

THE INFLUENCE OF CONTENT MARKETING, LIVE STREAMING AND E-WOM ON PURCHASING DECISIONS FOR CONSUMERS OF SATTKA BASIC PRODUCTS VIA TIKTOK SHOP

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ABSTRACT

Social media is currently used to carry out digital transactions by making purchases on e-commerce. The existence of a live streaming feature via the TikTok application is a new way of promoting for sellers to share the advantages of their products, as well as interesting content that makes consumers interested in buying and is able to provide positive or negative communication or E-WOM related to products shared by consumers after use the product they purchased. This research aims to determine the influence of live streaming, content marketing and E-WOM on purchasing decisions. With the type of causal research and partial test, this research uses primary data with a sample of 38 respondents who use sattu basic products with multiple linear regression analysis analyzed using SPSS 20. The results of the research show that live streaming has a positive and significant effect on purchasing decisions, content marketing has a negative and insignificant effect, and E-WOM has a negative and insignificant effect on purchasing decisions.

ARTICLE INFO

Keywords:
Live Streaming, Content Marketing, Electronic Word Of Mouth, Purchase Decisions.

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1. Introduction

Social media is now used as a tool to make online sales and promote products. Business competition on social media is becoming increasingly intense, requiring business people to create more interesting content and be able to innovate so that consumers are interested and find differences with other products. For this reason, many business actors use TikTok media as a business strategy which they think is appropriate in order to be able to survive and compete with other business actors.

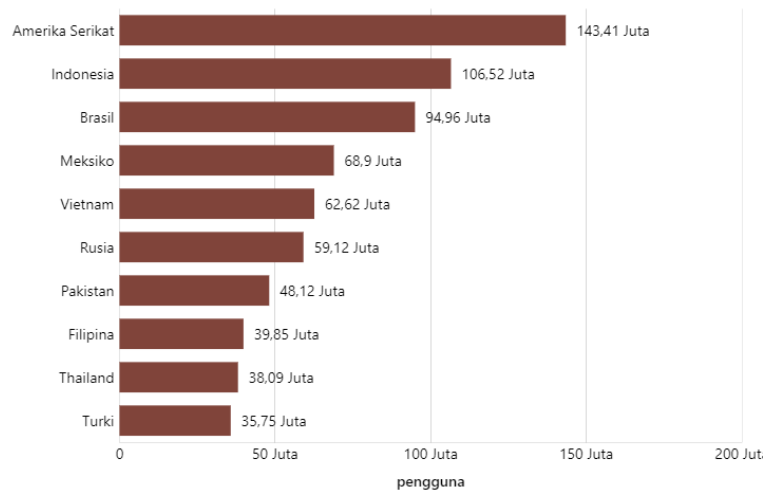


Figure 1. Number of Active TikTok Media Users in the World

Source: We Are Social, databoks, 2023

Based on Figure 1, it shows that Indonesia is in second place with 106.52 million TikTok users, this indicates that many Indonesians use and utilize TikTok media. Tiktok has become popular in Indonesia because TikTok is a content provider that is a limitless entertainment platform so that users can relax and watch fun short videos. The TikTok feature makes it easy for users to create video content as creative as possible, then they can easily share the content with other users. TikTok is a very effective electronic sales medium for reaching buyers and content creators. Many TikTok users make purchasing decisions through the TikTok application via live streaming and content marketing.

