

THE INFLUENCE OF CONTENT MARKETING, LIVE STREAMING AND ONLINE CUSTOMER RATING ON PURCHASE DECISIONS AT TIKTOK SHOP

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ABSTRACT

This research is a correlational study between the variables Content Marketing, Live Streaming and Online Customer Ratings on Purchasing Decisions at the Tiktok Shop in Pekalongan Regency. The purpose of this research is to test and analyze the influence of Content Marketing, Live Streaming and Online Customer Ratings on Purchasing Decisions. This research uses descriptive research methods with a quantitative approach. In this research, data collection was carried out using a questionnaire. The results of this research are (1) partially Content Marketing, Live Streaming and Online Customer Rating have a significant positive effect on Purchasing Decisions. (2) Content Marketing, Live Streaming and Online Customer Rating simultaneously influence purchasing decisions.

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1. Introduction

Along with the rapid development of technology and information, it encourages the emergence of various innovations, one of which is innovation in economic activities with the transition of economic activities digitally. This economic activity occurs because of the emergence of the internet in economic activities that can encourage various e-commerce-based startups. E-commerce is electronic commerce that is carried out via the internet online and can be accessed by anyone (Risald, 2021). Internet and technology are networks for accessing various information including trade information. With the advancement of the Internet, all information can be accessed anywhere and covers a very wide area. This can be utilized by internet users in various fields and one of them can be utilized in the economic field through online shopping (Ratri Ningrum, et al, 2024). This increasingly advanced technology makes it easy for human needs to be met. Humans can shop easily to meet their needs without going to a store, but by accessing it via smartphone from home and then waiting for the goods to be sent home (Nuraeni, et al, 2023). With the emergence of various types of e-commerce in Indonesia, companies and MSMEs have

changed their sales and marketing systems from offline to online by using digital platforms to boost their sales, one of which is Tiktok Shop, which is currently popular in Indonesia.

TikTok is an application under the auspices of ByteDance to create, edit, and share short videos with music as accompaniment and several filters on the face. TikTok has interesting features to express yourself so that it has successfully captured people's attention, especially among young people. Indonesia itself is in second place with 99.1 million active users. TikTok officially presents a marketplace called TikTok Shop. TikTok launched the TikTok Shop feature on April 17, 2021 with the aim that sellers and creators can gain a lot of potential buyers. This is in accordance with TikTok's mission, namely to make its users happy by providing easy shopping without having to switch to another application. The addition of the TikTok shop feature helps business people market their products without spending a lot of money and with a wide reach. A report by a market research and consumer behavior agency shows that 86% of Indonesians have made transactions using social media platforms. Of the many social media in Indonesia, the social media platform most often used for online shopping is TikTok Shop with a percentage of 45%, followed by WhatsApp at 21%, Facebook Shop 10% and Instagram Shop 10%. Indonesians also expressed that they will continue to use TikTok Shop when shopping in the future because of the ease of shopping and its good marketing content such as clear and attractive product designs for TikTok users, making them interested in the product and ultimately making a decision to make a purchase (Kinanti, 2021).

When making a purchasing decision, consumers first go through various considerations from many alternatives. They consider product quality, product suitability, price, discounts and so on. This purchasing decision is the final result of various considerations that have been passed by consumers (Meryawan, et al, 2022). One of the considerations in making a purchase decision on Tiktok is its content marketing. Content Marketing is a sales method that involves planning, distributing, and producing creative content with the aim of captivating viewers and converting them into consumers (Bening & Kurniawati, 2019). Content marketing is a marketing technique using interesting content that is distributed on social media. Content marketing is the main goal for business people who play in digital marketing. They compete to create the most interesting content possible and analyze the trend flow comprehensively to understand the tastes of the community. Through this content, consumers who are going to buy can consider the desired product both in terms of design and quality of the product they want to buy (Sri Rahmayanti, 2023). According to a survey conducted by TikTok and Boston Consulting Group on TikTok Indonesia, as many as 83% of respondents answered that before making a product purchase, consumers will watch the existing video content. The influence of video content in several categories such as fashion, cosmetics and electronics has an influence of up to 50% on purchasing decisions (Rizaty, 2022).

