The Influence of *Live Streaming Video* on Consumer Decisions

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Abstrak. penelitian ini bertujuan mengetahui apakah live steaming instagram terhadap keputusan konsumen. live steaming dan keputusan pembelian adalah variabel yang digunakan dalam penelitian ini untuk mengetahui hubungan dari kedua variabel ini aalisis regresi dengan SPSS. Kuesioner dibagikan pada 100 oang responden yang merupakan followers dari Nhalombok yang melakukan pembelian pada saat live steaming dilakukan. Hasil dari penelitian menunjukkan adanya pengaruh dominan dari variabel live steaming terhadap keputusan konsumen dari koefisien deteerminasi menunjukkan bahwa variabel live streming berpengaruh terhadap keputusan konsumen.

Kata kunci: Keputusan Pembelian, Live Streaming

Abstract. This study aims to determine whether Instagram live streaming has an impact on consumer decisions. live streaming and purchasing decisions are variables used in this study to determine the relationship between these two variables by regression analysis with SPSS. Questionnaires were distributed to 100 respondents who are followers of Nhalombok and who made purchases during the live streaming. The results of the study indicate that there is a dominant influence of the live steaming variable on consumer decisions. The coefficient of determination shows that the live streaming variable affects consumer decisions.

Keywords: Purchase Decision, Live Streaming

Introduction

Digital business is growing at a rapid pace in recent decades. In this new era, *e-retailers* design digital marketing strategies that are always innovating by providing authentic information to customers. *E-retailers* utilize an online video streaming strategy commonly called live video streaming to display details of products sale (Lee & Chen, 2021). *Live steaming video* allows consumers and sellers to communicate directly about the details of the products sale, so that consumers can directly get information about the quality and specifications of the products sale by

the seller. Every marketer wants to attract consumers and know what their consumers want and this can be done through live steaming videos (Lim et al., 2021).

Marketing products by *utilizing live steaming video* in line with the development of communication technology through social media, *live streaming* utilized by e-sellers is a form of business change from conventional business to online-based digital business (Rachman, 2018). By using this feature the seller can see how many viewers that the live broadcast. *Live streaming* is considered necessary and important to attract consumer interest but competitors will obviously appear in the market and the longer it gets the harder the sellers enter the market more and more (Adil et al., 2018). *live steaming* refers to a marketing model that involves *streamers* (sellers) on *streaming* platforms to *stream online* directly and provide information in the form of product descriptions to consumers through two-way communication so as to cause consumers' intention to buy the products offered (Linye et al., 2022).

Live streaming video is an important medium to be used as a medium of communication by utilizing audio and visual. *Live streaming video* is a technology in the form of video that is channeled through the internet network and broadcast live in real *time* (Nurfathiyah et al., 2011). *Many live steaming* videos are made by e-commerce applications and social media which are used to offer a product (Faradiba & Syarifuddin, 2021). *Live steaming videos* are widely used by sellers to offer their products with cost-effective considerations, especially with a fairly large number of viewer easily obtained, this method according to sellers is currently considered effective and efficient to use as a strategy to offer products and market them (Nurmalasari, 2021).

The first *research on live streaming* was conducted by Chen et al., (2020) the purpose of this study was to determine the influence of live steaming variables with indicators of product quality perception, entertainment perception, discount perception, perception of host interaction, perceived similarity on repurchase intentions mediated by consumer satisfaction. Furthermore explained the results of this study explained that the quality of the product that was felt to be dominant had an effect on consumer satisfaction but indirectly reflected on the intention of repurchase, for variables of perception of entertainment and interactive the host had an impact on

the significant to consumer satisfaction and consumer repurchase intentions. The perception of discounts has no effect on repurchase intentions.

The second study was conducted by Lim et al., (2021) with the aim of determining the influence of live streaming variables with indicators of the host's perceived credibility, perception of usability and perception of ease on consumers' purchasing intentions. The results of the analysis of this study show that the three indicators of *live streaming* show a significant influence on consumers' online purchase intentions through *live streaming*. The perception of the host's credibility is an important key to attracting interest in consumers' online purchases.

The third researcher was conducted by Faradiba & Syarifuddin (2021) with the research which aims to determine the influence of live streaming and word of mouth variables on consumer decisions, *live streaming* indicators are promotional time, bonuses, product descriptions and product visual images. The research conducted showed that both variables in the study showed a positive influence on purchasing decisions. Furthermore, the perception of discounts shows a positive response in determining consumer decisions in deciding to make a purchase.