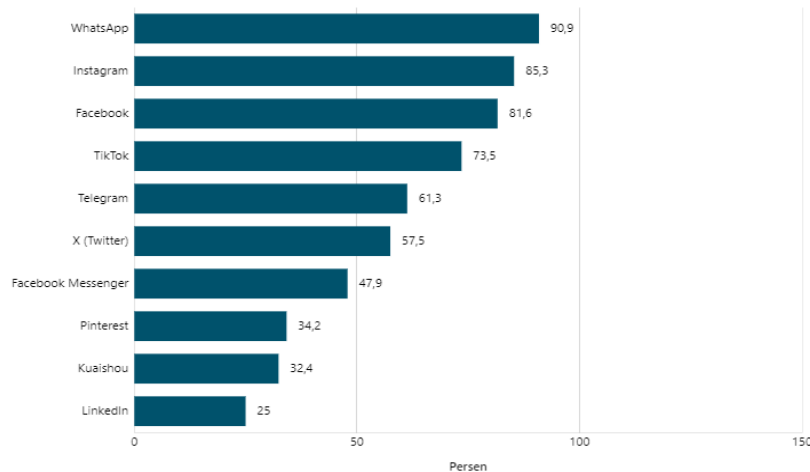


Figure 2. Images of Social Media Users in Indonesia

Source: We Are Social, databox, 2024

Based on Figure 2, it shows that the TikTok application is in fourth position with 73.5 user downloads. WhatsApp occupies the first position with 90.9 users for selling, then the Instagram application with 85.3 users for selling, and Facebook with 81.6 users for selling. On average, TikTok users use this application to make sales by doing several things, such as selling goods via the live streaming feature which can be used at any time, then the sellers will create interesting content to make consumers interested in purchasing the product.

Currently, live streaming via the TikTok application has become a new way of promoting for sellers to share the advantages of their products. When live streaming visitors reach tens of thousands of viewers every day, sellers will certainly feel satisfied, with TikTok live streaming it makes it easier for

sellers and buyers to interact. Consumers can also see the product according to what consumers want to determine whether it matches what they imagined or not, thereby attracting consumers to make purchasing decisions.

Apart from live streaming, content marketing is a digital-based marketing strategy that focuses on creating content in the form of interesting images/videos to share with users (Maulidya Nurivananda et al., 2023) . Content marketing also has an important role in marketing products. Content marketing is a way for content creators to share videos of products being bought and sold by giving yellow baskets, usually someone who often shares yellow baskets in the videos they upload is called a TikTok affiliate. Someone who has registered as a TikTok affiliate is required to create product content aimed at marketing the product so that consumers feel interested in buying the item. To make it easier for consumers to make purchases, usually content creators will add a yellow basket so that consumers only need to access it via the yellow basket. Content marketing is very necessary in the current era of digitalization because it has a big influence in running a business (Ustadriatul Mukarromah et al., 2022)

The large number of products sold on TikTok means that consumers have to be smart in choosing products, with word of mouth promotion being one of the product information which aims to attract consumers by providing information from past consumer experiences to potential consumers, this activity is called word of mouth (WOM). WOM is carried out by TikTok affiliates by providing reviews and experiences in using the product. The desire to buy the same product will arise after hearing the benefits and satisfaction of the product, which will influence purchasing decisions based on what consumers hear.

A purchasing decision is an action taken by consumers in choosing or purchasing a product or service. There are factors that influence buyer decisions including preferences, quality promotions, brands. Purchasing decisions are an important step in the flow of consumption, where consumers have to consider product choices before finally making a particular product transaction, what goods to buy, whether to make a purchase or not, the right time to make a purchase, how to make a purchase, and how to pay off the payment. Consumers must have a desire to make purchasing decisions (Pranadewi et al., 2024) .

Sattka basic products are one type of product marketed through the TikTokshop application. Sattka basic is one of the local brands that is much loved by millennial teenagers up to generation z. There are so many kinds of sattka basic products, including the most popular ones, Ciput products from Sattka, so many consumers complain about using Ciput that is too tight, causing headaches. , so sattka released a strappy airflow ciput product that doesn't cause headaches. The quality of the ciput material and fast delivery makes sattka basic the number 1 local ciput brand on the tiktokshop platform. The presence of the TikTokshop platform is an alternative and opportunity for business people to be able to reach consumers without having to meet face to face. Business people must continue to be up to date with current developments, especially developments in the social media era. So that business actors can develop appropriate marketing strategies to increase purchasing decisions.

The marketing carried out by Sattka Basic is by utilizing the live streaming feature, with direct interaction between consumers and sellers, it will make consumers more free to ask questions and see the products being marketed. Then Sattka Basic also utilizes electronic media by creating interesting content and providing information about the benefits and advantages of the products being sold. Interesting marketing content will make consumers interested as an intermediary which

ultimately influences purchasing decisions. Electronic word of mouth is another factor that can directly influence consumers in making purchasing decisions for Satta Basic products, because in fact E-WOM is really needed by business actors such as Sattka Basic, through E-WOM it will give a positive impression for Sattka Basic and can increase consumer interest in purchasing basic satta products. Therefore, this research is expected to provide answers to questions about purchasing decisions in terms of live streaming, content marketing and E-WOM directly on purchasing decisions.

