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## The Influence Of Streamer Image On Purchasing Decisions With Product Quality As A Moderating Variable

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### Abstrak

Penelitian ini merupakan penelitian kuantitatif dengan pendekatan eksplanatori (Febriansyah & Triputra, 2021). Data yang digunakan dalam penelitian ini merupakan data primer yang peneliti peroleh dari sejumlah responden yang kredibel, yaitu 400 karyawan OVO yang tersebar di seluruh Indonesia (Putra et al., 2016). Pengumpulan data dilakukan melalui instrumen kuesioner online dengan cara pengisian kuesioner menggunakan smartphone dengan cara melakukan pemindaian QRIS terlebih dahulu. Kuesioner berisi 10 item pertanyaan, yaitu 4 pertanyaan variabel Independen, 4 pertanyaan variabel Dependen, dan 2 pertanyaan variabel Moderasi. Data dianalisis menggunakan alat analisis smart PLS 4.0. Hasil penelitian dalam artikel ini menunjukkan bahwa variabel Streamer Image dapat memiliki arah hubungan positif dan pengaruh signifikan terhadap variabel Keputusan Pembelian. Hal ini dikarenakan nilai P-Values yang bernilai positif dan berada di bawah taraf signifikansi 0,05 yaitu 0,025. Hal ini menunjukkan bahwa Streamer Image merupakan salah satu faktor yang paling penting dalam memutuskan pembelian. Misalnya seseorang yang ingin membeli barang elektronik melirik seorang streamer yang kompeten di bidang elektronik seperti David Gadget dan sebagainya di bidang lainnya. Pada baris berikutnya, kreativitas peneliti dalam menambahkan variabel Kualitas Produk sebagai variabel moderasi juga berhasil. Hal ini ditunjukkan dengan nilai P-Values yang juga positif dan berada di bawah taraf signifikansi 0,05 yaitu 0,000 yang lebih signifikan dibandingkan pengujian langsung sebesar 0,025. Artinya Streamer yang memiliki citra yang baik disertai dengan promosi

produk yang berkualitas merupakan kombinasi yang tepat dalam mempengaruhi keputusan pembelian. Dengan demikian hipotesis pertama dan kedua dalam penelitian ini dapat diterima.

Kata Kunci: *Citra Streamer, Keputusan Pembelian, Kualitas Produk*

#### Abstract

This research is a quantitative study with an explanatory approach (Febriansyah & Triputra, 2021). The data used in this study are primary data that researchers obtained from a number of credible respondents, namely 400 OVO employees spread throughout Indonesia (Putra et al., 2016). The data were collected through an online questionnaire instrument by filling out the questionnaire using a smartphone by scanning QRIS first. The questionnaire contains 10 question items, namely 4 Independent variable questions, 4 Dependent variable questions, and 2 questions about the Moderation variable. The data were analyzed using the smart PLS 4.0 analysis tool. The result in this article show that the Streamer Image variable can have a positive relationship direction and a significant influence on the Purchase Decision variable. This is because the P-Values value is positive and is below the significance level of 0.05, namely 0.025. This indicates that Streamer Image is one of the most important factors in deciding to purchase. For example, someone who wants to buy electronic goods looks at a competent streamer in the field of electronics such as David Gadget and so on in other fields. In the next row, the researcher's creativity in adding the Product Quality variable as a moderating variable was also successful. This is indicated by the P-Values value which is also positive and is below the significance level of 0.05, namely 0.000, which is more significant than direct testing of 0.025. This means that Stremaer who has a good image accompanied by quality product promotion is a perfect combination in influencing purchasing decisions. Thus, the first and second hypotheses in this study can be accepted.

Keywords: *Streamer Image, Purchasing Decisions, Product Quality*

#### INTRODUCTION

The availability of internet-based shopping platforms that are currently developing has become a lifestyle trend for online shopping communities. For some people, online shopping reflects differences in social status in society (WANDA AULYA DEWI, 2023). The shopping or e-commerce platform not only displays and offers products, but can also make direct purchases through the platform via live streaming media. Live streaming is a platform that is part of a trading feature that integrates real-time social interactions into electronic commerce (Agustina, 2018). Live streaming uses communication technology to broadcast sound and images directly, so that the audience feels as if they are present at the live moment. Through live streaming, trustworthy communication is directly built and mediates between sellers and consumers with the aim of increasing customers and encouraging purchases, as well as providing satisfaction to consumers (Kurniastuti et al., 2022).

