

The Influence of Live Streamer Interaction on Purchase Intention with Brand Love as a Moderating Variable

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ABSTRACT

Researchers also believe that Live Streaming-Interaction on TikTok can increase purchasing decisions because more and more people know about brand types, brand quality, brand suitability, brand identity, and so on. Therefore, this research aims to analyze the influence of Live-Streamer Interaction on Purchasing Decisions. Different from previous research, this research adds the Brand Love variable as a moderating variable. This research is quantitative research with an explanatory approach. The data used in this research was obtained from distributing online questionnaires to 350 TikTok shop sellers and buyers on certain dates. These data can be called primary data. These data were analyzed using the smart PLS 4.0 analysis tool. The result in this article show the Live-Streaming Interaction variable can have a positive relationship and a significant influence on purchasing decisions because the P-Values value is positive and is below the significance level of 0.05, namely 0.004. Otherwise, the Brand Love variable can moderate the influence of the Live-Streamer Interaction variable on the Purchase Decision variable because the P-Values results show a positive direction and are below 0.05. Thus the first and second hypotheses in this research can be proven and accepted.

Keywords: *Live Streamer Interaction, Purchase Intention, Brand Love*

INTRODUCTION

(Dabbous, 2020) stated that it is the purchase intention felt by consumers towards a product or service, which creates a feeling of wanting to buy that product. Purchase intention describes statements for consumers such as consumer consideration for purchasing, intention to purchase in the future and repurchase in the future. According to (Keller, 2016) said that purchase intention arises after consumers get the product they see so that consumers are interested in trying the product until they feel the intention to buy. Consumers make many purchasing decisions every day. Most large companies research consumer purchasing decisions in great detail to answer questions about what consumers buy, where they buy, how and how much they buy, when they buy, and why they buy. There are several things that can influence purchasing decisions, including the Live-Streaming Interaction factor.

Streaming is a technology that is able to compress or shrink the size of audio and video files so that they can be easily transferred over the internet network. The process of transferring audio and video files is carried out continuously or can also be interpreted as a technology for sending files from the server to the client via the Diwi

packet based network. , A, et al, 2014 (Setyawan, 2018) Another understanding of streaming is that it can be interpreted as a technology for displaying videos that takes place over the internet network. Meanwhile, the definition of a live streaming application is a live broadcast that is streamed to many people (viewers) at the same time as the original event, via data communication media or a network connected either by cable or wireless. Bonald, T., et al, 2008 (Setyawan, 2018).

The live streaming video application is an application that provides users with the feature of being able to display any activity via live video by other users (Setyawan, 2018). Currently, many applications have added this feature to live streaming video services, even popular social networking applications have also adopted live streaming video services. The live video streaming feature is very helpful for communication because it allows users to chat, interact with each other and even with the host in real time. Applications that have live video streaming services include Facebook live streaming, Bigo Live, Live.me, Ome.tv. Instagram and others Islamy, 2016 (Setyawan, 2018)

Video is a collection of still images every second that uses the technical measurement of frames per second (frames/second). In standard video which has 25 frames/second there are 1500 separate images every minute. The video screen resolution determines the number of still images per second. This shows that the information conveyed via video has a large amount of information every minute according to Safko, 2010 (Agustina, 2018). According to Safko, 2010 (Agustina, 2018) explains live casting (live broadcasting / live video streaming) as a continuation of the video content trend on social media. Initially live casting was used by people to share about their personal lives on the internet using many devices and still relying on video cameras and personal computers (PCs). However, currently the device used for live casting is easier, and you can use a smartphone. Not only does it have advantages in terms of convenience, live video streaming can also be a medium used to deliver videos to a large audience.

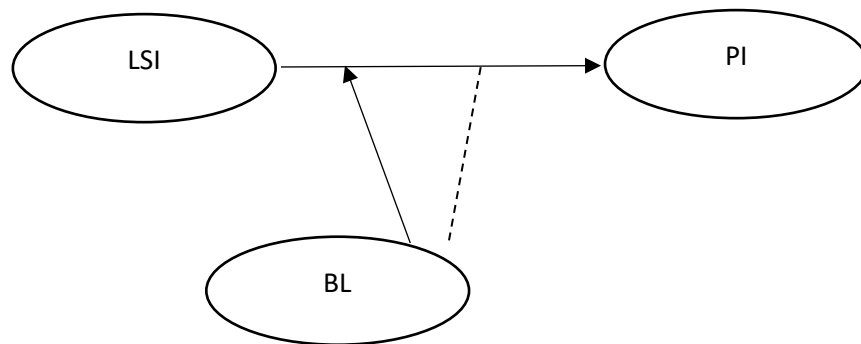
Live streaming shopping is the activity of sellers offering products directly via digital media by communicating with buyers via a digital platform. The seller will later explain the product specifications offered virtually to consumers who watch through the seller's account. On the other hand, buyers can also ask the seller directly about the product via the live chat feature. Live shopping was first popularized in China and is growing rapidly there. Taobao is the one who introduced this marketing technique. As time progressed, it was followed by Kuaishou Technology in 2017. Next, JD, Tiktok and Amazon also adapted live streaming shopping in 2018 to 2019, and finally e-commerce from Indonesia, Tokopedia, used live streaming shopping in 2020 (Erasmus, 2001).

There are several studies showing (Hulu & Christiarini, 2023); (Lestari, 2021); (Kurniastuti et al., 2022); (Febriani & Sudarwanto, 2023)& (Saputra & Fadhilah, 2022) show a positive relationship and a significant influence on purchasing decisions. Different from previous studies, this research adds the Brand Love variable as a moderating variable.