Based on the three studies above, there must be a gap or gap in between the previously conducted research and those three studies conducted earlier, there were similar indicators from the *live streaming* variables studied as well as the bound variables in the three different studies. The study will take indicators that have a strong influence in each study and see if the results of those study will show different results.

This research aims to determine the influence between live streaming backgrounds on consumer decisions during live streaming. The hypothesis in this study is the variables of live streaming have a significant influence on consumers' decision to make a purchase during the live stream.

Research Methods

Research Design

This research is quantitative descriptive research which means that this research is intended to examine those who use certain populations and samples to test the hypothesis proposed. Researchers determined the population, namely followers of the Nha Lombok Instagram account. The reason why Nha Lombok is chosen from many accounts that make online sales is because the Nha Lombok store is a clothing store that has the most followers on Instagram among similar stores in the city of Mataram, which is 5620 followers and Nha Lombok also consistently sells by live streaming every Monday to Saturday at 13.00 WITA.

Sugiyono (2018) explained that the population is a group within the scope of research with the determination of characteristics in accordance with the research to be carried out. The population used in the study is currently being carried out is Nha Lombok's Instagram followers which is number 5620, the sampling technique is *accidental sampling*.

To determine the research sample, the following slovin formula is used:

$$n = N / (1 + (5620 \times 0.1^2))$$
$$n = 5620 / (1 + (5620 \times 0.01))$$
$$n = 5620 / (1 + 56.2)$$
$$n = 5620 / 57.2$$
$$n = 98,251 \text{ rounded to } 100$$

Primary data was obtained from respondents by filling out a questionnaire given to respondents using *a google form* through Direct massage Instagram or Whatsapp. Simple linear regression analysis is used to determine the deviation between variables, the t test and the f test are used to test the proposed hypothesis, the validity test and reliability test are used to test the instruments and indicators of the questions to be used in the study.

Results and Discussion

Characteristics of Respondent

Based on the data obtained from the respondents' answers in the questionnaire shared, there were answers from the questionnaire based on the following characteristics of the respondents:

Table 1. Characteristics of Respondents

No	Characteristics of Respondents		Frequency	Presented
1	Gender	1. Man	22	22%
		2. Woman	78	78%
3	Age	1. < 25 Years	9	9%
		2. 26-35 years	46	46%
		3. 3 6-45 years	38	38%
		4. > 45 years	7	7%
4	Work	1. Students and college students	32	32%
			28	28%
		2. State officials	30	30%
		3. Private employees	7	7%
		4. Entrepreneurial	3	3%
		5. Other		
5	Income	1. < IDR 2,500,000	15	15%
		2. 2.500.001-5.000.000	32	32%
		3. > 5.000.000	53	53%

Source: primary data obtained,2022

Table 1. Explains the characteristics of respondents based on age type, gender, occupation and also the amount of income. The characteristics of respondents when viewed from the dominant gender of women with a percentage of 78% or as many as 78 women who shop in Nha Lombok. The characteristics of respondents based on age with an age frequency ranging from 26 years to 35 years of age whose frequency is 46 with a percentage of 46%.

Meanwhile, students are the type of work group that has the highest frequency, namely 32 with a percentage of 32%, followed by private employees with a frequency of 30 respondents with a percentage of 30%. When viewed from income above Rp.5,000,000 is the group of income with the highest amount of 53% or 53 respondents have a double income of Rp.5,000,000

Validity Test

A variable can be said to be valid if its significance is below 0.05 and the value of r is calculated> R table (Janna, 2020). From the SPSS output results are described in the following table:

Table 2. Validity Test

No	Variable	R Table	R Calculate	Significance	Status
1	X1.1	0,1966	0,845	0,000	Valid
2	X1.2	0,1966	0,827	0,000	Valid
3	X1.3	0,1966	0,733	0,000	Valid
4	Y1	0,1966	0,640	0,000	Valid
5	Y2	0,1966	0,691	0,000	Valid
6	Y3	0,1966	0,755	0,000	Valid
7	Y4	0,2845	0,727	0,000	Valid

Source: primary data processed, 2022

Table 2. Explains the results of the validity test calculation to find out each valid indicator then we will compare the calculated r value and r table of each variable indicator, if the value of r counts > from r table then it can say that the variable indicator is valid. From the results of the validity test, it shows that the results of r count> r Table so that it can be concluded that all indicators in this study are said to be valid.