Research conducted by (Maulidya Nurivananda et al., 2023) with the title "The Influence of Marketing Content and Live Streaming on Purchasing Decisions on the Tiktok Social Media Application (Study of Generation Z Consumers @Scarlett_Whitening in Surabaya)" resulted that marketing content and live streaming have positive and significant influence on purchasing decisions. Another research conducted by (Rahmayanti & Dermawan, 2023) with the title "The Influence of Live Streaming, Content Marketing, and online Customer Reviews on Purchasing Decisions at Tiktok Shop in Surabaya" resulted that live streaming, marketing content and customer reviews have a positive influence and significant impact on purchasing decisions at the TikTok shop in Surabaya. This is a difference in the research conducted by Maulidya in that the researcher conducted research that focused on generation Z in Surabaya, while the research conducted by Rahmayatnti and Dermawan included all groups in the city of Surabaya. There are also differences in research conducted by (Maulidya Nurivananda et al., 2023) which states that marketing content has a positive and significant effect, while research conducted by (Abdjul et al., 2022) found that marketing content has a positive and insignificant effect on buying decision. Then there are differences in the findings of the E-Wom variable from research conducted by (Yulindasari & Fikriyah, 2022) which states that electronic word of mouth has a positive and significant influence on purchasing decisions, while the findings of research conducted by (Prastowo et al., 2023) states that E-WOM has a positive and insignificant effect on purchasing decisions.

1.2. Formulation of the problem

The formulation of the problem taken in this research is whether there is an influence from live streaming, content marketing, and E-WOM on consumer purchasing decisions for basic satta in Tiktok shop either partially.

1.3. Research purposes

The aim of conducting this research is:

- 1.3.1 To determine the effect of live streaming on purchasing decisions
- 1.3.2 To determine the influence of content marketing on purchasing decisions
- 1.3.3 To determine the influence of electronic word of mouth on purchasing decisions

2. Literature Review

2.1 Live Streaming

Live streaming is video data that has been compressed or reduced in size into smaller video files via the internet network, then broadcast in real time. Live streaming is a promotional activity via social media in real time to build interaction and encourage consumers to make purchases. Streaming is defined as technology that displays a video that takes place over the internet network, while live streaming is a live broadcast broadcast that is broadcast to many people at the same time as the original event, via data communication media or a network connected by cable or wireless (Lestari, 2021) . The attraction of live streaming lies in attractive images, the use of fonts, other supporting tools and the delivery of information that can be understood by users as a strategy to

attract consumers (Kamila Putri & Aghniarahma Junia, 2023) . Live streaming indicators according to (Pranadewi et al., 2024) are:

1. Immersion
The relationship between consumers' deep feelings when involved in live streaming shopping, so that consumers feel attracted to the shop and thus make the decision to buy a product.
2. Presence
The emergence of live streaming makes consumers feel close to sellers and have an attachment to the products being sold.
3. Social Presence
Sellers take advantage of the opportunity to attract consumers by trying the products they sell according to consumer requests.
4. Telepresence
Users are given the ability to influence an environment, the person experiencing it must feel that they are in a distant location, can act on the environment for change, and assume that they are really there.

According to research conducted by (Rahmayanti & Dermawan, 2023) that live streaming has a positive and significant influence on purchasing decisions. The more information, promotions and interesting content obtained by viewers will be able to attract consumers' interest in making purchasing decisions. This is in line with research conducted by (Kamila Putri & Aghniarahma Junia, 2023) that live streaming has a positive and significant influence on decisions. purchase.

2.2 Content Marketing

Content marketing is a marketing strategy with the aim of gaining profits for a business by creating and sharing relevant and valuable content in order to attract audiences. Many people realize that content marketing is an important part of marketing strategy (Komalasari, 2021) . Content marketing is content that refers to marketing products with interesting video content distributed on social media (Rahmayanti & Dermawan, 2023) . Content marketing is defined as a management process in analyzing and fulfilling consumer demand to gain benefits from using digital content shared through the media (Saputra & Fadhilah, 2021) . The indicators of content marketing according to (Rahmayanti & Dermawan, 2023) are:

1. Relevance
2. Accuracy
3. Worth
4. Easy to understand
5. Easy to find
6. Consistent

According to research conducted by (Maulidya Nurivananda et al., 2023) that content marketing has a positive and significant influence on purchasing decisions, this is in line with research conducted by (Saputra & Fadhilah, 2021) that content marketing has a positive and significant to purchasing decisions. Video content is attractive to consumers because for consumers video content is entertainment for them, consistently making video content is the main thing that needs to be paid attention to, because with a consistent system for making videos there will be greater opportunities for content to appear on FYP for TikTok social media users. This is in line with research conducted by

(Maulidya Nurivananda et al., 2023) that content marketing has a positive and significant influence on purchasing decisions.

