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The Influence Of Attractive Streamers On Purchasing Decisions With Brand Trust As A Moderating Variable

Ifah Masrifah^{1✉}, Nabila Cecilia Marasabessy², Ida I Dewa Ayu Raka Susanty³, Sherly Ernawaty
Susanto⁴, Katri Gentari⁵

(1) Universitas Panca Sakti Bekasi, Indonesia

(2) Politeknik Perikanan Negeri Tual, Indonesia

(3) Politeknik Perikanan Negeri Tual, Indonesia

(4) Universitas Parna Raya Manado, Jakarta

(5) Institut Rahmadiyah Sekayu, Indonesia

Email: lfahmasrifah189@gmail.com[✉]

Abstrak

Penelitian ini merupakan penelitian kualitatif dengan pendekatan eksplanatif, yaitu pendekatan yang menjadikan penelitian-penelitian terdahulu, khususnya ketiga penelitian tersebut di atas, sebagai batu loncatan untuk pengembangan penelitian yang sedang dilakukan. Data yang digunakan dalam penelitian ini merupakan data primer yang peneliti peroleh melalui kuesioner pada pengguna platform Tiktokshop dan Shopee sebanyak tiga ratus orang dengan masing-masing berjumlah seratus lima puluh orang pada setiap platform. Data yang digunakan dianalisis menggunakan alat analisis smart PLS 4.0. Hasil dalam artikel ini menunjukkan bahwa setiap hipotesis yang digunakan dalam artikel ini dapat dibuktikan dan diterima. Hal ini dikarenakan P-Value pada artikel ini berada di bawah taraf signifikansi dan bernilai positif. Pada hipotesis dalam artikel ini, P-Value berada pada 0,014 di bawah taraf signifikansi 0,05. Makna dari hasil tersebut adalah semakin menarik live streaming maka semakin banyak pula penonton yang memutuskan untuk melakukan pembelian. Hipotesis berikutnya juga menunjukkan hasil yang serupa jika P-Values pada artikel ini bernilai positif dan berada di bawah tingkat signifikansi 0,05 yaitu 0,000 yang lebih signifikan dibandingkan pengujian langsung sebesar 0,014. Dengan demikian dapat disimpulkan bahwa hipotesis pertama dan kedua pada artikel ini dapat diterima.

Kata Kunci: *Attractive Streamers, Purchasing Decisions, Brand Trust*

Abstract

This research is a qualitative study with an explanatory approach, namely an approach that makes previous research, especially the three studies mentioned above, a stepping stone for the development of the research being carried out. The data used in this study are primary data that researchers obtained through questionnaires on users of the Tiktokshop and Shopee platforms as many as three hundred people with each numbering one hundred and fifty people on each platform. The data used was analyzed using the smart PLS 4.0 analysis tool. The result in this article show that that each hypothesis used in this article can be proven and accepted. This is because the P-Values in this article are below the significance level and are positive. In the hypothesis in this article, the P-Values are at 0.014 below the significance level of 0.05. The meaning of these results is that the more attractive the live streaming, the more viewers will decide to make a purchase. The next hypothesis also shows similar results if the P-Values in this article are positive and below the significance level of 0.05, namely 0.000, which is more significant than direct testing of 0.014. Thus it can be concluded that the first and second hypotheses in this article can be accepted.

Keyword: Attractive Streamers, Purchasing Decisions, Brand Trust

INTRODUCTION

According to (Febriani and Sudarwanto 2023) live streaming is a combination of several elements such as text, images, sound, and other expressions into a broadcast, so that the atmosphere and live broadcasts that are carried out feel more intuitive, clear, more real and more interactive to the audience, in this case consumers who will buy products. Similarly, Sahnassari & Jumino (2019) in (Christy 2023) stated that live streaming includes the idea of a combination of sound and video that is broadcast live at that time and is interactive.

According to (Wijaya et al. 2023) live streaming is a continuation of the video content trend on social media. Not only with streamers, viewers who watch live streaming can also comment and communicate with each other in real time. In live streaming, sellers usually explain the details of the product by wearing it on ordinary people, not on models with proportional postures, so that buyers will be increasingly helped to visualize the product in real terms and make decisions to buy the product (Nuryanti et al. 2023). With this live streaming, it can update the promotion method to digital advertising to changing marketing strategies to maintain existing market share (Yu 2018). From the statements above, it can be concluded that live streaming is a media consisting of a combination of sound, text, images, and expressions that are broadcast live so that it can bridge real-time communication between streamers and viewers. In terms of online sales, live streaming can be a new marketing media that is more efficient and interactive so that sellers and buyers can

communicate directly like buying and selling activities that occur in traditional markets.