Reliability Test

Table 3. Reliability Test

No	Variable	Cronbach's Alpha	Status
1	Live streaming	0,708	Reliable
2	Consumer Decisions	0,759	Reliable

Primary data source processed,2022

Table. 3 shows the results of the reliability test with The variable criterion said to be reliable or reliable is the value of Cronbach's alpha > 0.7 (Janna, 2020). The results shows that both variables of Cronbach's alpha value > 0.7, so it can be explained that the variables in this study are reliable.

Simple Regression Analysis

Table 4. Regression Coefficient

	Model	Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Itself.
1	(Constant)	6.190	7.340		6.629	.000
	Live Streaming	. 932	. 613	. 733	2.427	.001

a. Dependent Variable: Purchasing Decision

Table 4 shows the results of a regression analysis that produces a simple regression equation as follows:

Consumer Decision (Y) = 6,190 + 0. 933 X……………………………………………………….(1)

From the results of the regression analysis, it shows that its significance < 0.005, it can be concluded that the live streaming variable has a significant influence on the purchasing decisions of Nha Lombok consumers at the time of live streaming.

When viewed from the coefficient of 6,190, this value indicates that the value of the consumer's decision to buy in Nha Lombok when the store conducts live streaming of 6,190 if the live steaming (X) value does not change. The regression coefficient of 0.933 indicates that if there is an addition of one value or one number, then there is an increase in consumer decisions to buy when Nha Lombok Conducts live streaming that worth 0.933 it can be concluded that the more the value of X increases, the purchase decision will also affect.

T Test

From Table 4, it can be explained that the free variable, namely the live steaming variable, has a significant influence on the bound variable, namely the consumer's decision. The results of the t test show that the significance of the < 0.05, it can be explained that the live streaming variable affects the purchase decision. From the calculated t value > t table = 6,629> 1,293 it is interpreted

that the variable of live streaming has a significant effect on consumer decisions. This suggests that the hypothesis that the live streaming variable has a significant effect on consumer decisions is proven/accepted.

Coefficient of Determination

Table 5. Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.633[a]	0.777	0.904	2.921

a. Predictors: (Constant), Live Streaming

Table. 5 shows the value of the coefficient of determination or R square of 0.777 if in percentage of 77.7%. this can be interpreted that in this study that consumer disconnection and its changes were influenced by 77.7% of live streaming variables and the remaining 22.3% was explained by variables that were not studied in this study.

Discussion

The results of the research that has been carried out shows that the live streaming variable has a significant guarantee of buying decisions on Nha Lombok during live streaming. Research shows the similarity of this study with the research of Faradiba & Syarifuddin (2021) which states that the live streaming variable has a limited influence on consumer messengers.

The results of the research by Lim et al., (2021) stated that there is a significant relationship between live streaming and consumers' buying interest which is then expected to affect repurchase interest. In line with Buchari Alma (2018) which requires that demand to buy is the beginning of consumer activities to buy a product.

Further explained in Chen et al., (2020) explained that live streaming has a significant increase in consumers' purchase intentions, it is further revealed that consumers' purchase

intentions are raised in consumers' minds with the aim that consumers will eventually choose products and make purchases.

Conclusion

From the research that has been carried out shows that the variables of live streaming with indicators of perception of product quality, credibility of the host and discounts have a significant influence on consumers' decision to buy in Nha Lombok. The results of the empirical research that this is expected to be able to contribute in terms of both theoretical and for marketers. The theory obtained from this research will be useful for marketers to have a better understanding of online consumer behavior. This research is also expected to have benefits for marketers in order to increase marketers' knowledge for better knowledge of what indicators that drives the consumers in making purchases.

Suggestions are given based on the results of research conducted to Nha Lombok to maximize the impact of live streaming on consumer decisions are: 1) Before doing live streaming, you should choose products based on their quality; 2) When live streaming the host in a live broadcast should be interactive in communicating with consumers and honest in explaining the quality of their product; 3) Determine the concept and theme in each live done; 4) Nha Lombok is obliged to conduct market research on the target market of products sold in stores.

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