Live streaming is a promotional media for websites, products, or services that is done online (live) via the internet/social media network to communicate with a much larger community (consumers), which is impossible to do through traditional advertising channels (Setyawan, 2018). Live streaming has become a modern promotional, sales and transaction media, far leaving behind conventional and traditional ways of promoting and trading products. The live streaming application is defined as a live broadcast that is streamed to many people (viewers) at the same time as the original event via data communication media or networks, either connected by cable or wireless. Not only providing convenience, live streaming media can be a media used to convey (inform) videos (images) to a larger audience (Yu, 2018).

Live Streaming or live broadcasts allow users to share ongoing moments directly and can be done by the user themselves or with other user accounts (Saputra & Fadhilah, 2022). Live streaming media provides a comment column feature, so that viewers who are joining can interact directly. The available features allow sellers to conduct live streaming sessions for store and product promotions directly to consumers. And consumers can communicate directly in real time with sellers to get more information without having to leave the streaming page (Margareth, 2017).

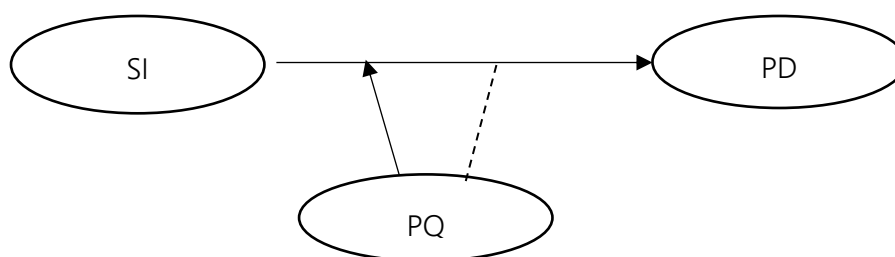
Live Streaming is indeed very useful for luring consumers to make Purchase Decisions. However, the continuity of Live Streaming is also closely related to Streamer Image. Based on this, researchers believe that Streamer Image can have a positive relationship direction and a significant influence on Purchase Decisions. Purchase decisions are the final stage of a consumer's purchase planning (Yazid, 2013). Through various considerations, consumers make decisions when they are sure to purchase a product. According to (Peter, 2013)"purchase decisions are deliberate behavior based on desires that result when consumers consciously choose one of the alternative actions available". In understanding the purchase decision, the action is taken in the context of awareness to determine a final decision. The purchase decision that has been made is the end of a process from the product selection stage to decide whether to buy or not (Gitosudarmo, 2000).

According to (Malau, 2017)"consumer decision making is a process of interaction between affective, cognitive, behavioral attitudes and environmental factors, with which humans make exchanges in all aspects of their lives". There is an affirmation that in making consumer purchasing decisions, psychological attitudes and environmental influences are involved that underlie a purchasing decision. Because basically there are many factors that influence decision making when consumers are going to make a purchase of a product (Kotler, 2019).

According to (Seferan, 2019)"purchase decisions are consumer actions to decide and determine a product that is considered to be a solution to consumer needs and desires". This means that purchasing decisions are a solution to problems with needs and must be faced and resolved through steps taken to achieve purchasing goals (Astuti & Hakim, 2021). Previous research (Oktavianti et al., 2023) shows that the Streamer Image variable can have a positive relationship direction and a significant influence on Purchasing Decisions. In contrast to research ((Oktavianti et al., 2023), this article adds the Product Quality variable as a moderating variable.

#### RESEARCH METOHDS:

Figure 1  
Model



Noted:

SI : Streamer Image

PD: Purchase Decision

PQ: Service Quality

The research model image above indicates that this article aims to analyze the influence of Streamer Image on Purchasing Decisions. This study is in line with research (Oktavianti et al., 2023). However, this article has a slight difference, namely the addition of the Product Quality variable as a moderating variable. This research is a quantitative study with an explanatory approach (Febriansyah & Triputra, 2021). The data used in this study are primary data that researchers obtained from a number of credible respondents, namely 400 OVO employees spread throughout Indonesia (Putra et al., 2016). The data were collected through an online questionnaire instrument by filling out the questionnaire using a smartphone by scanning QRIS first. The questionnaire contains 10 question items, namely 4 Independent variable questions, 4 Dependent variable questions, and 2 questions about the Moderation variable (Wibowo et al., 2021). The data were analyzed using the smart PLS 4.0 analysis tool so that the following hypothesis was obtained (Shimp, 2011).

