The Influence of TikTok Live Streaming on Fashion Product Purchasing Decisions (Case Study of Bengkalis State Polytechnic Students)

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ARTICLE INFO

Open Access

ABSTRACT

This research aims to analyze the influence of TikTok live streaming on decisions to purchase fashion products (Case Study of Bengkalis State Polytechnic Students). This type of research is associative research. Data collection was in the form of a questionnaire via Google Form using the Non Probability Sampling sampling method, namely the Purposive Sampling technique. The sample was taken from 100 respondents, namely active students of the Bengkalis State Polytechnic and who had purchased fashion products on TikTok during live streaming. The data analysis method used is simple linear regression. The research results show that TikTok live streaming influences the purchasing decisions of Bengkalis State Polytechnic students by 53.9% and the rest is influenced by other factors not explained in this research.

Keyword : Live Streaming TikTok, Purchase Decisions, Fashion Products

1. Introduction

In the current era of globalization, developments in the world of knowledge technology are very fast and advanced, both in developed and developing countries, for example in Indonesia. The development of the world of information technology has had a huge impact on human life throughout the world. The internet is a form of current information technology development. The development of information technology in Indonesia facilitates operations in all aspects, one of which is carrying out business activities, namely online sales.

One of the most popular applications worldwide is TikTok. TikTok is a social media that is popular with young people. TikTok continues to innovate and develop by presenting various types of attractive promotions and product offers, well packaged and promoted with creative content.

Having an attractive appearance is a need for every human being, especially students. Nowadays, students' self-confidence can be increased by looking attractive. A person will feel satisfied if his needs are met. Fashion products are also developing rapidly. Currently, consumers can easily and quickly search for information about the fashion they want on the Internet. It should be noted that fashion products are included in clothing needs, namely aesthetic expressions that are popular at certain times and places, in certain situations. Examples of fashion products include clothing, shoes, bags, and others.

This research is motivated by a phenomenon that is currently occurring on the TikTok platform, where researchers are often exposed to live streaming content that offers various kinds of products on TikTok social media. Even though there have been many studies examining the influence of various digital communication platforms on consumer behavior, there is still a need to understand in more depth how TikTok live streaming as one of the popular digital communication applications influences consumer purchasing decisions, especially in the context of students. The reason the researcher made students at the Bengkalis State Polytechnic chosen as the research location. Because Bengkalis State Polytechnic tends to have an innovative academic environment. Young people are always synonymous with students, because both of them are always looking for practicality. It can be assumed that they have sufficient knowledge because of their educational background from college. Students buying a

fashion product from TikTok after watching the live streaming will be considered the right choice.

The gap or research gap that occurred was research conducted by Lilik Mascluha and Nur Ajizah (2023) entitled "The Influence of Tiktok Live Streaming, Brand Minded, and Brand Ambassadors on Purchasing Decisions for Scarlett Skincare Products". The research results stated that live streaming did not have a significant effect on purchasing decisions for Scarlett skincare products. However, the results of research conducted by Desti Eka Ramadanti Amin and Khusnul Fikriyah (2023) entitled "The Influence of Live Streaming and Online Customer Reviews on Purchase Decisions for Muslim Fashion Products" (Case Study of Tiktok Shop Customers in Surabaya). The research results state that the Tiktok live streaming variable partially has a significant influence on purchasing decisions for Muslim fashion products in the city of Surabaya.

2. Literature Review and Hypothesis

According to (Kotler & Keller, 2020) marketing is the process or stage of creating, communicating and providing value to customers. This involves building mutually beneficial relationships between customers or consumers and stakeholders. The types of marketing strategies are as follows: (1) Direct Selling, a marketing method that involves direct interaction with consumers. (2) Earned Media, a form of indirect marketing where companies must develop a strong brand image on social media platforms to build relationships and gain trust from the public. (3) Point of Purchase, is a type of marketing strategy where the company places advertisements strategically close to the product to direct consumers to buy. (4) Internet Marketing, is a common form of marketing strategy and is widely used by businesses today because this type of marketing strategy is easy and quick to implement.

