Nusa Tenggara. This means the more often live-streaming shopping is carried out, the higher the product purchase decision on Shopee. The live streaming feature created by Shopee, where buyers can interact directly with sellers, is exciting. Consumers can also find more detailed information about a product, such as material, texture, shape, advantages and disadvantages. So, live streaming shopping is essential for shopee users in West Nusa Tenggara because they can be more objective and satisfied with information when buying a product.

In addition, this study also proves that price has a positive and significant effect on the purchasing decisions of Shopee users in West Nusa Tenggara, meaning that the cheaper the price offered, the higher the level of purchase decisions. When buying a product, customers will think about its price feasibility. The price provided by Shopee is relatively cheap and is an essential factor in the purchasing decisions of shopee users in West Nusa Tenggara. Meanwhile, product quality was found to have a negative and insignificant effect on the purchasing decisions of Shopee users in West Nusa Tenggara, meaning that product quality was not a significant factor in purchasing decisions. Product quality is an independent variable that negatively affects product purchase decisions on Shopee. This is because Shopee users in West Nusa Tenggara who have made purchases are familiar with the products they bought before. So, Shopee users in West Nusa Tenggara assume that quality does not affect consumers when purchasing products at Shopee.

Theoretical Implications. This research contributes theoretically to the development of consumer behaviour in the business sector, especially in the evolution of e-commerce, one of which is the purchase decision-making process. The conceptual framework in this study is to see decision-making in the context of marketing to strengthen theoretical concepts by explaining the relationship between the influence of live-streaming shopping, price and product quality on purchas-

ing decisions. Thus, this research can provide references and descriptions to related parties who need information about the determinants of consumers' purchasing decisions for a product in e-commerce, especially on the Shopee application.

Managerial Implications. This research is expected to provide insight to Shopee and sellers who are members of Shopee to develop their business networks by paying attention to factors that will later impact consumer purchasing decisions on Shopee. The test results stated that Live Streaming and price positively and significantly affected purchasing decisions. Still, product quality did not simply and significantly impact purchasing decisions. Therefore, Shopee can pay attention to the services provided during the live stream. So, live streaming can encourage increased sales because Shopee application users can immediately buy the desired product when the seller does live streaming, so all Shopee users can access it anywhere and anytime.

Price variables have a positive and significant effect on job satisfaction. Price, in this case, to increase buyer satisfaction, the Shopee is expected to require sellers or sellers to always ensure the product before being sent to buyers so that consumers have a good impression that the quality of the product is by the price offered. Product quality variables that have a significant favoura-

ble influence on purchasing decisions can be done from within the Shopee itself by supervising products to be marketed or sold. In addition, product quality can be maintained properly because of good product packaging so that products can be maintained and distributed safely to consumers. The results of this study can be used to consider and evaluate the company's motivation, opportunities, processes, problems, and performance so far.

Limitations and Suggestions. When conducting this research, there were several limitations in the research process. Some of these limitations are that the object of study only focuses on the Shopee application, one of many other e-commerce applications actively used in online shopping, such as Instagram, TikTok, Tokopedia, and Facebook. In addition, the distribution of respondents' geographical areas is still too wide, so future studies are expected to be able to divide respondents into several regional categories proportionally. Researchers also have limitations in taking appropriate references for research writing, which makes it a little hampered. Then, based on the results of the R square obtained less than 100%, other variables still influence it. So, in future studies, other variables that have not been found in this study are expected to be added, for example, brand image, trust, and consumer engagement variables as independent variables.

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