Hypothesis:

H1: The Influence of Streamer Image on Purchase Decision

H2: Product Quality Can Moderate The Influence of Streamer Image on Purchase Decision

## RESULT AND DISCUSSION

### Background Analysis

The availability of internet-based shopping platforms that are currently developing has become a lifestyle trend for online shopping communities. For some people, online shopping reflects differences in social status in society (WANDA AULYA DEWI, 2023). The shopping or e-commerce platform not only displays and offers products, but can also make direct purchases through the platform via live streaming media. Live streaming is a platform that is part of a trading feature that integrates real-time social interactions into electronic commerce (Agustina, 2018). Live streaming uses communication technology to broadcast sound and images directly, so that the audience feels as if they are present at the live moment. Through live streaming, trustworthy communication is directly built and mediates between sellers and consumers with the aim of increasing customers and encouraging purchases, as well as providing satisfaction to consumers (Kurniastuti et al., 2022).

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### Validity Test

Validity Test, Reliability Test, and Path Efficiency are a series of sequential stages that must be passed one by one in order to prove whether each hypothesis used in this article is proven or not. Because the sequence is the first, here are the results of the validity test in this article (Gujarati, 2013):

Table 1  
Validity Test

Variable	Question Item	Loading Factor
Streamer Image (X)	Image streamer can increase Purchase Decision	0.842
	Image Streamer can make consumers interested in the product being marketed	0.859
	Image Streamer will be able to further influence Purchase Decision if accompanied by good Product Quality	0.883
	Image Streamer can increase consumer loyalty	0.892
Purchase Decision (Y)	Purchase Decision can be influenced by Streamer Imager	0.899
	Purchase Decision can be influenced by interesting Live Streaming	0.921
	Purchase Decision can influence Product Quality	0.914
	Purchase Decision can be influenced by digital marketing	0.892
Product Quality (Z)	Product Quality can influence Purchase Decision	0.951
	Product Quality can strengthen the influence of Streamer Image on Purchase Decision	0.934

Valid > 0.70

#### Realibility Test

4 question items related to the Streamer Image variable, 4 question items related to the Purchase Decision variable, and 2 question items related to the Product Quality variable

have been validated and the results are declared valid. In accordance with the sequence, the next stage is the reliability test, here are the results of the reliability test in this article (Sarstedt et al., 2014):

Table 2  
Reliability Test

Variable	Composite Reliability	Cronbach Alfa	Noted
Streamer Image	0.889	0.850	Reliable
Purchase Decision	0.908	0.881	Acceptable
Product Quality	0.961	0.920	Acceptable

Reliable > 0.70

#### Path Coefisien

The variables Streamer Image, Purchase Decision, and Product Quality used in this article have been declared reliable because the Composite Reliability and Cronbach Alfa values are above 0.70. In accordance with the sequence, after passing the reliability test stage, the next stage is the Path Coefficient. The following are the results of the Path Coefficient in this article (Ghozali, 2016):

Table 3  
Path Coefisien

	Variable	P-Values	Noted
Direct Influence	SI-> PD	0.025	Accepted
Indirect Influence	PQ* SI-> PD	0.000	Accepted

Signifianct Level < 0.05

The third table of the first row of the Path Coefficient above shows the results of the research used in this article in line with the results of research in one previous study, namely research (Oktavianti et al., 2023) where the Streamer Image variable can have a positive relationship direction and a significant influence on the Purchase Decision variable. This is because the P-Values value is positive and is below the significance level of 0.05, namely 0.025. This indicates that Streamer Image is one of the most important factors in deciding to purchase. For example, someone who wants to buy electronic goods looks at a competent streamer in the field of electronics such as David Gadget and so on in other fields. In the next row, the researcher's creativity in adding the Product Quality variable as a moderating variable was also successful. This is indicated by the P-Values value which is also

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## CONCLUSION

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