According to (Buchari Alma, 2018) purchasing decisions are consumer decisions that are influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people, processes. So that it forms an attitude in consumers to process all information and draw conclusions in the form of responses that emerge as to what product to buy. According to (Kotler & Keller, 2018) consumers will go through five stages in making purchasing decisions, namely as follows: (1) Recognition of Needs, the first stage of the buyer's decision making process where consumers recognize a problem or need. (2) Information Search, the stage of the buyer's decision-making process where consumers are interested in looking for more information. (3) Alternative Evaluation, a stage in the buyer's decision-making process where customers use data to evaluate different brands in a choice set. (4) Purchase Decision, the stage in the buyer's decision-making process when the customer actually purchases the product. (5) Post-Purchase Behavior, the stage in the buyer's decision-making process where consumers take

further action after purchasing based on the satisfaction or dissatisfaction they experience.

According to (Fauziah, 2020) live streaming is an interactive and interesting media that focuses on the user by offering real-time interaction between customers and sellers of goods directly and seeing who is selling the product. Marketing products with live assistance on social media is the easiest way to create awareness, memory and recognition of a particular product directly or indirectly (Bachri, 2022).

According to (Kotler & Armstrong, 2019) a product is anything that can be offered to the market to get attention, be purchased, used or consumed that can satisfy wants and needs. Apart from that, products can also be interpreted as consumer perceptions expressed by a producer through their production results. Products are considered important to consumers and are used as a basis for decision making. According to Alex Thio in his book entitled sociology, it is stated *"fashion is a great though brief entbusiasm among relativerty large number of people for a particular innovation"*. *Fashion* includes everything that is followed by many people or is trending. Fashion also involves an element of novelty. Therefore, fashion tends to be short-lived or temporary (Sakinah, 2022).

Based on literature review and previous research, the hypothesis in this research is:

Ha: It is suspected that TikTok Live Streaming has a positive and significant influence on purchasing decisions.

3. Research methods

The type of research used in this research is associative research, namely a research question that asks about the relationship between two or more variables (Sugiyono, 2018).

The population in this study were all Bengkalis State Polytechnic students who had purchased fashion products on TikTok during live streaming. Meanwhile, the sample taken in this research was 100 people using the Purposive Sampling method, namely a sample selection technique with certain considerations. The reason researchers use Purposive Sampling techniques is because not all members of the population were sampled.

The research instrument used was a questionnaire with a Likert scale, namely, Strongly Disagree (1) Disagree (2) Undecided (3) Agree (4) and Strongly Agree (5). The data analysis method used in this research is a quantitative analysis method. The data analysis techniques used in this research are research instrument testing, classical assumption testing, and simple linear regression analysis operated with SPSS 20 software testing.

4. Results and Discussion

The results of research instrument tests, namely, validity and reliability tests, can be seen in the following table:

Variable	Instruments Items	r Table	r Count	Description
Live Streaming TikTok (X)	1	0,195	0,623	Valid
	2	0,195	0,725	Valid
	3	0,195	0,746	Valid
	4	0,195	0,715	Valid
	5	0,195	0,802	Valid
	6	0,195	0,779	Valid
	7	0,195	0,753	Valid
Keputusan Pembelian (Y)	1	0,195	0,722	Valid
	2	0,195	0,776	Valid
	3	0,195	0,747	Valid
	4	0,195	0,753	Valid
	5	0,195	0,82	Valid
	6	0,195	0,797	Valid
	7	0,195	0,722	Valid

Table 1. Validity Test Results
(Source: Processed Data 2024)

Based on the validity test results table, it can be seen that each statement has a significance value below 0.05 and the calculated r value is greater than the r table. The validity test results show that the entire questionnaire contains 14 statement items consisting of 7 statement items for variable X and 7 statement items for variable Y. It can be assumed that all statement items can be said to be valid and can be included for further testing, namely, reliability testing.

Variable	Reliable	Cornbach Alpha	Alpha Value	Description
Live Streaming TikTok (X)	1	0,855	0,60	Reliabel
	2	0,840	0,60	Reliabel
	3	0,835	0,60	Reliabel
	4	0,844	0,60	Reliabel
	5	0,826	0,60	Reliabel
	6	0,828	0,60	Reliabel
	7	0,835	0,60	Reliabel
Keputusan Pembelian (Y)	1	0,865	0,60	Reliabel
	2	0,856	0,60	Reliabel
	3	0,868	0,60	Reliabel
	4	0,860	0,60	Reliabel
	5	0,850	0,60	Reliabel
	6	0,853	0,60	Reliabel
	7	0,865	0,60	Reliabel

Table 2. Reliability Test Results

Based on Table 2, the results of the reliability test using Cronbach Alpha, where data is considered to have good reliability if the Alpha value is > 0.60. Meanwhile, data is considered unreliable if the Alpha value is <0.60. Based on the results of reliability testing, it can be seen that all statement items consist of 7 statement items for variable X and 7 statement items for variable Y. It can be assumed that all statement items are declared reliable.