2.3 Electronic Word of Mouth (E-WOM)

Electronic Word of Mouth is a voluntary form carried out by customers to recommend products they have purchased to other people to buy the same product or service in order to create purchasing decisions made via the internet network (Kamila Putri & Aghniarahma Junia, 2023) . E-WOM is a statement based on positive, neutral or negative experiences made by consumers regarding a product or service that is spread via internet social media (Santosa, 2019) . Electronic word of mouth is defined as comments on products that have been purchased that are written on a website (Sanjaya & Budiono, 2021) . E-WOM has eight dimensions in research journals (Yulindasari & Fikriyah, 2022) , namely Social Benefit, Helping the Company, Venting Negative Feelings, Platform Assistance, Concern for Other Consumers, Extraversion/Positive Self Enhancement, Advice Seeking, Economics Incentives. There are 3 indicators according to Goyette and Richard, namely (Prastowo et al., 2023) :

1. intensity
Namely the number of consumers who read electronic word of mouth on e-commerce
2. Valence of opinion
Positive or negative opinions from consumers about products or services that have been used
3. Content
The content of product information, goods or services sold to consumers through - commerce.

According to research conducted by (Sanjaya & Budiono, 2021) electronic word of mouth has a positive and significant influence on purchasing decisions. This is in line with research conducted by (Yulindasari & Fikriyah, 2022) that electronic word of mouth has a positive and significant influence on purchasing decisions. Increasingly advanced technological developments will make it easier for consumers to carry out sales transactions. Before making a purchase, consumers will search for the product they want to buy, because with electronic word of mouth from other people, potential consumers will be interested in the content of people who are satisfied with the product.

2.4 Purchase Decision

Purchasing decisions are the result of consumers' desires in purchasing a product which are influenced by various factors such as economics, finance, technology, politics, culture, price, location, product, promotion, people and processes. Then an attitude is created within consumers to absorb all the information they obtain and then make decisions (Maulidya Nurivananda et al., 2023) . Purchasing decisions involve individuals or groups purchasing goods for personal needs. The process of making purchasing decisions involves the activities of someone who is directly involved in using the goods being marketed. Before making a purchasing decision, consumers will compare it with other products, as well as how the product provides a positive perception in the eyes of the public, so that consumers believe and decide to buy the product. There are indicators that influence purchasing decisions according to (Pranadewi et al., 2024) , namely:

1. Providing recommendations to other potential consumers regarding products
Recommend products to people closest to them and around them, for example, if there is a good ciput product then the consumer will tell this to potential consumers or their relatives.
2. Make repeat purchases of products

Repurchasing products is a consumer activity that responds positively to the quality of service at a business. If it meets, exceeds consumer expectations, then the customer will intend to repurchase or consume the business product again. Customers will even pass on good information to other people.

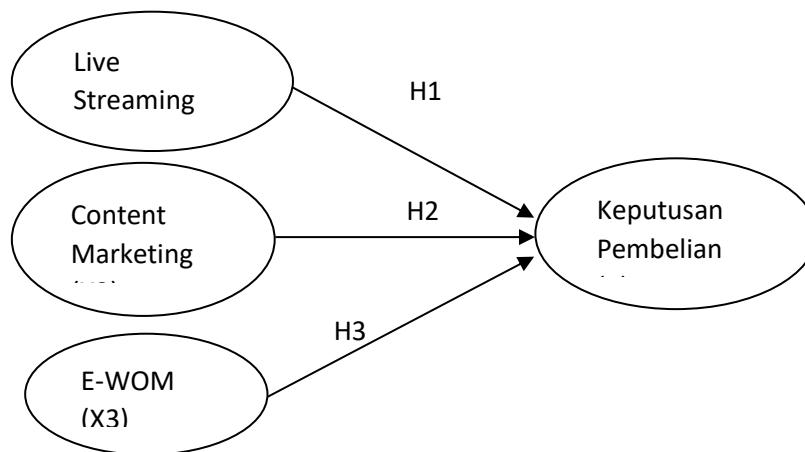
Hypothesis:

H1: Live streaming has a positive and significant effect on purchasing decisions

H2: Content marketing has a positive and significant effect on purchasing decisions

H3: E-WOM has a positive and significant effect on purchasing decisions

2.5 Framework of Thought



3. Methods, Data, and Analysis

This research uses a type of causal research. Causal is a type of research carried out to investigate cause and effect based on observing the consequences that occur and looking for the factors that cause them through the data collected (Nurhayati, 2019). The data collection technique uses Google Form with Lirkert scale measurements, questionnaires are distributed online via Instagram or WhatsApp. The objects chosen in this research were people who had already made the decision to purchase Sattka Basic products at TikTokshop. Determining the number of samples in this study used the Paul Leedy formula, namely:

$$N = \left(\frac{Z}{e} \right)^2 (P) (1-P)$$

Information :

N = Sample Size

P = Total Population

e = Sampling error (10%)

Z = Standard for selected error

The population size in this study is known, so the maximum (P) (1-P) is 0.25. If you use a confidence level of 95% with an error rate of no more than 10%, the sample size is:

$$N = \left(\frac{1,25}{0,1} \right)^2 (0,25) = 38 \text{ respondents}$$

So in this study the sample used was 38 respondents who represented the entire population of consumers of basic sattka products through TikTokshop

In the population, sampling is carried out randomly, which means that every person can be used as a sample to carry out an experiment if the person encountered randomly is a suitable source of information. The sampling method in this research uses the accidental sampling method by taking samples for this type of research data which can be done easily and comfortably, even though it occurs randomly or unintentionally.

4. Results and Discussion

Validity test

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is declared valid if the questions in the questionnaire are able to reveal something that the questionnaire will measure (Sugiyono, 2022) .

Table 1. Validity test

Variable	No. Items	r-count	r-table	Information
live streaming	X1.1	0.733	0.320	Valid
	X1.2	0.902	0.320	Valid
	X1.3	0.664	0.320	Valid
	X1.4	0.865	0.320	Valid
	X1.5	0.725	0.320	Valid
Content Marketing	X2.1	0.871	0.320	Valid
	X2.2	0.655	0.320	Valid
	X2.3	0.520	0.320	Valid
	X2.4	0.766	0.320	Valid
	X2.5	0.929	0.320	Valid
	X2.6	0.877	0.320	Valid
	X2.7	0.779	0.320	Valid
E-WOM	X3.1	0.872	0.320	Valid
	X3.2	0.872	0.320	Valid
	X3.3	0.864	0.320	Valid
	X3.4	0.640	0.320	Valid
	X3.5	0.672	0.320	Valid
Buying decision	Y1	0.569	0.320	Valid
	Y2	0.834	0.320	Valid
	Y3	0.873	0.320	Valid
	Y4	0.868	0.320	Valid
	Y5	0.893	0.320	Valid

Source: Data processed, 2024

Based on table 1, it can be seen that the correlation of each question item in the research is valid, because it has a validity value of $r\text{-count} > r\text{-table}$, so that the overall data from the test results in the validity instrument test in research on the influence of live streaming, content marketing and E-WOM the purchasing decision is declared valid.

Reliability Test

Reliability is a tool for measuring a questionnaire which is an indicator of a variable. A questionnaire is said to be reliable or reliable if the answers to the questions are consistent or stable over time (Sugiyono, 2022)

Table 2 . Reliability Test

No	Variable	Cronbach Alpha	Information
1	live streaming	0.827	Reliable
2	Content Marketing	0.891	Reliable
3	E-WOM	0.838	Reliable
4	Buying decision	0.871	Reliable

Source: Data processed, 2024

Based on table 2, the results of the reliability test show that all variables have a Cronbach alpha of more than 0.70, so it can be said that the measurement of each variable from the questionnaire is reliable. All statements in the questionnaire are said to be reliable because the Cronbach's Alpha value based on standardized items for each variable is > 0.70

Classic assumption test

a. Normality test

The normality test is used to determine whether in the regression model, the confounding or residual variables have a normal distribution. A good regression model has a normal distribution (Ghozali, 2018)

Table 3 . Normality test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		38
Normal Parameters ^{a, b}	Mean	0E-7
	Std. Deviation	2.60578185
	Absolute	,130
Most Extreme Differences	Positive	,099
	Negative	-.130
Kolmogorov-Smirnov Z		,800
Asymp. Sig. (2-tailed)		,544

a. Test distribution is Normal.

b. Calculated from data.