In addition to interesting content, currently Tiktok live streaming is one of the best promotional methods for sellers to sell their products. TikTok Live is a good marketing model for selling products while interacting with buyers. TikTok is a very creative e-commerce feature to connect sellers, buyers, and content creators to provide an exciting experience through live streaming (Fathurrohman, et. al. 2023). TikTok Shop is increasingly serious about developing its features by providing a live streaming feature that consumers can use to see products directly and communicate with sellers. Live Streaming is the perfect platform for product demonstrations and tutorials. TikTok Live Streaming allows them to interact directly between streamers and users.

With this feature, consumers can immediately see the product in real time whether it is as desired or not, the seller will also explain the details of the product being sold then consumers can directly communicate with the seller so that consumers believe and make decisions to buy products according to customer needs. The live streaming feature has increased seller sales by 76% in the world and 67% of TikTok users shop during live. Moreover, TikTok users spend 858 minutes a month watching content and live streaming so that it can be used by sellers to increase income (Riyanto, 2022).

Customers' assessments that have shopped are also taken into consideration before deciding on a purchase. Online customer ratings are consumer comments expressed using a certain scale. The most popular scale used is stars. The more stars given by consumers, the better the product quality is, meaning that this opinion means that online customer ratings are expected to provide an evaluation of the quality of the product and the appropriate service. Online customer ratings can help to understand the importance of the quality of the products and services offered, as well as how consumers assess a product and service (Hanifah, et al, 2023).

Several previous studies related to purchasing decisions conducted by Sri Rahmayanti (2023) concluded that Content Marketing has a positive and significant effect on purchasing decisions, followed by research conducted by Alviyani Febriyanti (2024), Windi Anggraini (2023) which concluded that Live Streaming and Online Customer Rating have a positive and significant effect on purchasing decisions. However, research conducted by Anna Irma Rahmawati, (2022) stated that Online Customer Ratings do not have a significant influence on purchasing decisions.

Based on the description of the problems and gaps between previous studies that have been explained above, the researcher is interested in conducting research on "The Influence of Content Marketing, Live Streaming and Online Customer Rating on Purchasing Decisions at TikTok Shop in Pekalongan Regency".

2. Literature Review

Content marketing is a digital marketing strategy that focuses on creating content in the form of images or videos that have value, are relevant and interesting and are distributed to the public. According to Fadhillah dan Galih (2020), content marketing is a management process where marketers identify and then re-analyze public tastes by utilizing digital content which is then distributed to electronic media. Informative, creative, and interesting content can provide added value to consumers, build trust, and influence their attitudes towards brands and products. Factors that influence Content Marketing are (1) Design, (2) Current Event, (3) The Reading Experience, (4) Timing, (5) Tone. Meanwhile, according to Tabelessy et al., (2022) there are six indicators for measuring content marketing, namely: (1) Relevance; (2) Accuracy; (3) Valuable; (4) Easy to understand; (5) Easy to find (6) Consistent. According to the results of research conducted by Qurrota A'yun (2023) content marketing has a significant influence on purchasing decisions, meaning that the more and more interesting marketing content is designed and distributed, the more purchasing decisions there will be, and vice versa. This research is also in line with research conducted by Sri Rahmayanti (2023) which concluded that Content Marketing has a positive and significant influence on purchasing decisions.

H1: There is a significant positive influence of the Content Marketing variable on TikTok Shop Purchase Decisions.

Live streaming is a technology that distributes video data that has been compressed or shrunk into a smaller video file size via the internet network and then broadcast in real time. Live streaming is now not limited to music shows or everyday life, but more things can be shared such as what is currently trending, namely selling. Live streaming can create interactive sales through media that provide live streaming, one of which is TikTok. The advantage of live streaming is that we are able to get a wider reach at the same time as the situation at that time and broadcast via communication media with a stable network connected to wireless or cable (Vinata, et.al 2023). Live streaming indicators according to Faradiba dan Syarifuddin (2021) consist of Promotion time, Discounts or promotions, Product descriptions, and Visual marketing. According to research conducted by Netrawati, et.al (2022) the live streaming variable has a significant influence on purchasing decisions. The more detailed information obtained by the audience and supported by the credibility of the organizer and promotions or discounts can attract consumer interest to make purchasing decisions. This is in line with research conducted by Saputra dan Fadhilah (2022) that live streaming shopping has a direct and significant influence on Purchasing Decisions.