RESEARCH METHODS

Researchers also believe that Live Streaming-Interaction on TikTok can increase purchasing decisions because more and more people know about brand types, brand quality, brand suitability, brand identity, and so on (Sugiyono, 2019). Therefore, this research aims to analyze the influence of Live-Streamer Interaction on Purchasing Decisions (Hanif, 2021). Different from previous research, this research adds the Brand Love variable as a moderating variable (Aprileny et al., 2020). This research is quantitative research with an explanatory approach. The data used in this research was obtained from distributing online questionnaires to 350 TikTok shop sellers and buyers on certain dates (Hair, 2010). These data can be called primary data. These data were analyzed using the smart PLS 4.0 analysis tool with the following research model:

Figure 1. Model



Noted:

LSI : Live-Steamer Interaction

PI: Purchase Intention

BL: Brand Love

Hypothesis:

H1: The Influence of Live-Steamer Interaction on Purchase Intention

H2: Brand Love Can Moderates The Influence of Live-Steamer Interaction on Purchase Intention.

RESULT AND DISCUSSION

Result

Validity Test

The 350 TikTok shop sellers and buyers that the researchers distributed through questionnaires were answered comprehensively by the respondents. The earliest stage is ensuring that the questionnaire answers have a Loading Factor value above 0.70 as a prerequisite for the questionnaire to be declared valid. The questionnaire in this research consists of 14 question items with the following results (Gujarati, 2013):

Table 1. Validity Test

Validity	Question Item	Loading Factor
Live-Streamer Interaction (X1)	Live streaming can make consumers more aware of product quality	0.810
	Live streaming can make consumers more aware of the suitability of products	0.808
	Live streaming can make consumers more familiar with the identity of the product	0.809
	Live streaming can influence Purchase Decisions	0.821
	Live streaming can create increased demand	0.821
	Live streaming can increase a company's popularity	0.819
Purchase Intention (Y)	Purchasing decisions can be influenced by Live Streamer Interaction	0.854
	Purchase decisions can be influenced by Brand Love	0.865
	Purchasing decisions can be influenced by increasing product recognition by consumers	0.868
	Purchasing decisions can be influenced by product quality	0.879
Brand Love (Z)	Brand love can influence purchasing decisions	0.904
	Brand love can influence live streaming interaction	0.921
	Brand love can increase the number of product requests	0.919
	Brand love can improve brand quality	0.904

Valid > 0.70

Reliability Test

350 TikTokshop sellers and buyers who have answered 14 research question items consisting of 6 Live-Streamer Interaction variable question items, 4 Purchase Intention variable question items, and 4 Brand Love variable question items have been answered and declared valid. The next stage is to look for Composite Reliability and Cronbach Alpha values with a value above 0.70 as a prerequisite for passing the Reliability test as follows (Sarstedt et al., 2014):

Table 2. Reliability Test

Variable	Composite Realibility	Cronbach Alfa
Live-Steamer Interaction	0.854	0.814
Purchase Intention	0.892	0.852
Brand Love	0.951	0.910

Reliable > 0.70

Path Coefficient

The answers of 35 sellers and consumers who answered the researcher's questions very satisfactorily and it was proven that 14 question items consisting of 6 Live-Streamer Interaction variable question items, 4 Purchase Intention variable question items, and 4 Brand Love variable question items were valid because of the loading factor value. is above 0.70. Apart from that, these three variables also have Cronbach Alpha and Composite Reliability values above 0.70. Thus it can be concluded that all variables are valid and reliable. The final stage is to find out the path coefficient value with the following results:

Table 3. Path Coefficient

Direct Influence	Variable	P-Values	Noted
	LSI-> PI	0.004	Accepted
Indirect Influence	BL*-> LSI-> PI	0.000	Accepted

Significant Level < 0.05

Researchers believe that Live Streaming Interaction from a streamer can make consumers make more purchasing decisions because more people will know about the product, product identity, product quality, product suitability, and ultimately consumers will make purchasing decisions. In line with this statement, the results of the third table of path coefficients show that the Live-Streaming Interaction variable can have a positive relationship and a significant influence on purchasing decisions because the P-Values value is positive and is below the significance level of 0.05, namely 0.004. These results are in line with research (Hulu & Christiarini, 2023); (Lestari, 2021); (Kurniastuti et al., 2022); (Febriani & Sudarwanto, 2023)& (Saputra & Fadhilah, 2022).

Different from previous studies, this research adds the Brand Love variable as a moderating variable which the researcher, namely the Brand Love variable, can strengthen the influence of the Live-Streamer Interaction variable on purchasing

decisions because consumers who watch live must first love and like the product in order to decide purchase. In line with this, the results of the third table of path coefficients in the second row show that the Brand Love variable can moderate the influence of the Live-Streamer Interaction variable on the Purchase Decision variable because the P-Values results show a positive direction and are below 0.05. Thus the first and second hypotheses in this research can be proven and accepted.

CONCLUSION

Researchers believe that Live Streaming Interaction from a streamer can make consumers make more purchasing decisions because more people will know about the product, product identity, product quality, product suitability, and ultimately consumers will make purchasing decisions. In line with this statement, the results of the third table of path coefficients show that the Live-Streaming Interaction variable can have a positive relationship and a significant influence on purchasing decisions because the P-Values value is positive and is below the significance level of 0.05, namely 0.004. These results are in line with research (Hulu & Christiarini, 2023); (Lestari, 2021); (Kurniastuti et al., 2022); (Febriani & Sudarwanto, 2023) & (Saputra & Fadhilah, 2022).

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