Source: Data processed, 2024

Based on table 5, it shows that the Asymp sig (2-tailed) value is 0.544 or greater than 0.05, so it can be concluded that the data distribution in this study is normally distributed.

b. Multicollinearity Test

The multicollinearity test aims to test whether the regression model finds a correlation between the independent variables.

Table 4 . Multicollinearity Test

Model	t	Sig.	Collinearity Statistics	
			Tolerance	VIF
1 (Constant)	6,343	,000		

live streaming	,754	,456	,400	2,498
Content Marketing	-.621	,539	,222	4,511
E-WOM	-.356	,724	,268	3,725

Source: Data processed, 2024

Based on table 4, it shows that all Tolerance values are greater than 0.1 and all VIF values are smaller than 10. So it can be concluded that this regression model does not show any symptoms of multicollinearity.

c. Heteroscedasticity Test

The heteroscedasticity test is used to test whether in the regression model there is an inequality of variance from the residuals of one observation to another.

Table 5 . Heteroscedasticity Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.844	2,157		-.391	,698
1 live streaming	,035	,132	,070	,267	,791
Content Marketing	.012	,128	,034	,097	,924
E-WOM	,075	,163	,148	,462	,647

a. Dependent Variable: ABS_RES

Source: Data processed, 2024

From the results in table 5 of the heteroscedasticity test, it can be seen that all sig values are greater than 0.05. So it can be concluded that there is no heteroscedasticity problem in the regression model.

Model Fit Test (F Test)

The F test is used to see the influence of the independent variable on the dependent variable together.

Table 6 . Model Fit Test

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	11,845	3	3,948	5,560	.003 ^b
Residual	24,144	34	,710		
Total	35,989	37			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), E-WOM, Live Streaming, Content Marketing

Source: Data processed, 2024

Based on table 6, it shows that the calculated F value is 5,560 with a significance level of 0.003. Because the significance level is smaller than 0.05 ($0.000 < 0.05$), it can be concluded that live streaming, content marketing and E-WOM together or simultaneously have a significant effect on purchasing decisions.

Partial Hypothesis Test (t Test)

The t test is used to see whether there is a partial influence between the independent variables, namely live streaming, content marketing and E-WOM on the dependent variable, namely purchasing decisions. With a confidence level of 95% or $\alpha = 0.05$. Degrees of freedom (df) = $nk-1 = 38-1-1 = 36$, obtained t-table 1.688. The criteria for making the t test decision are:

- If the t-count value $>$ t-table then there is an influence of the independent variable (X) on the dependent variable (Y)
- If the t-count value $<$ t-table then there is no influence from the independent variable (X) on the dependent variable (Y)

Table 7 . t test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	22,313	1,091		20,460	,000
live streaming	,163	,067	,540	2,433	,020
Content Marketing	-.130	,065	-.598	-2,004	,053
E-WOM	-.095	,082	-.311	-1,148	,259

- a. Dependent Variable: Y
Source: Data processed, 2024

Based on table 7, it can be interpreted in the form of a multiple linear regression equation as follows:

$$Y = 22,313 + 0.163 - 0.130 - 0.095$$

The results of the multiple regression equation provide an explanation that

- The constant of the multiple linear regression equation in table 7 is 22.313 and has a positive sign, this shows that if live streaming, content marketing and E-WOM value is 0 (zero), then the purchasing decision is 22,313.
- The regression coefficient for the live streaming variable is 0.163 and has a positive sign, this shows that for every one-unit increase in live streaming, purchasing decisions will increase by 0.163. The calculated t-value for the live streaming variable (X1) is 2,433, which is greater than the t-table which is 1,688. Meanwhile, the significance value has a value smaller than 0.05, namely 0.020. So it can be concluded that live streaming variables have a positive and significant effect on purchasing decisions.
- The regression coefficient for the content marketing variable is -0.130 which has a negative sign, this shows that for every one-unit increase in content marketing, purchasing decisions will decrease by -0.130. The t-calculated value for the content marketing variable (X2) is -2.004, which is greater than the t-table value of 1.688. Meanwhile, the significance value has a value greater than 0.05, namely 0.053. So it can be concluded that the content marketing variable has a negative and insignificant effect on purchasing decisions.
- The regression coefficient for the Electronic Word of Mouth variable is -0.095 which has a negative sign, this shows that for every one unit increase in E-WOM, purchasing decisions will decrease by -0.095. The calculated t-value for the E-WOM variable (X3) is -1.148, which is greater than the t-table which is 1.688. Meanwhile, the significance value has a value greater