H2: There is a significant positive influence of the Live Streaming variable on TikTok Shop Purchase Decisions.

Online customer rating is a part of a review that uses the form of star symbols rather than text in expressing customer opinions. Istiqomah dan Novi (2020), stated that Online Customer Rating is a customer's opinion on a certain scale. A popular rating scheme for ratings on TikTok Shop is by giving stars. Rating can be interpreted as an assessment by users of a product's preference for their experience referring to the psychological and emotional state they experience when interacting with virtual products that are mediated (Lackermaid, 2013). Usually in the rating or star scale there are one to five stars that will be determined by consumers, if the stars given reach five stars or full then the goods or services on the marketplace are very good and according to expectations. If the stars given by the consumer are less than five, of course there is something lacking and needs to be considered again from the product. Usually the rating is part of a way to provide feedback that consumers do to sellers. After making a purchase, consumers can give a rating ranging from 5 stars to 1 star according to the condition of the product. Rating is one of the features that is a place for evaluation for sellers and prospective buyers. According to Daulay (2019) there are 4 dimensions of Online Customer Rating Indicators in the assessment or rating of stores which include Service (Product stock, Packaging period, Conformity of ordered products in delivery and Product condition), Product (Conformity of product with description and Product quality), Operations and Seller response.

H3: There is a significant positive influence of the Online Customer Rating variable on TikTok Shop Purchase Decisions.

Purchasing decisions are one of the consumer behaviors in response to a promotion or sale. Purchasing decisions are the process by which consumers determine which products they will buy. (Ardiansyah & Nurdin, 2020). This stage will create a product purchase. Purchasing decisions are important to retain consumers and get new consumers (Romla & Ratnawati, 2018). Because there is an intense relationship between the seller and the buyer. The creation of a purchasing decision can create benefits for the seller, namely the product brand can be known to many consumers. So that it can provide recommendations for other consumers. There are four indicators to measure purchasing decisions according to Mokodompit et al., (2022) including (1) Determination to buy after knowing the product information; (2) Deciding to buy because it is the most preferred brand;

(3) Buying because it suits your desires and needs; (4) Buying because of recommendations from other people.

H4: There is a significant positive influence of the variables Content Marketing, Live Streaming and Online Customer Rating on TikTok Shop Purchase Decisions.