According to (Setyawan 2018) that several factors support purchases with the live streaming feature, including: 1. Attractive Promos, where consumers can get special discounts and free shipping vouchers if they make purchases during live streaming. 2. Reviews, namely situations where consumers can find out or review something they have watched before. 3. Recommendations, basic reasons consumers are told by friends/relatives/family before making a purchase via live streaming. 4. Many Choices, namely the many choices of accounts that do live streaming in selling their products, giving consumers alternatives and comparisons before buying.

According to (Setyawan 2018) mentioned several indicators of live streaming in the world of online sales, namely: 1. Interactive, the live streaming feature can realize the real-time shopping process and prospective buyers can interact directly with the seller. 2. Convenience, with the live streaming feature it will be a new breakthrough in making the shopping process easy. 3. Efficient, is the reason for consumer use because the shopping method does not require a lot of effort. 4. Flexibility, can be a perception from consumers because they can do or search for products according to specifications anytime and anywhere. 5. Entertainment, often the live streaming feature is only used as entertainment or fun for consumers to spend their free time. 6. Repeat Order, because its features provide convenience and comfort for shopping, it is likely that consumers will make repeat purchases through the live streaming feature.

Based on the above explanation, researchers believe that Streaming can influence Purchasing Decisions. According to (Tjiptono 1997) purchasing decisions are a process carried out by consumers starting from pre-purchase, consumption, to post-purchase evaluation. In the pre-purchase stage, consumers will first identify their needs, then look for information about the product they want to buy, and evaluate alternative brands or other products. The consumption stage is the stage where consumers have made purchases and used the products or services of their choice. Then at the post-purchase evaluation stage, consumers will re-examine whether their decision to buy the product or service of their choice is correct.

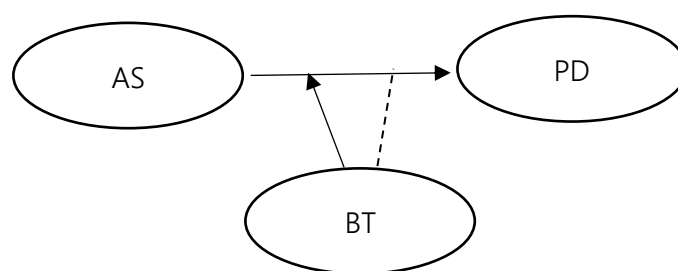
The description above is also in accordance with the understanding according to (P. T. Kotler 2017) which states that purchasing decisions are the stages of identifying problems, seeking information, assessing options, making purchasing decisions, and assessing after purchasing carried out by consumers. According to (Kotler 2019) also states that purchasing decisions are a series of processes that start from consumers recognizing their problems, seeking information about certain products or brands and evaluating the product or brand

how well each alternative can solve the problem, which then a series of processes lead to a purchasing decision. Meanwhile, according to (P. Kotler 2009) purchasing decisions are problem-solving activities carried out by individuals in selecting appropriate behavioral alternatives from two or more behavioral alternatives and are considered the most appropriate action in buying by first going through the stages of the decision-making process.

From the definitions above, it can be concluded that purchasing decisions are a series of processes of assessing several factors carried out by consumers before deciding to make a purchase of a product or service. There are a number of previous studies (Kurniastuti, Septiani, and Yuliyzar 2022); (Hulu and Christiarini 2023) &(Song 2021) showing that the Live Streaming variable can have a positive relationship direction and a significant influence on Purchasing Decisions. In contrast to the three studies above, this article further develops the X variable by using the Attractive Streamer variable due to the development of the current live streaming model. The attractive streamer product marketing model is believed by researchers to be more effective in influencing Purchasing Decisions than regular live streaming models. In addition, this article also adds the Brand Trust variable as a moderating variable.