than 0.05, namely 0.259. So it can be concluded that the electronic word of mouth variable has a negative and insignificant effect on purchasing decisions.

Discussion

Social media has experienced development and has become commonplace to make it easier for respondents to carry out transactions on online platforms, thus making respondents make purchasing decisions on the TikTokshop platform. Tiktokshop always offers various prices below the official price and many vouchers are given when participating in live streaming of sattu basic products. Before making a purchase, of course the respondent will look at the TikTok sattu basic content first and then carry out an investigation into the product they are going to buy.

The Influence of Live Streaming on Purchasing Decisions

The live streaming variable found that it had a significant influence on purchasing decisions. Live streaming is the main thing that consumers consider when making purchasing decisions, so that interesting live streaming becomes a stimulus in making purchasing decisions. This research has similarities with research conducted by (Pranadewi et al., 2024) that the live streaming variable has a positive and significant effect on purchasing decisions. This research is in line with research conducted by (Kamila Putri & Aghniarahma Junia, 2023) which shows that there is a positive and significant influence on purchasing decisions. Live streaming makes it easier for basic consumers to get information about products, making consumers feel comfortable in making purchases on the TikTok platform. The live streaming feature can influence purchasing decisions because the TikTok Sattu Basic live streaming is able to provide real-time product information and fulfills the live streaming principles recognized by TikTok platform users.

The Influence of Content Marketing on Purchasing Decisions

The content marketing variable shows that its influence is not significant on purchasing decisions. This research shows that content marketing on Sattu Basic has no effect, Sattu Basic users still feel that the content marketing provided does not have the truth in conveying information about Sattu products. The results of this research are supported by research conducted by (Samosir, 2022) which states that content marketing does not have a significant effect on purchasing decisions.

The Influence of Electronic Word of Mouth on Purchasing Decisions

The E-WOM variable in this research showed that its influence was not significant on purchasing decisions. This research shows that E-WOM on basic sattu has no effect, basic sattu users do not use word of mouth as a point of view to make purchasing decisions, this is because the users feel that what other consumers are told is not true, as evidenced by the answers The question "I become confident when buying products through the marketplace, after I find out information about a product by reading other consumer reviews on the Tiktok sattu basic account" shows the results that there are still many users who do not trust product information after reading reviews from other consumers. This research is supported by research conducted by (Samosir, 2022) which states that electronic word of mouth does not have a significant effect on purchasing decisions.

5. Conclusions and recommendations

Conclusion

Based on the description above from the research that has been conducted, it can be concluded that live streaming has a significant influence on purchasing decisions for Sattu basic products, content marketing does not have a significant influence on purchasing decisions, and E-WOM does

not have a significant influence on purchasing decisions. In this research it can be stated that live streaming has a big influence in influencing the decision making of Sattka Basic consumers via TikTokshop. There are several factors that influence consumers in making purchasing decisions, namely by making purchases via live streaming, because through live streaming consumers can consult directly with sellers, and sellers can also recommend products that consumers want. Then in live streaming there is a discount feature that giving consumers more ownership in making purchasing decisions on live streaming

Suggestion

Sattka basic has become a product that is well known to all groups, including women, as a hijab and ciput underwear product that provides hijab material that is comfortable enough to wear, and ciput that when worn does not make your head dizzy. So, in order to remain the image of the Sattka Basic brand, Sattka Basic management needs to maintain product quality and further improve the quality of service provided when carrying out live streaming activities by providing honest product reviews and showing appropriate goods that consumers want. The analysis results show that live streaming is very influential on purchasing decisions for consumers, so it is necessary for live hosts to provide good service for consumers or basic sattka viewers.

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