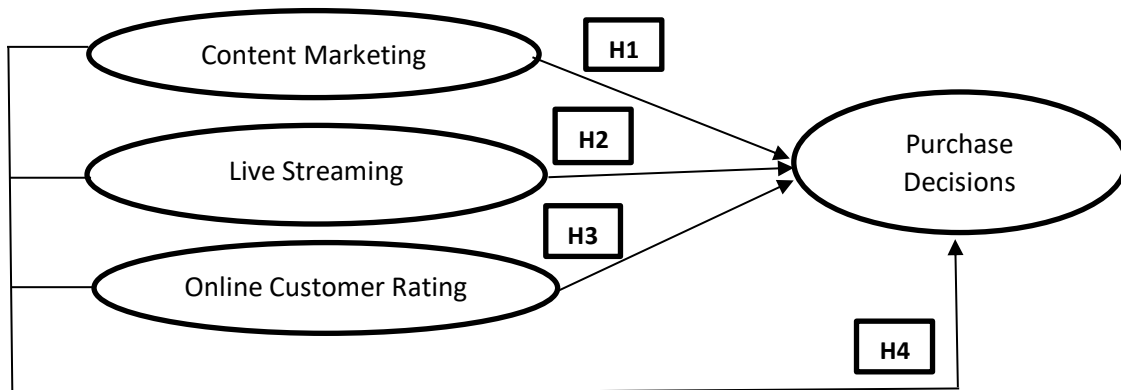


Figure 1. Research Model

3. Method, Data, and Analysis

This study is a quantitative study with multiple linear regression analysis techniques. The type of data used in this study is primary data obtained directly through the distribution of questionnaires to Tiktok Shop users in Pekalongan Regency. The main instrument used to obtain data that is systematically arranged contains several questions given to respondents who have met the validity and reliability requirements. The population in this study were TikTok Shop users in Pekalongan Regency. Sampling in this study used the purposive sampling technique and sample calculation was carried out using the Slovin formula until a sample of 100 respondents was determined who were Indomie consumers in Pekalongan Regency with the criteria (1) Respondents are TikTok shop users who live in Pekalongan Regency and have made purchases of products at TikTok Shop. (2) Respondents' age ≥ 17 years because at that age respondents are able to understand and respond to statements in the questionnaire submitted by the researcher well.

4. Result and Discussion

Validity Test

Table 1. Validity test Variable Content Marketing, Live Streaming, Online Customer Rating

Variable	Indicator	r count	r table	Information
Content Marketing	X1.1	0,846	0,195	Valid
	X1.2	0,847	0,195	Valid
	X1.3	0,860	0,195	Valid
Live Streaming	X2.1	0,726	0,195	Valid
	X2.2	0,880	0,195	Valid
	X2.3	0,854	0,195	Valid
Online Customer Rating	X3.1	0,781	0,195	Valid
	X3.2	0,863	0,195	Valid
	X3.3	0,836	0,195	Valid
Purchase Decisions	Y.1	0,877	0,195	Valid
	Y.2	0,903	0,195	Valid

	Y.3	0,742	0,195	Valid
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Source: data processed 2024

From the test results in table 1 above, it can be seen that the validity value for each question has a calculated r value > r table, thus proving that all items in this study are said to be valid.

Reliability Test

Table 2. Reliability test results Content Marketing, Live Streaming, Online Customer Rating

No	Variable	Cronbach's Alpha	Information
1	Content Marketing	0,846	Reliable
2	Live Streaming	0,836	Reliable
3	Online Customer Rating	0,837	Reliable
4	Purchase Decisions	0,843	Reliable

Source: data processed 2024

Based on table 2 above, it is known that the results of the reliability calculation obtained a cronbach alpha reliability coefficient > the standard alpha used, which is 0.60 for each question from the Content Marketing, Live Streaming, Online Customer Rating and Purchase Decision variables. Thus, it can be said that the questions from each variable are reliable to be used as research instruments.

Classic Assumption Test

Data normality testing with the Kolmogorov-Smirnov test shows that the sig value is greater than 0.05, so all data are normally distributed. Testing of data multicollinearity also shows that the VIF value does not exceed 10.00 so that the residual does not contain symptoms of multicollinearity among the research variables. Heteroscedasticity testing carried out with the Glejser test also shows a sig value greater than 0.05 so that the residual does not contain symptoms of heteroscedasticity.

Multiple Linear Regression Analysis

Table 3.
 Multiple Linear Regression Analysis Results

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.421	1.041		-.404	.687
	Content Marketing	.226	.072	.234	3.145	.002
	Live Streaming	.187	.075	.185	2.502	.014
	Online Customer Rating	.621	.073	.573	8.528	.000

a. Dependent Variable: Purchase Decisions

Source: data processed 2024

Based on table 3 above, the Multiple Linear Regression equation can be known as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = -0.421 + 0.226 X_1 + 0.187 X_2 + 0.621 X_3, \text{ where:}$$

Y = Purchase decision

X₁ = Content Marketing

X₂ = Live Streaming

X₃ = Online Customer Rating

a = constant,

b = regression coefficient

The equation above shows that there is a positive effect of Content Marketing, Live Streaming, and Online Customer Rating on Purchasing Decisions which can be explained as follows:

1. The coefficient value of Content Marketing is 0.226, which means that if Content Marketing is better, it will result in an increase in Purchasing Decisions at TikTop Shop in Pekalongan Regency by 22.6%, so the test results explain that the Content Marketing variable has a positive and significant influence on Purchasing Decisions at TikTop Shop in Pekalongan Regency.
2. The Live Streaming coefficient value is 0.187, which means that if Live Streaming is better, it will result in an increase in Purchasing Decisions at TikTop Shop in Pekalongan Regency by 18.7%, so the test results explain that the Live Streaming variable has a positive and significant influence on Purchasing Decisions at TikTop Shop in Pekalongan Regency..
3. The coefficient value of Online Customer Rating is 0.621, which means that if the Online Customer Rating is better, it will result in an increase in Purchasing Decisions at TikTop Shop in Pekalongan Regency by 62.1%. The test results explain that the Online Customer Rating variable has a positive and significant influence on Purchasing Decisions at TikTop Shop in Pekalongan Regency.