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	2,44245253
Most Extreme Differences	Absolute	,107
	Positive	,093
	Negative	-,107
Kolmogorov-Smirnov Z		1,070
Asymp. Sig. (2-tailed)		,203
a. Test distribution is Normal.		
b. Calculated from data.		

Table 3. Normality Test Results
(Source: Processed Data 2024)

Based on Table 3, it shows that the results of the classic Kolmogorov-Smirnov (KS) normality assumption test for residuals with Asymptotic Sig. statistics of 0.203 which exceeds the significance level of 5% or 0.05. Thus, it can be assumed that the residuals are normally distributed as required (Ghozali, 2021).

Coefficients[a]					
		Unstandardized Coefficients		Standardized Coefficients	
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	-7,550 E-16	1,943		,000	1,000
Live Streaming TikTok	0,000	,067	0,000	0,000	1,000
a. Dependent Variable: Abs_Res					

Table 4. Heteroscedasticity Test Results
(Source: Processed Data 2024)

Based on Table 4, it shows that the results of the Glejser heteroscedasticity test with Sig. The t-statistic is 1,000, considering that this value exceeds the 5% significance level, then TikTok live streaming has no effect on the absolute residual so that heteroscedasticity does not occur and this condition is in accordance with what is required (Ghozali, 2021).

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.734[a]	.539	.534	2.455
a. Predictors: (Constant), Live Streaming TikTok				
b. Dependent Variable: Keputusan Pembelian				

Table 5. Coefficient of Determination Test Results (Source: Processed Data 2024)

Based on Table 5, it explains that the correlation or relationship value (R) is 0.734 and the resulting R square or what is called the coefficient of determination (KD) is 0.539 or equal to 53.9%. Thus, it can be stated that TikTok live streaming has an influence of 53.9% on purchasing decisions for fashion products. Meanwhile, the remaining 46.1% was influenced by other factors not explained in this research.

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9.498	1.943		4.889	.000
Live Streaming TikTok	.715	.067	.734	10.700	.000
a. Dependent Variable: Keputusan Pembelian					

Table 6. Simple Linear Regression Test Results (Source: Processed Data 2024)

The regression results show that the coefficient calculation results in the regression equation obtained a constant coefficient of 9.498 and for the TikTok live streaming regression coefficient it was 0.715. Regression equation with constant coefficients and variable coefficients in the Unstandardized coefficients column B, so that the regression equation is obtained, namely:

$$Y = 9{,}498 + 0{,}715X$$

The TikTok live streaming regression coefficient is 0.715, meaning that if TikTok live streaming increases by 1 unit, the decision to purchase fashion products increases by 0.715 units. Or it can be said that, if the value of live streaming increases by 1%, the value of purchasing decisions increases by 0.715%. The regression coefficient is positive, so it can be assumed that the direction of influence of variable X on Y is positive. This means that if sellers promote their products during live streaming regularly and consistently, it will increase purchasing decisions for fashion products. The significance value of 0.000 is smaller than 0.05 and the t-count value of 10.700 is greater than the t-table of 1.966. Based on Ha's research hypothesis, it can be assumed that this research has a significant influence on purchasing decisions. TikTok's live streaming feature has a strong influence on purchasing decisions because an entrepreneur's success in achieving a goal depends on how he creates features in the business he runs (Kamanda, 2024). This research is in line with previous researchers (Amin & Fikriyah, 2023) where the live streaming variable partially has a significant influence on purchasing decisions for Muslim fashion products in the city of Surabaya.

5. Conclusion

Based on the results of research conducted, TikTok live streaming has a positive and significant effect on purchasing decisions for fashion products. Live streaming is one factor that can influence consumer behavior, in this case purchasing decisions. This is because the fashion products displayed in the live streaming broadcast are of good quality and are reviewed in detail. So it can be concluded that TikTok live streaming influences the decision to purchase fashion products among Bengkalis State Polytechnic students.

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