RESEARCHT METHOD

Figure 1
Model



Noted:

AT: Atractive Streamer

PD: Purchasing Decision

BT: Brand Trust

In the introduction, it has been explained in detail that the X variable used in this study is a development of the X variable in the study (Kurniastuti, Septiani, and Yuliyzar 2022); (Hulu and Christiarini 2023) & (Song 2021) because the Live Streaming marketing model is now more effectively carried out by attractive streamers to influence the Purchase Decisions

of viewers and customers. In addition, this study also adds the Brand Trust variable as a moderating variable (Anggelina 2022). Therefore, this study aims to test the effect of the Attractive Streamer variable on Purchase Decisions with the Brand Trust variable as a moderating variable. This research is a qualitative study with an explanatory approach, namely an approach that makes previous research, especially the three studies mentioned above, a stepping stone for the development of the research being carried out (Seferan 2019). The data used in this study are primary data that researchers obtained through questionnaires on users of the Tiktokshop and Shopee platforms as many as three hundred people with each numbering one hundred and fifty people on each platform (Elsa Rizki Yulindasari 2022). The data used was analyzed using the smart PLS 4.0 analysis tool with the hypothesis below.

Hypothesis:

H1: The Influence of Attractive Streamer on Purchasing Decision

H2: Brand Trust Can Moderates The Influence of Attractive Streamer on Purchasing Decision

RESULTS AND DISCUSSION

Background Analysis

According to (Febriani and Sudarwanto 2023)live streaming is a combination of several elements such as text, images, sound, and other expressions into a broadcast, so that the atmosphere and live broadcasts that are carried out feel more intuitive, clear, more real and more interactive to the audience, in this case consumers who will buy products. Similarly, Sahnassari & Jumino (2019) in (Christy 2023)stated that live streaming includes the idea of a combination of sound and video that is broadcast live at that time and is interactive.

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Validity Test

The use of PLS 4.0 software must meet several stages to determine whether the hypothesis used in this study is acceptable or not. The first stage that must be passed is the validity test stage. This stage functions to determine whether the questionnaire distributed in this study is valid or not. Based on this, the following are the results of the validity test in this article (Sarstedt et al. 2014).

Table 1
Validity Test

Variable	Question Item	Loading Factor
Attractive Streamer (X)	Attractive streamers can attract viewers to make purchasing decisions	0.884
	Attractive streamers can increase the number of viewers	0.872
	Attractive streamers can be influenced by Brand Trust to significantly influence	0.895

	Purchasing Decisions	
	Attractive streamers can increase the reach of viewers	0.915
Purchasing Decision (Y)	Purchase Decisions can be influenced by Attractive Streamers	0.889
	Purchase Decisions will increase if the number of viewers increases	0.954
	Purchase Decisions will increase if the reach of live streaming increases	0.976
	Purchase Decisions can be influenced by Brand Trust	0.988
Brand Trust (Z)	Brand Trust can influence Attractive Streamers	0.991
	Brand Trust can influence Purchasing Decisions	0.989

Valid > 0.70

Reliability Test

The stages that are in the middle and after the stages are the reliability test stages. This stage functions to ensure whether the Artactive Streamer variable, the Purchasing Decision variable, and the Brand Trust variable here have values that exceed the minimum Composite Reliability and Cronbach Alfa values or not. To find out, here are the results of the reliability test in this article (Ghozali 2016).

Table 2
Reliability Test

Variable	Composite Reliability	Cronbach Alfa	Noted
Atractive Streamer	0.932	0.894	Reliable
Purchasing Decision	0.972	0.931	Reliable
Brand Trust	0.989	0.945	Reliable

Reliable > 0.70

Path Coefisien

After ensuring that the Attractive Streamer variable, the Purchase Decision variable, and the Brand Trust variable in this article are above the minimum Composite Reliability and Cronbach Alfa values in this article. The next stage, which is also the most final and urgent stage in this article, is the Path Coefficient stage. Here are the results of the Path Coefficient in this article (Hair 2010):

Table 3
Path Coefisien

	Variable	P-Values	Noted
Direct Influence	AS->PD	0.014	Accepted
Indirect Influence	BT* AS->PD	0.000	Accepted

Significant Level < 0.05

Based on the explanation above, it can be concluded convincingly that each hypothesis used in this article can be proven and accepted. This is because the P-Values in this article are below the significance level and are positive. In the hypothesis in this article, the P-Values are at 0.014 below the significance level of 0.05. These results are in line with a number of previous studies, namely (Kurniastuti, Septiani, and Yuliyzar 2022); (Hulu and Christiarini 2023) & (Song 2021). The meaning of these results is that the more attractive the live streaming, the more viewers will decide to make a purchase. The next hypothesis also shows similar results if the P-Values in this article are positive and below the significance level of 0.05, namely 0.000, which is more significant than direct testing of 0.014. Thus it can be concluded that the first and second hypotheses in this article can be accepted.

CONCLUSION

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