HYPOTHESIS TESTING

T-Test (Partial Test)

The t-test is conducted to show how far the influence between the independent variable and the dependent variable is. If the significant value (Sig.) is less than 0.05 or if the calculated $t > t$ table, then a variable is said to have a significant influence on another variable. With this test, the t table obtained in this study is 1.988.

1. Based on table 3, it can be seen that the hypothesis testing between the Content Marketing variable (X₁) and the Purchasing Decision (Y) obtained a significance value of 0.002 <0.05 or t count 3.145 > t table 1.988, which means that hypothesis 1 which states that there is a significant influence of the Content Marketing variable on Purchasing Decisions is partially **accepted**. Thus, it can be concluded that Content Marketing has a positive and significant influence on Purchasing Decisions at TikTok Shop in Pekalongan Regency. This study is in line with research conducted by Sri Rahmayanti (2023) which concluded that Content Marketing has a positive and significant influence on Purchasing Decisions.
2. Based on table 3, it can be seen that the hypothesis testing between the Live Streaming variable (X₂) and the Purchasing Decision (Y) obtained a significance value of 0.014 <0.05 or t count 2.502 > t table 1.988, which means that hypothesis 2 which states that there is a significant influence of the Live Streaming variable on the Purchasing Decision is partially **accepted**. Thus, it can be concluded that Live Streaming has a positive and significant influence on Purchasing Decisions at TikTok Shop in Pekalongan Regency. This study is in line with the

study conducted by Alviyani Febriyanti (2024) which concluded that Live Streaming has a positive and significant influence on Purchasing Decisions.

- Based on table 3, it can be seen that the hypothesis testing between the Online Customer Rating variable (X3) and the Purchasing Decision (Y) obtained a significance value of $0.000 < 0.05$ or $t \text{ count } 8.528 > t \text{ table } 1.988$, which means that hypothesis 3 which states that there is a significant influence of the Online Customer Rating variable on the Purchasing Decision is partially **accepted**. Thus, it can be concluded that Online Customer Rating has a positive and significant influence on Purchasing Decisions at TikTok Shop in Pekalongan Regency. This study is in line with research conducted by Windi Anggraini (2023) which concluded that Online Customer Rating has a positive and significant influence on Purchasing Decisions.

F Test (Simultaneous Test)

Table 4.
F Test Results (Simultaneous Test)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	148.737	3	49.579	59.300	.000 ^b
	Residual	80.263	96	.836		
	Total	229.000	99			

a. Dependent Variable: Purchase Decisions

b. Predictors: (Constant), Content Marketing, Live Streaming, Online Customer Rating

Source: data processed 2024

From table 4 above, a significance value of $0.000 < 0.05$ or a calculated F value of $59.300 > 2.70$ was obtained, so it can be concluded that H4 is accepted, which means that there is a significant influence between the variables Content Marketing, Live Streaming and Online Customer Rating on Purchasing Decisions simultaneously.

5. Conclusion and Suggestion

The results of the study indicate that Content Marketing, Live Streaming and Online Customer Rating have a positive and significant influence on Purchasing Decisions at TikTop Shop in Pekalongan Regency. Simultaneously, there is a significant influence between the variables Content Marketing, Live Streaming and Online Customer Rating on Purchasing Decisions at TikTop Shop in Pekalongan Regency. This means that if Content Marketing, Live Streaming and Online Customer Rating are increased simultaneously, it will have an impact on increasing Purchasing Decisions and vice versa if Content Marketing, Live Streaming and Online Customer Rating decrease simultaneously, it will result in a decrease in Purchasing Decisions.

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